



What's Trending

Trendsetter Chapter
American Business Women's Association

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Palm Desert, CA 92211

May 2024 Issue

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The mission of the **American Business Women's Association** is to bring together business women of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

The Merry Month of May

There are many dates noted on my calendar this month: May The Fourth Be With You, Cinco de Mayo, Teacher Appreciation Week, National Nurses Week ending in National Nurses Day, Mother's Day and we wrap up the month with the start of the summer season when we observe Memorial Day.

For our Trendsetter Chapter, we have our Monthly Board Meeting, Monthly Chapter Program, Member Birthdays, Chapter Anniversaries, and May is the month for elections, and honoring our Woman of the Year.



It has been a standing tradition to recognize and to celebrate a member that has made a note worthy contribution to the success of the Chapter during the current and/or past Award Year. It is also a tradition to honor and recognize the previous Women of the Year as we celebrate the current one. During our Chapter Meeting on May 21, 2024, we will once again continue that tradition when we acknowledge the previous Women of the Year and honor the 2024 Woman of the Year

Have a great month and look out for more announcements.

Natalie Angrisani
President
Trendsetter Chapter

Memorial Day, May 27, 2024.



Red, white and blue will wave across the landscapes of our American cities the last Monday in May as flags are placed on the graves of our fallen soldiers. Memorial Day is a federal holiday set aside to honor the men and women who sacrificed their lives throughout the war history of our nation. This year, the holiday falls on May 27. The holiday was originally called "Decoration Day" and was first observed on May 5, 1868. The date was chosen because it didn't fall on the anniversary of any particular battle.


The "National Moment of Remembrance Act" was signed on Dec. 20, 2000, by President Bill Clinton, designating 3 p.m. as a moment set aside to "pause and consider the true meaning of this holiday."

• SAVE THE DATE •
COME HOME TO ABWA!

NATIONAL
 WOMEN'S
 LEADERSHIP
 CONFERENCE

SEPTEMBER
 25th-28th
 • 2024 •
 Overland Park
 KANSAS

AMERICAN
 BUSINESS
 WOMEN'S
 ASSOCIATION



The graphic features a large '75' in a red circle with 'ABWA CELEBRATING' above and 'YEARS' below. A woman's leg in a blue skirt and red high-heeled shoe is stepping on a yellow path that winds through green hills. A sunburst surrounds the '75'.

find unity in
COMMUNITY

AMERICAN BUSINESS WOMEN'S ASSOCIATION

1949 - 2024

JOIN TODAY



**2023 24
 TRENDSETTER BOARD**

President .. Natalie Angrisani
Vice President .. Laurie Renner
Recording Secretary .. Terri Cox
Treasurer .. Tammy Becker
Correspondence Secretary
 Karen Oliver

Immediate Past President
 Melissa McCaughey

COMMITTEE CHAIRS

Education
 Sharon Smith

Fundraising
 Melissa McCaughey

Membership
 Edwina Dirk

Professional Development
 Dominique Fruchtmann
 Joyce Godier, Bev Licata

Newsletter Editor
 Natalie Angrisani

Chapter Advisor
 Karen Oliver

**OUR TRENDSETTER
 VISION STATEMENT**

Our Vision is to be the leading organization in Southern California for connecting people with networking, education, leadership and recognition. We will strive to understand and to satisfy the needs of our members, both women and men, and make it a priority to recognize members achievements, to celebrate our member and chapter successes and to provide professional development opportunities.

We promise to support one another with professionalism and friendship; and have fun in the process.



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AMERICAN BUSINESS WOMEN'S ASSOCIATION
1949 - 2024



ABWA Trendsetter Chapter invites you to our monthly Chapter Program and Dinner meeting

Join us as we celebrate ABWA membership, all of our Trendsetter Women of the Year and the 65th Anniversary in ABWA of our member, Sharon Smith



In our newsletter each month, our Trendsetter Chapter always acknowledges our members' birthdays and membership anniversaries; and our Correspondence Secretary always sends out congratulatory cards.



This month we acknowledge the 65th anniversary of Sharon Smith as a member of American Business Women's Association. Sharon has been a member in three different chapters, twice awarded the honor of Woman of the Year, and she is currently, the Education Chair for our Trendsetter Chapter.

In addition to celebrating her anniversary with Sharon, we want to recognize and celebrate the members who have been honored as Trendsetter Women of the Year and during the evening, we will be announcing the 2024 current honoree.

Don't miss this special evening. We hope to see you there.

