

# What's Trending

Trendsetter Chapter  
American Business Women's Association

*mailing address*  
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Palm Desert, CA 92211



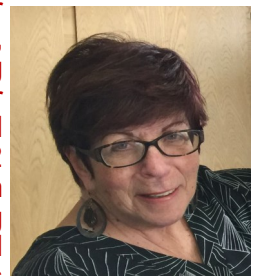
## June 2024 Issue

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## Chapter Celebrations

As the social season starts to end here in the Coachella Valley, many groups take a break during the summer. That's not the case for our Trendsetter Chapter. We remain active and continue with upcoming events.

June is very special for us as the Trendsetter Chapter was installed on Thursday, June 10, 1982 as a Chapter of ABWA. The following month we began the tradition of holding our Chapter meeting/dinner program on the third Tuesday of the month and we still do. For 42 years, we've supported our members with networking, scholarships for their continuing education, shared their successes, celebrated member achievements, formed friendships that have grown over the years and will continue for our lifetime, and, as stated in our Vision Statement have fun in the process.



During our May 21st Chapter meeting we held elections for our 2024-2025 Executive Board officers. The current Officers were nominated and voted for another term, which begins on August 1st. On behalf of all our members, I offer congratulations to all of you and you have my appreciation for your willingness to "step up to the plate, one more time".

During our May 21st Chapter meeting we celebrated members who turned 80 and Fabulous (*see page 3*), we celebrated the 65th membership anniversary of our Education Chair, Sharon Smith (*see page 3*). The evening continued as we acknowledged the prior Woman of the Year members, and heard from them about how they connected with us and what it has meant to them. Tammy Becker, our 2023 Trendsetter Woman of the Year, then read a special introduction before announcing the member who is our 2024 Trendsetter Woman of the Year (*see page 4*)

Our Trendsetter Celebrations will not end with May, In June we will celebrate our Chapter's 42nd Anniversary, our new member installations and much more.

Have a great month.  
*Natalie Angrisani*  
President  
Trendsetter Chapter



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.



**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



**Come Home to ABWA! Don't miss this year's 75th Anniversary Celebration on September 25-28, 2024 in Overland Park, KS.**

Join us as we commemorate 75 years of empowering women in business and leadership. This milestone event promises to be a remarkable gathering of inspiring speakers, professional development workshops, and unparalleled networking opportunities with fellow businesswomen from across the nation.

Mark your calendars and stay tuned for more details on this year's exciting agenda.

- Hear from influential leaders, innovators and subject matter experts who are shaping the future of business.
- Connect with diverse professionals, expand your network, and forge lasting business relationships.
- 

**American Business Women's Association – Empowering Women Since 1949**

**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.



It's never too late to celebrate the special moments in life.

During our Chapter meeting on May 21, we celebrated a lot and one celebration was our members who are 80 and Fabulous.

*(from left to right)*

Bev Licata (fabulous, but not 80 until on May 31, Edwina Dirk (Fabulous and Firebirds fan turned 80 on March 14, and Karen Oliver (Fabulous and drives 96 miles to our Chapter meetings turned 80 on May 9)



**... the celebration continues**

Another moment during our May 21 meeting was the announcement and the introduction of our 3 newest members: Leanette Beckstrand, Sybil Ihrig, and Amber Stone. We welcome you to ABWA and the Trendsetter Chapter.

As part of our June 18 Chapter program, we will officially welcome you with orientation and member installation.

June is also our Chapter Anniversary, so the celebration continues.



**Dates in History**

**May 21, 1959**

"Gypsy" with Ethel Merman, opened on Broadway in New York City for 702 performances. The #1 song was "Kansas City" by Wilbert Harrison, and "Barbie" had just launched onto the American toy market.

In 1959, May 21 fell on a Thursday and it was the date that Sharon Smith joined ABWA. In the 65 years since, Sharon has been awarded Woman of the Year in her different Chapters, she was voted to serve a term as ABWA National District VI Vice-President and is currently the Education Chair for our Trendsetter Chapter.

During our Trendsetter Chapter May 21, 2024 meeting, we celebrated Sharon's 65th Year of Membership. After a thunderous applause and standing ovation, she shared with us how her membership in ABWA began\* and why it continues to this day.

*\*(it was something about Baton Twirling and not being old enough to drink)*



**May 21, 1959 - May 24, 2024  
65th ABWA Membership Anniversary**



*... on the next page is the special announcement that continued our 5/21 celebration*



# Woman of the Year

Recognized by our Chapter  
for her community involvement  
and contributions to ABWA



## 2024 WOMAN OF THE YEAR

It is a long-standing tradition in ABWA to recognize a member that has made a notable contribution to the success of their Chapter in the current and/or past Award Year.



