



What's Trending

Trendsetter Chapter
American Business Women's Association
mailing address
77760 Country Club Drive, Suite I
Palm Desert, CA 92211

November 2023 Issue

- 1 .. ABWA Mission Statement
- 2 .. Chapter Vision Statement
- 2 .. November Dates in Our History
- 2 .. Board/Committee Chairs
- 2 .. Chapter Celebrations
- 3 .. ACV Open House Event
- 4 .. Fall Membership Campaign
- 5 .. Guest Speaker: Debbie Frazer
- 6 .. 2023 See's Holiday Yum Raiser
- 7 .. Our Chapters Sponsors
- 8 .. ABWA Core Values
- 8 .. ABWA Code of Conduct

The Story of Thanksgiving

Many of us think of Thanksgiving as a time to gather with family or friends for a fun day of parades, football; and the day before it's the holiday shopping season. In grade school, I was told the first Thanksgiving was a celebration of the harvest with a feast shared by the pilgrims and Native Americans.

Thanksgiving actually did not officially recognized as a holiday until 1863 when President Abraham Lincoln signed and issued a proclamation to declare "a Day of Thanksgiving and Praise." This was the culmination of a 36-year campaign by the "mother" of Thanksgiving, Sarah Josepha Buell Hale, a magazine editor and a writer who wrote a poem that became the famous nursery rhyme "Mary Had a Little Lamb."



Hale promoted her campaign to make Thanksgiving a national holiday by writing and publishing Thanksgiving themed poems, about families happily dining together, and some recipes for autumnal fare like roast turkey, sweet potato pudding and pumpkin pie so that her readers would hunger for a day when they could eat all of these delicious foods.

However you celebrate Thanksgiving, be grateful for your families, friends and freedom. Be kind to one another and help those in need.

Thankfully yours
Natalie Angrisani
Trendsetter
Chapter President



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.



Veterans Day

Veterans Day began as "Armistice Day" on Nov. 11, 1919, the anniversary of the end of World War I. In 1926, it became an annual observance in 1938 and in 1954, Congress voted to change the name to Veterans Day since the United States had been in two wars since Armistice Day.

THANK YOU TO THE MEN AND WOMEN WHO SERVE.



Membership Anniversaries

Pudge Earls 2020
Jessica Jimenez 2022
Cecilia Lovo 2022
Gabriel Tinajero 2022



November Trendsetter Birthdays

Pudge Erskine 11/18
and
Cecilia Lovo 11/23

American Business Women's Association

Palm Desert Trendsetter Chapter



2023 - 2024 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 Fruchtman
 Joyce Godier, Bev Licata

Newsletter Editor
 Natalie Angrisani

Chapter Advisor
 Karen Oliver

NOVEMBER HIGHLIGHTS IN WOMEN'S HISTORY

November 1, 1848

First medical school for women, the New England Female Medical School, opens, in 1874 and merged with Boston University as one of the world's first co-ed medical schools.

November 8, 1910

The state of Washington passes a constitutional amendment to guarantee woman suffrage.

November 8, 1984

Dr. Anna L. Fisher, a physician on the shuttle Discovery, becomes the first American mother and third American woman to fly into space.

November 11, 1993

The Vietnam Women's Memorial is dedicated in Washington, D.C. after being conceived by former army combat nurse Diane Carlson Evans and sculpted by Glenna Goodacre to honor the 265,000 women who voluntarily served during the Vietnam era.

November 12, 1815 (1902)

Elizabeth Cady Stanton, feminist, suffragist, organized first U.S. women's rights convention in Seneca Falls, New York, in 1848, the first president of the National Woman Suffrage Association

November 13, 1938

Mother Francis Xavier Cabrini is beatified, the first American woman citizen to become a saint.

November 14, 1889

Journalist Elizabeth Cochran, aka Nellie Bly, sails around the world in 72 days, 6 hours, 11 minutes, and 14 seconds, beating the fictional record set by Phineas Fogg in Jules Verne's Around the World in Eighty Days.

November 14, 1903

The U.S. Women's Trade Union League is established.

November 14, 1946

Emily Greene Balch, co-founder of the Women's International League for Peace and Freedom, is awarded the Nobel Peace Prize.

November 28, 1881

The first organizational meeting is held for the predecessor group to the American Association of University Women (AAUW).

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.

In addition to fulfilling the mission of ABWA, the members of our Trendsetter Chapter recognize how important it is to support our local community here in the Coachella Valley. In that vein, we participate in chamber events, community events, and maintain relationships with members of other non-profits. On Thursday, November 1st, we are one of the community partners/event sponsors celebrating the Open House/new offices of Alzheimers Coachella Valley.



Here We Grow Again

Alzheimers Coachella Valley
ACV

OPEN HOUSE

Join us to celebrate our new facility and
the 2nd Annual Chuck Olsen Caregiver Award
Honoring Joanie Schulman

WEDNESDAY, NOVEMBER 1, 2023
5:30 - 7:30PM

HOSTED BY
PATRICK EVANS

LIVE MUSIC
featuring





Keisha D and Sweet Baby Jai

BERGER FOUNDATION CHARITABLE CENTER
75105 Merle Street, Suite 800, Palm Desert, CA 92211
Complimentary Valet provided
Lite fare provided by community partners

Alzheimers Coachella Valley is a 501c3 non-profit providing support and services for the Coachella Valley residents living with cognitive impairment, their families and care partners.