Tuesday, May 21, 2024

Palm Valley Country Club
(in the Clubhouse)
39205 Palm Valley Drive
Palm Desert

Networking @ 5:30 pm
Program Starts @ 6:00 pm

Bring your business cards
And marketing materials

Fee \$35.00 pp
RSVP Requested

Pre-pay on our website:
PalmDesertABWA.org
or
Pay at the door, RSVP to:
info@palmdesertabwa.org

note: A Reservation Made Is a Reservation Paid

The Trendsetter Chapter of the American Business Women's Association ("ABWA") is open to all who are looking for a place to meet and network. We meet the 3rd Tuesday of Every Month



The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.



Celebrate



Tammy Becker May 1
Daniel Wooden May 2
Allison Fedrick May 6
Karen Oliver May 9
Joyce Godier May 15
Bev Licata May 31

Membership Anniversaries
Melissa McCaughey 2013
Sharon Smith 1959



Celebrating Trendsetter Women of the Year

- | | |
|------------------------------|---------------------------------|
| 2023 Tammy Becker | 1998 Lucy Torres |
| 2022 Natalie Angrisani | 1997 Diana Klumpp |
| 2021 Natalie Angrisani | 1996 Barbara Larsh |
| 2020 Rosemary Woodward | 1995 Joyce Godier |
| 2019 Edwina Dirk | 1994 Elaine Lloyd |
| 2018 Tami Draper | 1993 Carolyn Barry |
| 2017 Allison Fedrick | 1992 Victoria Otos |
| 2015 Melissa McCaughey | 1991 Pamela Amy |
| 2014 Laurie Renner | 1990 Margaret Doherty |
| 2013 Dominique Fruchtman | 1989 Susan Miller |
| 2012 Carolyn Barry | 1988 Merrien Harmon |
| 2011 Alex Christensen-Finlay | 1987-1988 Judy Isaacson |
| 2010 Marge Magnuson | |
| 2009 Bev Licata | in their previous chapters |
| 2008 Cookie Harvey | |
| 2007 Carol Carpenter | 1964-1965 Sharon Smith |
| 2006 Jan "Sunny" Simon | Bird of Paradise Chapter |
| 2005 Rosemary Woodward | Los Angeles |
| 2004 Joan Hinterseer | 2005-2006 Sharon Smith |
| 2003 Cathy Scarms | Orange Charter Chapter |
| 2002 Kimberly Lynch | Orange |
| 2001 Brenda Dryden | 2021-2022 Karen Oliver |
| 2000 Barbara Frazier | Diamond of South Bay |
| 1999 Margie Hanson | Long Beach |

Remembering Women in History

Sally Ride
 (5/26/1951-7/12/2012)



Sally Ride made history on June 18, 1983 when she became the first American woman in space.

In 1977, Sally Ride answered an ad from (NASA), the National Aeronautics & Space Administration and was one of only 5 women selected for NASA's class of '78.

As the first American woman in space, Sally did not just break the space glass ceiling, she blasted through it and when she came back to Earth, she devoted her life to helping girls excel in fields like math, science and engineering.

Sally Ride Science, a nonprofit organization was established to encourage children from all backgrounds to take an interest in science, technology, engineering and math (STEM.) and continues Sally Ride's legacy which is to inspire all of us to Unleash Our Brilliance and reach for the stars.



FOR IMMEDIATE RELEASE

**TRENDSSETTER CHAPTER OF THE AMERICAN BUSINESS WOMEN'S ASSOCIATION
offers two Impact Scholarships worth \$1,000 each**

Palm Desert, CA – The Trendsetter Chapter of the American Business Women's Association (ABWA) is offering two scholarships worth \$1,000 each, funded through the Stephen Bufton Memorial Educational Fund (SBMEF) to two deserving area student(s).

Each year, local leagues of ABWA provide Stephen Bufton Memorial Scholarships (SBMEF) to female students who will be attending accredited U.S. colleges, universities or community, vocational, technical schools.

Applicants must be citizens of the United States; residents of the Coachella Valley or Imperial County, CA; entering (high school graduating seniors, college freshman, sophomore, etc.) in August 2024 and attending College of the Desert or an accredited Community College, Vocational or Technical School in the Coachella Valley or Imperial County, CA, with a GPA of (2.5- 4.0) or higher.

Eligible women interested in applying for the scholarship should contact:

Sharon Smith, Education Scholarship Chairperson

ABWA Trendsetter Chapter

760-360-3476

Email: sharlar92808@gmail.com

Applications must be completed by May 15, 2024, at www.sbmeff.org. A minimum of three (3) eligible completed applications are required in order for the scholarship to be awarded. Recipient(s) will be notified in July 2024.

SBMEF, ABWA's national educational fund, is one of the most highly respected grant and scholarship funds in the country. For over 70 years, ABWA has helped women achieve their business and professional success through educational scholarships. Since its inception, more than 17,000 women nationwide have been awarded more than 17 million dollars in scholarships.

