

FEBRUARY

What's Trending

Valentine's Day, also called **Saint Valentine's Day** or the **Feast of Saint Valentine**, is celebrated annually on February 14. It originated as a Christian feast day honoring a martyr named Valentine and through later folk traditions, it has also become a significant cultural, religious and commercial celebration of romance and love in many regions of the world.

Trendsetter Chapter
American Business Women's Association

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

2024 ABWA Annual Theme

February 2024 Issue

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Our ABWA Annual Theme has been announced for 2024 and it is "Find unity in Community"; a perfect fit for our Chapter as we have recently begun to reach out to and participate with other non-profit groups here in the Coachella Valley.

We will be participating in CV Giving Day. Coachella Valley's 2nd Annual CV Giving Day is scheduled to take place on Tuesday, March 5, 2024. (See page 2) It is an opportunity for our friends and the community to support their non-profit of choice. (**hint: choose Trendsetter Chapter**). CV Giving Day brings the community together as we raise funds and bring awareness to the local non-profits in our Valley.



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.

Each year, local leagues of ABWA provide scholarships through the Stephen Bufton Memorial Education Fund (SBMEF) to female students who will be attending accredited U.S. colleges, universities or community, vocational, technical schools. Our Chapter is offering two scholarships worth \$1,000 each, to two deserving area students. See page 5 for information about the process and application deadline (May 15th).

The Trendsetter Board members will meet to review our annual plans and do a mid-year review on Saturday, February 3rd. Any Chapter members who are interested in participating in the process, please let me know and I will make sure you receive the agenda and meeting details. This is an opportunity to have your voice heard.

Have a great month.
Natalie Angrisani
President
Trendsetter Chapter

CV GIVING DAY

Coachella Valley's 2nd Annual CV Giving Day is scheduled to take place on Tuesday, March 5, 2024. CV Giving Day brings us together as a community, as we raise money and awareness for the local non-profits in our Valley. Through our partnerships with donors, non-profits, and community members, we dedicate ourselves to the promise of creating a strong and prosperous future in the Coachella Valley. You are invited to participate in 24 hours of giving to benefit local non-profits and make a difference in our community!

You CAN make a Difference!



CV Giving Day Sponsors and Incentives



- **Unable to donate on March 5th? Early giving donations are open as of February 5th!**
- CV Giving Day participants have an exciting opportunity to make an impact, help their nonprofit organization, and a chance to be eligible to win a cash prize.
- \$5,000 will be awarded to 12 non-profits To be eligible, the non-profit must received a minimum of 10 donations.
- Plus several other categories

All donations are appreciated and make a difference for business women in our valley. Here is our direct link for CV Giving Day 2024.

<https://www.cvgivingday.org/organization/ABWATrendsetterChapter>

American Business Women's Association
Palm Desert Trendsetter Chapter



**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

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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

**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.



**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 the 3rd Tuesday each 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

SAVE THE DATE

ABWA's Virtual Regional Conference
MARCH 22-23, 2024 - FOR ALL DISTRICTS!



REGISTER TODAY!

Complete the registration form and mail (or fax 913-660-0101) with your credit card payment to ABWA National.

Learn great tips and strategies to help you become the leader you've always aspired to be. Join us for ABWA's Regional Conference and connect, learn and grow virtually!

• SAVE THE DATE •
COME HOME TO ABWA!

NATIONAL WOMEN'S LEADERSHIP CONFERENCE

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

AMERICAN BUSINESS WOMEN'S ASSOCIATION



Refer a Friend!
Share the Unmatchable Experience of ABWA

find unity in COMMUNITY

AMERICAN BUSINESS WOMEN'S ASSOCIATION

1949 - 2024

JOIN TODAY



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LEVERAGE YOUR ABWA MEMBERSHIP TO ADVANCE YOUR CAREER



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ABWA's Virtual Regional Conference

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Complete the registration form and mail (or fax) with your credit card payment to ABWA National.

Learn great tips and strategies to help you become the leader you've always aspired to be. Join us for ABWA's Regional Conference and connect, learn and grow virtually!



