



# What's Trending

Trendsetter Chapter  
American Business Women's Association

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Palm Desert, CA 92211



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## MARCH • WOMEN'S HISTORY MONTH



CELEBRATING DISTINGUISHED WOMEN  
THROUGHOUT HISTORY AND CONTEMPORARY TIMES

### “Remember the Ladies....”

**Women's History Month** is an annual declared **month** that highlights the contributions of **women** to events in **history** and contemporary society. It is celebrated during March in the United States, the United Kingdom, and Australia, corresponding with International **Women's** Day on March 8, and during October in Canada.

Since the founding of the American Business Women's Association in Kansas City in 1949, ABWA has sought to bring about change in the lives of women through education, networking events, leadership training, and friendship.

Here's some moments in women's history:

- **March 31,1776**, Abigail Adams wrote to her husband John who was helping in the writing of the Declaration of Independence and cautions, him *“Remember the ladies...”*
- **January 7,1896**, Fanny Farmer published her first cookbook in which she standardized cooking measurements.
- **March 17,1912**, Juliette Gordon Low brought 18 girls together in Savannah, GA, for the first-ever Girl Scout meeting.
- **June 10, 1963**, the Equal Pay Act was enacted: “To prohibit discrimination based on sex in the payment of wages by employers who are engaged in commerce or in the production of goods for commerce.” (PL 88-38).
- **April 22, 1970**, Earth Day was created to honor Rachel Carson, a woman who changed America and influenced the environmental movement with her book, “Silent Spring”.
- **September 20, 1973**, Billie Jean King defeats Bobby “No-Broad-Can-Beat-Me” Riggs in the battle of the sexes tennis match.
- **September 25, 1981**, Sandra Day O'Connor is sworn in as the first woman Supreme Court Justice.

Here's one of my favorite quotes:

**“If they don't give you a seat at the table, bring a folding chair.”**  
~ Shirley Chisholm, former US representative

**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.

**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**

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**Recording Secretary ..** Terri Cox  
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**Correspondence Secretary**  
 Karen Oliver

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**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.



International Women's Day (IWD) is a global day during which we celebrate the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity. Significant activity is witnessed worldwide as groups come together to celebrate women's achievements or to promote women's equality.

IWD has occurred for well over a century, with the first IWD gathering in 1911 and was supported by more than a million people. IWD belongs to all groups collectively everywhere. IWD isn't country, group or organization specific.

Marked annually on March 8th, International Women's Day is one of the most important days of the year to:

- celebrate women's achievements
- raise awareness about women's equality
- lobby for accelerated gender parity
- fundraise for female-focused charities

The campaign theme for 2024 International Women's Day 2024 is 'Inspire Inclusion'.

When we inspire others to understand and to value women's inclusion, we forge a better world. When women themselves are inspired to be included, there's a sense of belonging, relevance, and empowerment.

The value of knowing women's stories is that it gives all of us - women and men, girls and boys, - the power and the inspiration to succeed. Knowing women's history enables us to understand the past more clearly, and that will give us the power to change the future.



• SAVE THE DATE •  
**COME HOME TO ABWA!**

NATIONAL WOMEN'S LEADERSHIP CONFERENCE

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

AMERICAN BUSINESS WOMEN'S ASSOCIATION

**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!

AMERICAN BUSINESS WOMEN'S ASSOCIATION  
 CHANGING WOMEN'S LIVES... ONE WOMAN AT A TIME.™

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

**ABWA**  
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**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](mailto:sharlar92808@gmail.com)

Applications must be completed by May 15, 2024, at [www.sbmeff.org](http://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](http://www.palmdesertabwa.org).

For more Information about ABWA, visit the website: [www.abwa.org](http://www.abwa.org)

## Early Giving Ends On March 4th. CV Giving Day is March 5th

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 Stephen Bufton Memorial Educational Fund (SBMEF). As a Chapter of the American Business Women's Association, Trendsetter is honored to be a participant in supporting SBMEF and raising funds to be able to present scholarships. Thank you to the members, families, and friends who donate - your donations make a difference.

Here is our direct link for CV Giving Day 2024.  
<https://www.cvgivingday.org/organization/ABWATrendsetterChapter>



### Early Giving is Open Now!

We are excited to announce that **early donations are being accepted** for CV Giving day!  
 CV Giving Day brings the region together as one community, raising money and awareness for local non-profits in the Coachella Valley.

**Coachella Valley's annual CV Giving Day will take place on March 5, 2024.**

While we anxiously await the "big day," we ask that you consider making a donation to Desert Cancer Foundation during the early giving period. In fact, \$7,500 will be awarded to non-profits during the early giving period (February 5-March 4).

To donate, click [here](#) and help Desert Cancer Foundation make a difference in our community!

[Donate Here](#)

# 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.





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](http://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**



# We Appreciate Our Chapter's Sponsors

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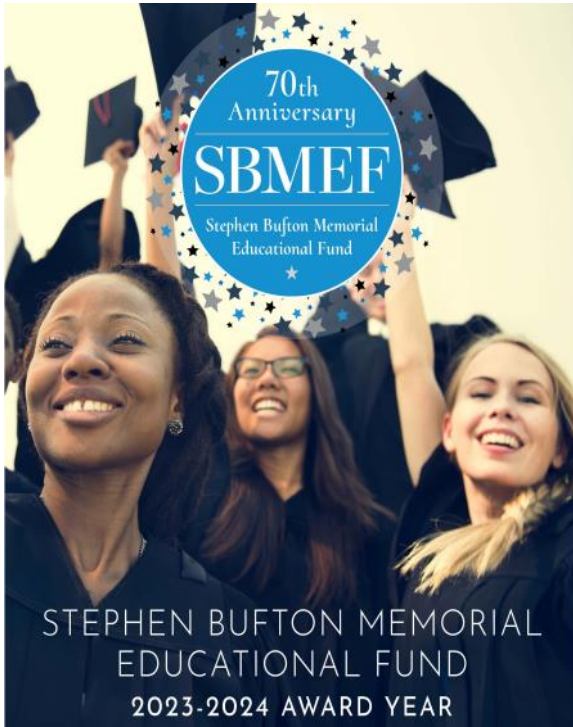
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Member since 2007

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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