The Stephen Bufton Memorial Educational Fund is a 501 (c) 3 charitable trust and public foundation. It has the same tax status as public schools, churches and community funds. The fund is listed in the U.S. Internal Revenue Service "Cumulative List of Organizations" described in Section 170(c) of the IRS code of 1954 – revised Oct. 31, 1974.

About the Trendsetter Chapter and the American Business Women's Association

The Trendsetter Chapter is a chartered Chapter of the American Business Women's Association formed in 1982 whose vision is to be the leading organization in Southern California for connecting people through networking, education, leadership, and recognition. We strive to understand and satisfy the needs of our members, both women and men, and make it a priority to recognize member achievements, to celebrate our member and chapter successes and provide opportunities. We promise to support one another with professionalism and friendship and have fun in the process.

The Trendsetter Chapter meets on the 3rd Tuesday of the month at Palm Valley Country Club, Palm Desert, CA.

More information about the Trendsetter Chapter can be found at www.palmdesertabwa.org.

For more Information about ABWA, visit the website: www.abwa.org

find unity in COMMUNITY

AMERICAN BUSINESS WOMEN'S ASSOCIATION

1949 - 2024

ABWA's 75th Year Membership Campaign MARCH 1 - JUNE 30

CELEBRATING UNITY AND EMPOWERMENT

2024 marks the 75th Anniversary of **The American Business Women's Association**, a pioneering force in advancing women's roles in business. This year, we proudly introduce our theme, "*Find Unity in Community*," highlighting our commitment to fostering collaboration, support, and collective advancement among professional women.

UNITE AND THRIVE: Exclusive Rewards for Championing Membership Growth in Our 'Find Unity in Community' Association

Spread the word about the benefits of joining ABWA and invite others to join our incredible community. We are offering two exclusive rewards when you enroll one or more new members.

LEVEL ONE

RECRUIT ONE NEW MEMBER

Receive a limited-edition, 1-1/8" round Anniversary Pin trimmed with red rhinestones. This pin commemorates ABWA's 75 years as an Association for working women and women business owners, and is a symbol of your contribution to our legacy of *Changing Women's Lives... One Woman at a Time.*™

pin shown larger than actual size



LEVEL TWO

RECRUIT THREE OR MORE NEW MEMBERS

Let all of your worries slip away with a warm bath and rejuvenating products, including bubble bath, white tea bath salts, bath fizzers, and more. You can continue the TLC treatment with refreshing white tea shower gel, body lotion, and body mist. Your ultimate day of relaxation is waiting for you when you recruit three or more new members.



**EXCLUSIVE
MEMBER
BENEFITS**



What's In It For Me

Membership in ABWA affords you the opportunities to enhance your leadership skills, business acumen and network with like-minded business women that will propel you forward professionally and personally in achieving your best self.

Professional Development

- Access to ABWA's Apex Campus 24/7
- Lifelong learning
- League Speakers
- Educational Scholarships - SBMEF

Leadership Opportunities

- Opportunities to enhance leadership and business skills acumen
- Lead committees and special projects

Networking

- Attend local and national business and networking meetings
- Build relationships
- Participate in league, regional & national events

Local and National Recognition

- League awards, e.g., Woman of the Year, Protégée, and Top Ten Nominees
- National recognition, e.g., American Business Woman, Top Ten Business Woman, and Best Practices Award

Regional and National Conferences

- Attend regional and national conferences for personal and professional development at member's discount
- Meet like-minded career-oriented members

Community Connections

- Connect with members online on the Community Connections platform and in social media groups
- Access to national resources

Career Connections

- Search career portal for employment opportunities
- Seek careers with our partners

Publication Subscriptions

- Access to Achieve Newsletter
- Subscription to ABWA Blog

Exclusive Social Media

- Access to ABWA's members-only Facebook and LinkedIn Groups Collaborate with other ABWA members

Partner Discounts

- National University and Franklin
- Madison Dell Technologies
- Allstate
- The Business Source

SCAN ME



JOIN NOW

Created by 2022-2023 Ambassador Steering Committee
www.abwa.org



MY APEX CAMPUS

Have you checked out the online courses?
This is one of the benefit of membership.