Event Hostesses

RENÉ STREET, *Executive Director*

RACHELLE JAMERSON-HOLMES, *National President*

Presiding Board Members

ANNE O'NEILL, *National Vice President*

GENICE HALL-FOWLER, *National Secretary-Treasurer*

SONYA LOWE, *District I Vice President*

KIM STENGEL, *District II Vice President*

DEBRA WEILBACHER, *District III Vice President*

BARBARA PEDERSEN, *District IV Vice President*

CHERYL SCHMANDT, *District V Vice President*

VELMA LANDERS, *District VI Vice President*



Event will be hosted in the **CENTRAL TIME ZONE**

Tentative Agenda for the 2024 Virtual Regional Conference Event

FRIDAY MARCH 22

- 9:00 a.m. to 9:30 a.m. Opening Remarks, Review of the Conference and Accolades from Executive Director and National President
- 9:30 a.m. to 10:30 a.m. Top Ten Presentation and Overview of Top Ten Award
- 10:30 a.m. to 10:45 a.m. Break
- 10:45 a.m. to 12:45 p.m. Professional Development Session
- 12:45 p.m. to 1:30 p.m. Lunch Break
- 1:30 p.m. to 3:30 p.m. Professional Development Session
- 3:30 p.m. to 3:45 p.m. Break
- 3:45 p.m. to 4:15 p.m. District Gatherings and DVP Candidate Presentations
- 4:15 p.m. to 5:30 p.m. Time to Move - Virtual Line Dancing by BE! Creative Arts

SATURDAY MARCH 23

- 9:00 a.m. to 9:30 a.m. Opening Remarks and Review of ABWA Important Initiatives
- 9:30 a.m. to 10:45 a.m. Professional Development Session
- 10:45 a.m. to 11:00 a.m. Break
- 11:00 a.m. to noon Professional Development Session
- Noon to 12:45 p.m. Lunch
- 12:45 p.m. to 1:45 p.m. SBMEF Presentation
- 1:45 p.m. to 2:00 p.m. Break
- 2:00 p.m. to 4:00 p.m. Featured Keynote Speaker
- 4:00 p.m. to 4:15 p.m. Conference Wrap Up

REGISTER TODAY!



PROFESSIONAL DEVELOPMENT SESSIONS • FRIDAY, MARCH 22

Professional Development Session
10:45am-12:45pm
Presenter: SHERRY DARDEN

Session Title:
ARE YOU LISTENING?

Session Overview

Are You Listening: Unlocking Growth Through Effective Listening is designed to empower your team to embrace communication differences, engage in constructive dialogue, and provide feedback that drives growth.

The Workshop's Value: Insightful Understanding: "Are You Listening" will empower your team members with an insightful understanding of how unconscious bias of "I already know what you are going to say" or selective listening can be a counterproductive form of communication, understand why they persist, and how they influence decision-making and team dynamics.

Personal Growth: This workshop will challenge participants to confront their own biases, encouraging personal growth and self-awareness, leading to a more empathetic and understanding work environment.

Sherry Darden

A seasoned trainer, coach, and consultant with a 21+ -year track record. Effective training translates to exceptional performance. Under Sherry's guidance, low-performing leaders have transformed themselves from frustrated executives to insightful, impactful, and inspired leaders who are driving their organizations to great success.



Professional Development Session
1:30pm-3:30pm
Presenter: ANNE BONNEY

Session Title:
LEADERSHIP PEOPLE WANT TO FOLLOW

Session Overview

In this engaging (and fun!) presentation, Change Management Authority, Anne Bonney will ignite your leadership with skills that will heat up your team's motivation and performance. Teaching connection, communication and delegation to get even better output from your team; Anne will bring you rapid-fire content to reduce turnover, increase engagement and productivity directly impacting your culture so positivity and collaboration catch fire, and create an inferno of goal achievement and satisfied customers. Who doesn't want that?

Key Takeaways

- Connection skills that immediately impact your culture with greater engagement, collaboration and motivation, resulting in increased productivity
- Reduce "water cooler" talk that negatively influences attitudes within the workplace
- Improve individual performance and reduce unwanted behaviors



Anne Bonney

Anne Bonney, CSP® is a fun, energetic international keynote speaker and courage ignitor. She is an authority on Change Management, two-time author, host and creator of *Dancing in the Discomfort Zone* Podcast and an experienced virtual and in-person presenter. After 20 years in highly successful corporate and non-profit leadership positions, Anne now uses her experience, education,

and expertise to ignite YOUR courage to build resilience in change, take on difficult communication and thrive with emotional intelligence.



