



What's Trending

Trendsetter Chapter
American Business Women's Association

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

October 2023 Issue

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Share the LOVE of ABWA and refer a friend!
Together
TOWARDS TOMORROW
with the
American Business Women's Association



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.

Happy Fall everyone,

Our summer has passed and we are now "in season". You can always tell when we are "in season", as there is more traffic on Highway 111 and less available parking at Trader Joe's. Our Trendsetter Chapter is in the planning stages of lots of activities and I hope to see you at a few, if not all of them.

The ABWA National Leadership Conference will be in Chattanooga, Tenn. this week and I'm looking forward to hearing about it from the Trendsetters who will be there representing us.



On Thursday, October 12th, we will be hosting a fun Networking and Social Mixer at Burgers and Beer in Rancho Mirage. This is a great opportunity to invite guests and get to know our members and get more information about ABWA. There will be appetizers; we'll have a few door prizes and of course lots of FUN! The cost is \$10 per person. The event is 5:00 - 7:00 PM. Please RSVP to our email: info@palmdesertabwa.org to let us know if you will be there.

We are getting closer to "Holiday in the Desert" our annual party. This year, it will be on Tuesday, December 12th at Palm Valley Country Club. You can go to our website to register for you and your guests starting on October 10th. The cost will be \$60.00 per person. We will have a photo booth and some entertainment, once again we will be supporting a worthy cause (to be announced after our Board Meeting on October 10th); and to support our fundraising, we will have the envelope pulls again (more about that also after October 10th).

Lastly, our guest speaker at our October 17th dinner meeting is going to be Marianne Emma Jeff, the founder of LeaderSpeak. Please attend this meeting as it will be a great benefit to you both personally and also professionally.

Regards,
Natalie Angrisani
Chapter President

Tis the Season for See's Candies and YUM raising (see flyer on page 6). All orders will ship by November 3rd. Here's the link to our storefront https://bit.ly/Sweet_Holiday





**Trendsetter Chapter
Membership Anniversaries**

**D J Conlon - 2022
Edwina Dirk - 2014**

If you want to send Sweet Holiday Wishes to friends or family, check out the flyer on page 6. It's the time of year for our See's Yum Raising Event! November 30 is the deadline for all orders to be placed.

Here's the link to place your order:

<https://bit.ly/Sweet Holiday>



**OUR TRENDSETTER
VISION STATEMENT**

Our Vision is to be the leading organization in Southern California for connecting people through 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 member achievements, to celebrate our member and chapter successes and to provide professional development opportunities.

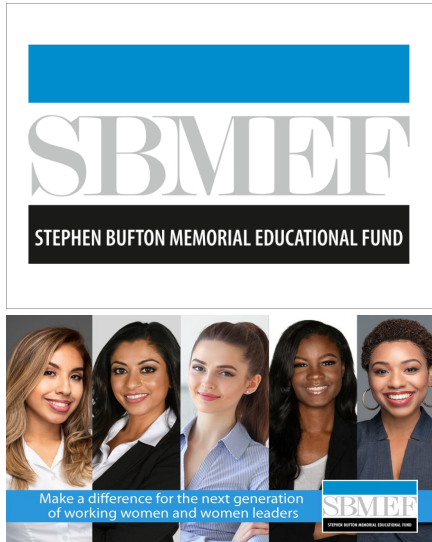
We promise to support one another with professionalism and friendship; and have fun in the process.

- 10/10/2023 6:00 PM
Board Meeting**
<https://bit.ly/ABWAPD-ZOOM>
- 10/12/2023 5-7 PM
Networking Mixer
Burgers and Beer**
72773 Dinah Shore Drive
Rancho Mirage
- 10/17/2023 5:30 PM
Monthly Chapter
Dinner Program**
Palm Valley Country Club
- 11/1/2023**
Hospitality Sponsor
Alzheimers CV
Open House
75105 Merle St. Suite 800
Palm Desert
- 11/4/2023 6:00 PM
Board Meeting**

- 2023 - 2024
CHAPTER EXECUTIVE 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 Fruchtman
Joyce Godier, Bev Licata
 - Newsletter Editor**
Natalie Angrisani
 - Chapter Advisor**
Karen Oliver

SOME OCTOBER DATES IN U.S. WOMEN'S HISORY

- October 4, 1976**
Barbara Walters becomes the first woman co-anchor of the evening news (at ABC)
- October 4, 1993**
Ruth Bader Ginsburg joins the U.S. Supreme Court as its second woman Justice
- October 8, 1993**
Toni Morrison becomes the first African American woman to win the Nobel Prize for Literature
- October 10, 1983**
Dr. Barbara McClintock receives the Nobel Prize for Medicine for her discovery in genetics about mobile genetic elements
- October 15, 1948**
Dr. Frances L. Willoughby is the first woman doctor in the regular U.S. Navy
- October 16, 1916**
Margaret Sanger opens the U.S.'s first birth control clinic in Brooklyn, New Yotk
- October 28, 1958**
Mary Roebling is the first woman director of a stock exchange (American Stock Exchange)



The Stephen Bufton Memorial Educational Fund provides educational grants and scholarships to women pursuing post-secondary educational goals as well as ongoing professional development in order to support their career advancement and to help them become the leaders, mentors and role models of the future.