Even though our Chapter has struggled to build our membership levels back up to what they were prior to Covid-19, we have continued to maintain our Vision to be the best we can be by connecting people through networking, education, leadership, and recognition.

Of those topics Education has been one of our priorities because empowering women through education is one of our greatest accomplishments. Each year we raise funds for scholarships through ABWA's Stephen Bufton Memorial Education Fund (SBMEF) to support local students in the Coachella Valley and Imperial County and it has helped young women become the role models, mentors, and leaders of the future.

One of our members has been instrumental in maintaining this goal. She has chaired the Committee, visited the schools, spoken with student counselors, taken phone calls till one o'clock in the morning from students and when the deadline for submitting applications approaches, she takes a proactive effort to help get the deadline met.

She is a member who supports our fundraising, attends our board and chapter meetings regularly, has been a long-time member of ABWA, was a Woman of the Year in two previous Chapter memberships, an ABWA National District Vice-President and it is our honor to recognize her as our 2024 Trendsetter Chapter Woman of the Year.

**CONGRATULATIONS SHARON SMITH**



find unity in  
**COMMUNITY**  
AMERICAN BUSINESS WOMEN'S ASSOCIATION  
1949 - 2024



**ABWA Trendsetter Chapter invites you to our June Chapter Program and Dinner**

During this evening, we will celebrate:

- ABWA membership**
- our Trendsetter Chapter Anniversary**
- Installation of our newest Members**
- What ABWA is About and Means for You**

ABWA spans the nation as one of the most diverse professional organization for women. Tens of thousands of members throughout the country are united by a common goal: support each other in both our personal and professional development and in career advancement.

For almost 75 years, the American Business Women's Association has been a significant thread woven tightly in the fabric of American history. Its success has been in supporting the dreams and aspirations of working women across the nation and changing women's lives.

Don't Miss this Special Evening.  
We hope to see you there.

The Trendsetter Chapter is a non-profit 501(c)6 local league of the National Association.



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.



**Tuesday, June 18, 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**



# 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.





# 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



Created by 2022-2023 Ambassador Steering Committee  
[www.abwa.org](http://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

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Sara Nauert  
Business Development Analyst  
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EMPOWERING WOMEN IN BUSINESS,  
ONE CONNECTION AT A TIME.



ABWA.ORG

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1949 - 2024

JOIN TODAY



COME FOR THE NETWORKING.



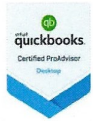
STAY FOR THE FRIENDSHIP.

AMERICAN BUSINESS WOMEN'S ASSOCIATION

# We Appreciate Our Chapter's Sponsors

## qwikbooksgirl

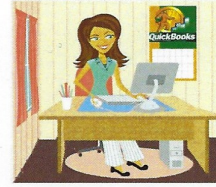
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Each Office Independently Owned and Operated

*Umbrella Ministries*

**Joyce Godier**  
Board of Directors-Trustee

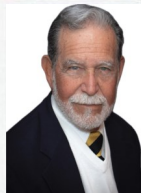
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- \* Indio
- \* Sun City Palm Desert
- \* 29 Palms Marine Base

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pudge@ventanahomeloans.com  
ventanahomeloans.com



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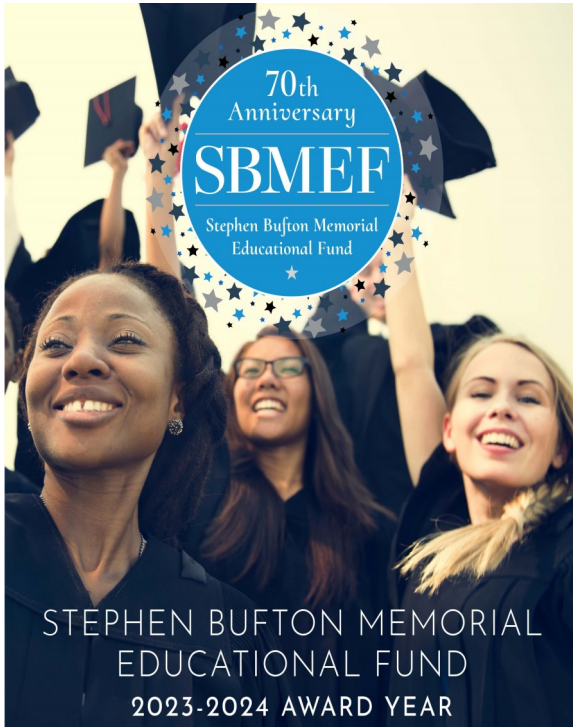


**Beverly Licata**

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

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