Virtual Line Dancing by
BE! CREATIVE ARTS
Friday March 23, 4:15pm-5:30pm
**"It's not about what you can't do.
It's about what YOU CAN do."**
—Torion Harden, Owner of BE! Creative



ABWA'S 2024 VIRTUAL REGIONAL CONFERENCE

PROFESSIONAL DEVELOPMENT SESSIONS • SATURDAY, MARCH 23

9:30am-10:45am
 Presenter: DR. TAMI WEST

Session Title: WHAT TYPE OF COFFEE ARE YOU?

Session Overview

Have you ever received an assignment from your boss without so much as a please or a thank you? Do you have a colleague who talks and talks and drives you crazy? What about the "life of the party" who never seems to get anything done? The list of irritating behaviors can drag on and on because we all have different personalities. In this session you will take a simple, fun quiz to identify your predominant "Coffee" style and then learn how to communicate better with styles different from yours.

Dr. Tami West



Stress and Mental Health Expert Dr. Tami West uses her entertaining and compelling style to shine a new light on how to transform your life and discover solutions to life's challenges. Her passion stems from a lifelong battle with an anxiety disorder which has uniquely equipped her to teach, encourage, and motivate others. In 2013 she received her PhD in Human Development, studying the connections among stress, emotions, and identity. Dr. West has spoken in 48 states across the US, as well as the United Kingdom, Australia, and New Zealand. In any given year, Tami speaks to groups with audiences consisting of anywhere from 100 to 3,000 people. Her audiences are diverse and include Danbury Federal Prison inmates, teachers, healthcare staff, administrative assistants, food service, and senior executives. Dr. West is the author of several successful publications including three books: *The Stress Club*, *Life Without the Monsters* and *Thrive*.

11:00am-Noon
 Presenter: TINA MCDERMOTT

Session Title: THE FIVE ENERGY HABITS FOR WOMEN LEADERS TO MASTER THEIR JOYFUL LIFE

Session Overview

EmpowerHer Energy: A Virtual Culinary Talk for ABWA Leaders. Chef Tina McDermott invites you to "The Five Energy Habits For Women Leaders to Master Their Joyful Life" – a unique fusion of a virtual cooking class and an insightful talk at the American Business Women's Association regional event. Join us for an engaging session where Chef Tina will not only guide you through creating a Vegetarian Virtual Menu filled with green goodness but also share the top energy habits designed for women leaders. Learn how to elevate your energy levels, achieve balance, and thrive both personally and professionally.

Meet Chef Tina McDermott:

Your Health and Culinary Ally for Vibrant Wellness & Weight Loss



Enter the world of Chef Tina McDermott, the creative force behind Tina's Joyful Kitchen, where a touch of Italy meets 23 years of wellness expertise. She warmly invites women on a journey to a healthier, more energized life. In Chef Tina's kitchen, each dish is a flavorful step in breaking free from old habits, embracing newfound food and health freedom. Her strategy centers on tailored, sustainable methods, cultivating a holistic revolution beyond mere weight loss.

• ADDITIONAL ABWA SESSIONS •

Top Ten Business Women Recognition, District Gatherings and SBMEF



ABWA's Top Ten Business Women Class of 2024

Friday 9:30a.m. to 10:30a.m.

The Top Ten Business Women is the highest honor bestowed on an individual member. In this session, you will have an opportunity to hear the presentations from this year's Class of 2024 recipients.

District Gatherings

Friday 3:45p.m. to 4:15p.m.

Vice Presidents representing each district will recognize the leagues celebrating milestone anniversaries, Top Ten Business Women, Class of 2024, and members who have earned the prestigious Inner Circle recognition. In addition, you will meet the approved candidates for District Vice President.

Stephen Bufton Memorial Educational Fund (SBMEF)

Saturday 12:45p.m. to 1:45p.m.

In this one-hour session, learn about the four scholarship programs offered through SBMEF, and the criteria for participating in this educational opportunity

to support the career advancement of women.



ABWA'S 2024 VIRTUAL REGIONAL CONFERENCE

FEATURED KEYNOTE SPEAKER • SATURDAY, MARCH 23



International Photographer

MONICA MORGAN

2:00pm-4:00pm

Keynote Topic: **WHAT IF?**

"What If" is a riveting exploration that challenges attendees to expand their horizons and ponder the question "What If?" Monica Morgan, leveraging her personal experiences and an array of inspiring photographs, underscores the transformative power of possibilities when individuals dare to venture beyond their comfort zones.