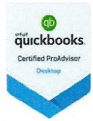
PROFESSIONAL DEVELOPMENT THROUGH ONLINE TRAINING

AMERICAN BUSINESS WOMEN'S ASSOCIATION

We Appreciate Our Chapter's Sponsors

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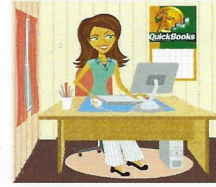
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- ❖ Errand services
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- ❖ Light housekeeping
- ❖ Bathing and Grooming
- ❖ Laundry services



Each Office Independently Owned and Operated

Umbrella Ministries

Joyce Godier
Board of Directors-Trustee

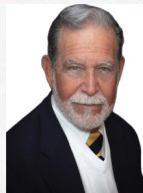
760-880-2909 :: jmgodier@yahoo.com

Helping mothers who have lost a child

Bereaved Moms Groups

- * Rancho Mirage
- * Indio
- * Sun City Palm Desert
- * 29 Palms Marine Base

Pudge Erskine, CRMP
818-601-1926
pudge@ventanahomeloans.com
ventanahomeloans.com



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NMLS # 1289933 / Corporate NMLS #2467885

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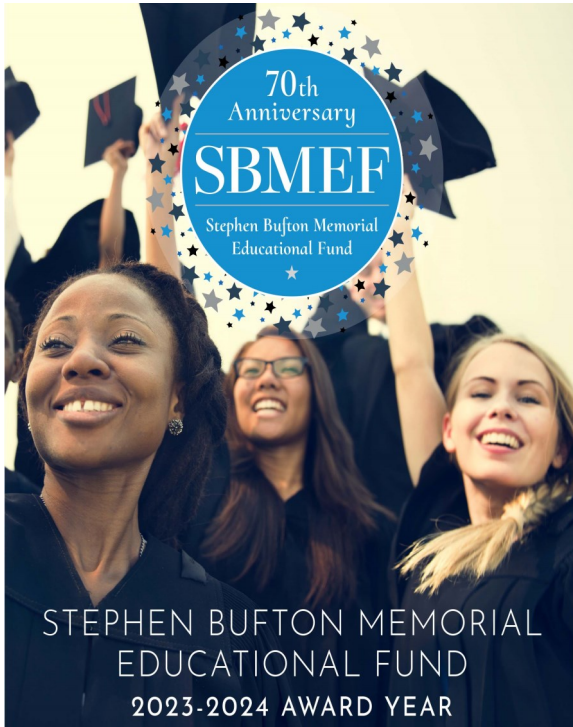


Beverly Licata

Member since 2007

Trendsetter Chapter President 2017-2019

760.963.9410/licatab@outlook.com



Stephen Bufton Memorial Educational Fund

The Stephen Bufton Memorial Educational Fund (SBMEF) exists to provide educational grants and scholarships to women who are pursuing their post-secondary educational goals, as well as their ongoing career development, to support career advancement and to help them become the role models, mentors and leaders of the future.



Our chapter's fundraising goal supports the scholarships that are awarded each year. All applicants must meet the requirements designated by the SBMEF Board of Trustees. Applicants who are interested in applying for these scholarships and want additional information about the requirements, should contact our Chapter's Education Chair, Sharon Smith (email: sharlar92808@gmail.com)

The current applications must be submitted by May 15, 2024.

SET OF CORE VALUES FOR ABWA

Our core values are the foundation on which the American Business Women's Association (ABWA) was founded on in 1949. They are reflective of the ABWA culture and have been integral to creating an enduring and supportive community for generations of women in the workplace.

1. Selfless Leadership
2. Building Community
3. Value and Seek Diversity
4. Manage for Innovation and Excellence
5. Lifelong Learning
6. Focus on Facts and Own the Results
7. Choose to Make A Difference
8. Celebrate

ABWA PROUD CODE OF CONDUCT

The Proud Code of Conduct was developed as a means of guiding all members in making ethical decisions. The broad states of the code of conduct that are listed below are not expected to cover all conduct for all situations. This is why the Proud Code of Conduct was created as a living and fluid code.

- As an ABWA member, I will serve as a goodwill Ambassador for the American Business Women's Association.
- As an ABWA member, I will adhere to the Association's Bylaws and comply with the Associations Brand Guidelines.
- As an ABWA member, I will not use my personal power or influence to advance my own interests.
- As an ABWA member, I will not allow my personal beliefs or convictions to alienate other members, prospective members, and sponsors at any level of the ABWA organization (local, regional or national).
- As an ABWA member, I will always treat member colleagues, the ABWA National Team, guests, speakers, vendors and sponsors with dignity and respect.



Trendsetter
Chapter Officers

Natalie Angrisani
President

Laurie Renner
Vice-President

Terri Cox
Recording Secretary

Karen Oliver
Correspondence Secretary

Tammy Becker
Treasurer

Visit our Chapter website:
palmdesertabwa.org

Like us on Facebook at:
facebook.com/ABWAPalmDesert

Follow ABWA on Twitter:
twitter.com/ABWAHQ

Connect with ABWA on LinkedIn:
www.linkedin.com/company/american-business-womens-association/