National scholarships are awarded each year in the amounts of \$2,000 to \$10,000. All national scholarships have their requirements designated by the SBMEF Board of Trustees. All applications must be submitted by May 15, 2024. For further information, please contact: Sharon Smith, ABWA Trendsetter Chapter Education Scholarship Chairperson, via email: at sharlar92808@gmail.com

Today, women are outpacing men in post-graduate education, pursuing careers in male-dominated industries and closing the parity gap on wages and opportunities in the workplace. The enormous strides women have made in advancing their education is, in part, attributed to the scholarships funded through the SBMEF.

National Scholarship Opportunities

National President's Scholarship in Honor of 2022-2023 National President Cheryl Blair

Amount: \$10,000
 Institution : Ball State University
 Maximum Number of Applicants: 300
 Number of Applicant Spots Remaining: 297

Mattie Crockett "Shower of Cards" Memorial Scholarship

Amount: \$4,000
 Institution : US college or university
 Maximum Number of Applicants: 300
 Number of Applicant Spots Remaining: 184

Carolyn Hunt Leadership Memorial Scholarship

Amount: \$3,000
 Institution : U.S. college or university in the State of Texas
 Maximum Number of Applicants: 300
 Number of Applicant Spots Remaining: 289

Women of Vision Ambassador Scholarship

Amount: \$3,000
 Institution : US college or university
 Maximum Number of Applicants: 300
 Number of Applicant Spots Remaining: 250

Carlene's Education Scholarship

Amount: \$2,500
 Institution : US college or University
 Maximum Number of Applicants: 300
 Number of Applicant Spots Remaining: 266

National Scholarship in Memory of Barbara Jones

Amount: \$2,500
 Institution : US College or University
 Maximum Number of Applicants: 300
 Number of Applicant Spots Remaining: 292

Nancy Griffin Legacy Endowment

Amount: \$2,000
 Institution : US college or university
 Maximum Number of Applicants: 300
 Number of Applicant Spots Remaining: 297

National Scholarship in memory of beloved members Fran Amos, Lynn Jacek and Phyllis Thomson

Amount: \$2,000
 Institution : US College or University in the State of Michigan
 Maximum Number of Applicants: 300
 Number of Applicant Spots Remaining: 296

Portland Community College/Portland Rose Chapter Scholarship

Amount: \$2,000
 Institution : Portland Community College, Portland, OR
 Maximum Number of Applicants: 200
 Number of Applicant Spots Remaining: 200



Own the Room

Having trouble making your point clear during your presentations or 30 second pitches? Can't keep your customers engaged? Do you want to make a lasting impression but just can't seem to nail it? During this presentation, you'll discover how to elevate your presentations, captivate your customers and build lasting connections.

**Our Guest Speaker
Marianne Emma Jeff**



As the founder and driving force behind Leader-Speak, Marianne is passionate about elevating the communication landscape in the business world. With a legacy of being an award-winning speaker, best-selling author, and a seasoned business coach, she recognizes the power of effective communication in shaping careers, in building relationships, and in crafting compelling leadership narratives.

Don't miss this informative business topic, and in addition get to meet and know the members of our Trendsetter Chapter.

**RSVP to save your spot:
info@palmdesertabwa.org**

Tuesday, October 17, 2023



**Palm Valley Country Club
(the Clubhouse)**

39205 Palm Valley Drive, Palm Desert

**Networking begins at 5:30 pm
Dinner program is at 6:00 pm**

Share your business cards and your marketing materials

**Dinner/Program fee \$35.00 pp
RSVP required
pre-pay on our website:
PalmDesertABWA.org**

or

to pay at the door, RSVP to:
info@palmdesertabwa.org

**please note:
A Reservation Made
Is a Reservation Paid**



**Tis the Season for YUM raising
Orders will ship by November 3rd
Here's the link to our storefront
https://bit.ly/Sweet_Holiday**



ABWA MISSION STATEMENT

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



AMERICAN BUSINESS WOMEN'S ASSOCIATION

Trendsetter Chapter

Networking and Social Mixer

Join us for a Networking and a Social Mixer.

