



# What's Trending

Trendsetter Chapter  
American Business Women's Association



July 4th (aka Independence Day) is the day in 1776 that our Declaration of Independence was adopted by the 2nd Continental Congress in Philadelphia

*mailing address*  
77760 Country Club Drive, Suite I  
Palm Desert, CA 92211



## July 2024 Issue

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## Presidents Message

Hello Trendsetters

This issue of What's Trending is the last of our 2023-24 Chapter year. As the editor, I thoroughly enjoy working on it. Why you ask? Producing a monthly newsletter is a great way to remind members and prospects about the professional development, networking, and fun we have to offer. It is also one of the ways our Board shares information about the Chapter business voted on during meetings and planning sessions.

As we move into the next Chapter year, we are also seeking more people to help on committees. Although we are each busy, small contributions of assistance and participation help us make huge strides. For example, you may not be able to attend each meeting, but are you able to help one evening with hospitality at our monthly meetings or at check in during our holiday party? Not a big commitment, but it does help so much. Please consider it, when you have time to share. It would be great to have more of our members be involved in all our Trendsetter activities.



Speaking of involvement, attendance at Chapter meetings and events is one of the most important ways to help our Chapter reach its goals. On page 4 you'll see the dates for the next couple of months of meetings and events, mark your calendars and plan on attending. Quartermania (a family fun event) will be held October 13 and more details will be announced soon. Our Annual Holiday Party, "Holidays in the Desert" will be held on Tuesday, December 10<sup>th</sup> and is one of our two major fundraisers and a time of great fellowship with music, dinner, and fun had by all each year. You won't want to miss it, and it is one of the great events to invite guests to for an enjoyable and fun evening.

Thank you for being a part of the Trendsetter Chapter. Each of you is a very important part of our group.

### Happy Birthday America!

Stay cool, hydrated and 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**  
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**Fundraising**  
Melissa McCaughey

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**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 truly remarkable gathering of inspiring speakers, professional development workshops, and opportunities to network 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 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.



**Happy Anniversary**

members celebrating ABWA Anniversaries during the month of July

*Natalie Angrisani - 8 years*  
*Joyce Godier - 34 years*  
*Emily McKee - 1 year*



members celebrating bithdays during the month of July

*Dominique Fruchtman - July 18*  
*Carol Levinson - July 25*  
*Sharon Smith - July 15*  
*Amber Stone - July 19*



During our June meeting, we celebrated 42 years as a Chapter of ABWA. Our program consisted of a member orientation, two new members installation, and all of us joined in a re-commitment to ABWA.

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 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.

Our Trendsetter Chapter was chartered in 1982 and meets on the 3rd Tuesday of the month.

*(continued next column)*

Whether you are starting a new business or looking to advance your career, ABWA is the place to be for working women and women business owners who want to connect, to learn and to grow personally and professionally.

The general goal of our Chapter is increase the business acumen of its our members; to improve the earning power of our members; to advance members in a social, business, and educational way; and assist women in our community to better themselves through the gaining of both their personal and professional development.

As we wrap up our current Chapter year, remember we are all on the Membership Committee. Promote the benefits of being a member of ABWA and our Trendsetter Chapter and invite prospective members to our events where they will ....





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



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

- ◆ Enjoy a presentation by **Dominique Fruchtman, a Professional Development Expert (more details to follow)**

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.

- ◆ we will install the **2024-25 Officers.**
  - ◆ Approve our new Budget
  - ◆ Approve the revised Standing Rules

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 Important 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**

COME FOR THE NETWORKING.



STAY FOR THE FRIENDSHIP.  
 AMERICAN BUSINESS WOMEN'S ASSOCIATION



**JULY**

- 7/9 - Trendsetter Board Meeting**
- 7/16 - Trendsetter Chapter Program**
- 7/19 - 7/31 Taste of Summer**

**AUGUST**

- 8/13 - Trendsetter Board Meeting**
- 8/20 - Trendsetter Chapter Program**

**SEPTEMBER**

- 9/10 - Trendsetter Board Meeting**
- 9/17 - Trendsetter Chapter Program**
- 9/22 - ABWA Day**
- 9/25-28 - NWLC in Kansas City**