Community Partners and Sponsors






RAP FOUNDATION | **Custom Care Solutions** | **Eisai** | **State Farm** | **3M STUDIOS**
 Health, Mental Health, Special Insurance | 760-469-4633 | John Ford, Agent | 760-564-0011 | sfjohnford.com
Cathedral City | **50 Years PALM DESERT** | **ACV Parkinson's Support Group** | **vista cove** | **1STBANK**
 RANCHO MIRAGE MEMORY CARE | banking for good
Senior Living Alternatives | **SongShine** | **WC WALTER CLARK LEGAL GROUP** | **La Quinta**
 "Great Work Done" | "Through The Power of Song" | LEGAL GROUP | GEM of the DESERT
ABWA Trendsetter Chapter | **Avria SENIOR LIVING** | **BAYSHIRE RANCHO MIRAGE SENIOR LIVING** | **Blooming Events Florist**
BROOKDALE SENIOR LIVING | **CALEO BAY ASSISTED LIVING AND MEMORY CARE** | **CHARTER HEALTHCARE** | **CrushCrush Cookies**
DIAMOND HOME CARE | **PACIFICA SENIOR LIVING PALM SPRINGS** | **THE FOUNTAINS AT THE CARLOTTA** | **THE PALMS at LA QUINTA**
 Assisted Living and Memory Care



(760) 776-3100 | cvalzheimers.org
75105 Merle Street, Suite 800, Palm Desert, CA 92211



SCAN ME


Here We Grow Again

Alzheimers Coachella Valley
ACV

OPEN HOUSE



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.





**Maximizing Your 24 Hour Day
Guest Speaker, Debbie Frazer**

“Most people have uphill dreams, but downhill habits. You have to intentionally turn downhill sliding into uphill climbing.”
John Maxwell, International Leadership Trainer and Author.

Our uphill dreams deserve our time and attention. They motivate our thinking, captivate our creativity, and bring us great joy. Our uphill dreams require intentional and wise decisions with how we invest our time to make them a reality. We can release ourselves from the tyranny of the urgent, reacting to the all-consuming demands of people or circumstances that leave us exhausted and defeated. We can resist the temptation to succumb to attractive time wasters vying for our attention that leave us in a perpetual state of postponement and delay in the pursuit of our dreams. When we don't discipline our time, we give everyone and everything else permission to do it for us.

About Debbie Frazer



Debbie Frazer offers a practical strategy for taking ownership of our time. When we choose to maximize our 24 hour day with daily habits that will transform our lives, we will find refreshment, fulfillment, and a greater alignment with our uphill dreams.

Debbie Frazer is a Mary Kay Independent Sales Director and international leadership trainer. She lives in La Quinta.

‘tis the Season for YUM Raising. Orders will begin shipping the first week of November.

The last day to order is November 30th.

This is the order link:

https://bit.ly/Sweet_Holiday



Tuesday, November 14, 2023



**Palm Valley County Club
(in the Clubhouse)
39205 Palm Valley Drive
Palm Desert**

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

**Bring your business cards
and marketing materials**

**Event fee \$35.00 pp
RSVP is requested**

**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**

ABWA MISSION STATEMENT

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



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"

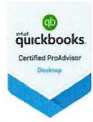
ABWA Trendsetter Chapter

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

We Appreciate Our Chapter's Sponsors

qwikbooksgirl

Bookkeeping & Consulting Services, LLC

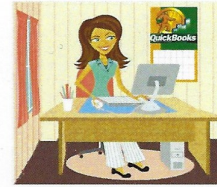


Tammy Becker

714.478.9678

email: tammy@qbgirl.com

www.qwikbooksgirl.com



Got QuickBooks? Need Help?

Installation / Set-ups / Training / Bookkeeping / Financial Organization



Comfort Keepers.

Comforting Solutions For In-Home Care

Melissa McCaughey
Client Care Coordinator

760 340-2166
Cell 760 567-9210

45445 Portola Avenue, Suite 6
Palm Desert, CA 92260

melissamccaughey@comfortkeepers.com

- ❖ Companionship
- ❖ Toileting and positioning
- ❖ Live-in care
- ❖ Incidental transportation
- ❖ 24-hour care
- ❖ Medication reminders
- ❖ Respite care or Relief for Family
- ❖ Meal preparation
- ❖ Errand services
- ❖ Home safety solutions
- ❖ Grocery shopping
- ❖ 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

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



Dominique Fruchtman
dom@EscapePS.com



PUDGE ERSKINE

Mortgage Banker and Certified Reverse Mortgage Professional

Direct 818.601.1926

NMLS Lic#1289933 / #1626788

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



ONE MEMBERSHIP, A LIFETIME OF POSSIBILITIES

LEVERAGE YOUR ABWA MEMBERSHIP TO ADVANCE YOUR CAREER



1.800.228.0007 WWW.ABWA.ORG © 2022 ABWA Management, LLC

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.



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.

Scholarships are awarded each year in the amounts of \$1,000 to \$10,000. All scholarships have requirements designated by the SBMEF Board of Trustees. All of the applications must be submitted by May 15, 2024.

For more information, contact: Sharon Smith, Trendsetter Chapter Education Chair sharlar92808@gmail.com



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/