Come for Appetizers Fun and Door Prizes (no Host Bar)

Where:
Burgers and Beer
72773 Dinah Shore Drive
Rancho Mirage, CA

Cost: \$10.00 pp

When: Thursday, October 12th

Time: 5:30 pm



BRING YOUR BUSINESS CARDS!

Great Conversation

Social media is nice, but real contacts are made face to face and much more fun!

Some Food, Fun and Door Prizes

Food and fun are a winning combination whether you want to promote a business, learn something new, or meet people in our community.

Bring a friend and get to know members of the Trendsetter Chapter of the American Business Women's Association!

RSVP to save your spot:
info@palmdesertabwa.org

ABWA Trendsetter Chapter, Palm Desert, CA
ABWA is a non-profit organization under IRS Code 501(c)6 I.D. #33-0365298



Help Us Reach Our Goal!



2023 Winter YumRaiser

It's the time of year when gift giving (especially sweets) is a popular way to send good wishes and share in the spirit of the season.

With your help we can meet our fundraising goals and continue our educational programs and scholarships for women in the Coachella and Imperial Valleys.

For the complete selection, copy and paste this link in your browser:

https://bit.ly/Sweet_Holiday



all orders include tax and shipping* and must be placed by **November 30** and will be delivered directly to you or to your recipient.

*Shipping: \$7.95 (for orders up to \$39.99) \$5.95 (for orders from \$40.00-\$69.99)

Shipping is free for orders \$70.00 and over

Share this order link https://bit.ly/Sweet_Holiday with your family, friends, associates and social media contacts.

Enjoy the 2023 Holiday Season and take advantage of this easy way to check names off your gift-giving list.

Thank You For your "Sweet Support"

ABWA Trendsetter Chapter

ABWA is a non-profit organization under IRS Code 501(c)6 I.D. #33-0365298



DISCOVER
Your story
IN ABWA

ABWA's 2023 Fall Membership Campaign

SEPT. 1 – NOV. 30

Share your ABWA success stories with friends, neighbors and business colleagues so they can discover their own story in the American Business Women's Association.

In appreciation for sponsoring new members during the Fall Membership Recruitment Campaign we're offering these lovely gifts from Vera Bradley (*while supplies last*).

LEVEL 1

When you recruit
ONE NEW MEMBER

You will receive a
RFID* Riley Compact
Wallet in Recycled
Cotton

*protection for credit
and debit cards



LEVEL 2

When you recruit
**THREE OR MORE
NEW MEMBERS**

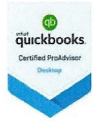
You will receive
a crossbody bag,
featuring a food-
safe lining and
secure zip closure.



We Appreciate Our Chapter's Sponsors

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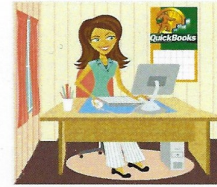


Tammy Becker

714.478.9678

email: tammy@qbgirl.com

www.qwikbooksgirl.com



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- ❖ 24-hour care
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- ❖ Respite care or Relief for Family
- ❖ Meal preparation
- ❖ Errand services
- ❖ Home safety solutions
- ❖ Grocery shopping
- ❖ Light housekeeping
- ❖ Bathing and Grooming
- ❖ Laundry services



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Joyce Godier
Board of Directors-Trustee

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

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

2500 N Palm Canyon Dr, B3
Palm Springs, CA 92262
(760)779-8888
EscapePS.com



Dominique Fruchtman
dom@EscapePS.com



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Pudge@oceanlending.com

Ocean Lending Home Loans, Inc.

27271 Las Ramblas #350, Mission Viejo, CA 92691



*Changing Women's Lives
One Woman at a Time*

Natalie Angrisani
Chapter President

email: info@palmdesertabwa.org
cell: 818-390-0424

www.palmdesertabwa.org



Beverly Licata

Member since 2007

Trendsetter Chapter President 2017-2019

760.963.9410/licatab@outlook.com



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.



ONE MEMBERSHIP, A LIFETIME OF POSSIBILITIES
LEVERAGE YOUR ABWA MEMBERSHIP TO ADVANCE YOUR CAREER



ABWA
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American Business Women's Association
Palm Desert Trendsetter Chapter



Natalie Angrisani
Chapter President

Laurie Renner
Vice-President

Terri Cox
Recording Secretary

Karen Oliver
Correspondence Secretary

Tammy Becker
Treasurer

Visit our Chapter website:
palmdesertabwa.org

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facebook.com/ABWAPalmDesert

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twitter.com/ABWAHQ

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