**OCTOBER**

- 10/15 - Trendsetter Board Meeting**
- 10/22 - Trendsetter Chapter Program**
- 10/13 - Quartermania**  
**(details to be announced)**

**NOVEMBER**

- 11/12 - Trendsetter Board Meeting**
- 11/19 - Trendsetter Chapter Program**

**DECEMBER**

- 12/3 - Trendsetter Board Meeting**
- 12/10 - Trendsetter Holiday Party**



The Taste of Summer Rancho Mirage is an annual tradition for the community to enjoy. It not only helps our local restaurants during slower months, but it also is a fundraiser for our non-profits. Taste Of Summer 2024 will only be active for a week and a half instead of four weeks.

Save the dates and plan to join in this summer for sizzling specials and tantalizing treats. Grab your friends and your passport to new adventures with Taste of Summer Rancho Mirage!

- Local nonprofits fundraise by selling \$10 wristbands
- Residents and visitors enjoy delicious food, cool treats, and GREAT specials!

For more information, visit:  
<https://tasteofsummerrancho Mirage.com>

As one of the local non-profits participating in A Taste of Summer Rancho Mirage, we have wristbands for purchase. Thank you to the Rancho Mirage Chamber of Commerce for their support of Non-Profits. Selling wristbands is one of the easiest fundraisers.



**\$10.00**

To purchase a wristband(s) from us contact Natalie Angrisani at: 818-390-0424 or email: [nzangrisani@gmail.com](mailto:nzangrisani@gmail.com)





# 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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**Have questions?**  
 If you need any assistance, feel free to contact your Account Executive.

Sara Nauert  
 Business Development Analyst  
[Sara.Nauert@Dell.com](mailto:Sara.Nauert@Dell.com)

**EMPOWERING WOMEN IN BUSINESS,  
 ONE CONNECTION AT A TIME.**



[ABWA.ORG](https://www.abwa.org)

*find unity in*  
**COMMUNITY**

AMERICAN BUSINESS WOMEN'S ASSOCIATION

1949 - 2024

[JOIN TODAY](#)



**COME FOR THE NETWORKING.**



**STAY FOR THE FRIENDSHIP.**

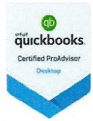
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# We Appreciate Our Chapter's Sponsors

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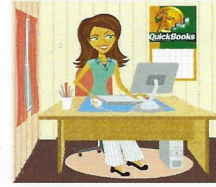
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Each Office Independently Owned and Operated

*Umbrella Ministries*

**Joyce Godier**  
Board of Directors-Trustee

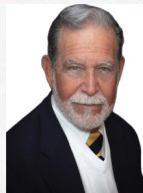
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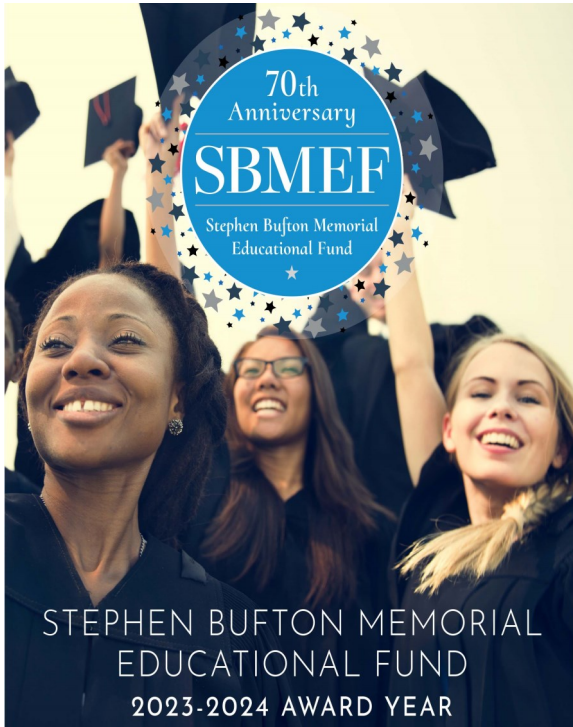


**Beverly Licata**

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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[palmdesertabwa.org](http://palmdesertabwa.org)

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