Monica Morgan

International photojournalist Monica Morgan has spent her entire adult life "speaking" through the lens of her camera; along the way there was writing and publishing, too.

Monica Morgan has captured moments in time and history photographing events on the world-stage; world leaders, dignitaries, and heads of state; celebrities, and world citizens. Her career having spanned more than three decades, her experiences are unique and the lessons powerful. As a result, Monica Morgan -though quite humble- has a great deal to share with the world. She has messages of triumph through tragedy; information and inspiration.





MARCH 22-23, 2024
**ABWA'S VIRTUAL REGIONAL CONFERENCE EVENT
 REGISTRATION FORM**

Conference Registration Fee

- \$299 Before February 28
- \$350 After February 28

Three Ways to Register

- Online: www.abwa.org
- By phone: 1-800-228-0007
- By mail: ATTN: ABWA Conference Registration
 P.O. Box 4757 Overland Park, KS 66204-0757

PAYMENT INFORMATION

Account Holder's Name

If Paying by Credit Card, Provide Credit Card Number

Account Holder's Signature

Credit Card Expiration Date

If Paying by Check, Provide Check Number

Credit Card Security Code

Regional Conference Cancellation Policy

If you cancel your conference registration, your entire registration fee will be FORFEITED. However, you may transfer your conference registration to another ABWA member in good standing. The member transferring their registration must notify the ABWA National Office in writing upon transfer.

By checking this box, I am acknowledging that I've read and understand ABWA's cancellation policy.

CONFERENCE ATTENDEE CONTACT INFORMATION

First and Last Name

Email You Will Use to Login to the Virtual Event

Street Address

City, State and Zip Code

Cell Phone Number

First Time Regional Conference Attendee

Yes

No

Attending an ABWA Conference is a big investment of your time and money. Please let us know why you've registered for the 2024 Virtual Regional Conference event. Choose all that apply.

- Keep up with the latest industry trends
- Grow my value as an employee
- Make invaluable connections that can help me with brainstorming when faced with a problem
- Reduce costs in my workplace (or business)
- Meet the criteria for Best Practices in League Management for 2024
- Meet the eligibility criteria for the Top Ten Business Woman honor



ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION

Trendsetter Chapter

QUARTERMANIA

Saturday, April 13th

Impala Bar & Grill
333 S. Palm Canyon Dr
Palm Springs 92262



\$15 Per Player

Doors Open 12:30 for Shopping & Bid Preview
First Bid 1 pm

Full Lunch menu available for purchase

What is Quartermania? Fast Paced Fun! Guests bid on product from home-based businesses. Bring your quarters and bring a friend. We explain the rules and fun!

Tickets and Information

Karen Oliver 714-553-4685

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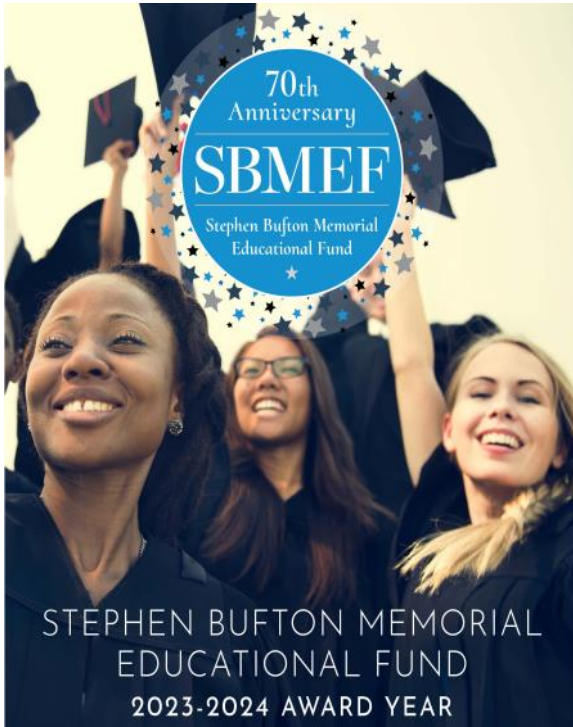
ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION

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



Trendsetter Chapter Officers

Natalie Angrisani
President

Laurie Renner
Vice-President

Terri Cox
Recording Secretary

Karen Oliver
Correspondence Secretary

Tammy Becker
Treasurer

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.

Visit our Chapter website:
palmdesertabwa.org

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