



What's Trending

Trendsetter Chapter
American Business Women's Association

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April 2024 Issue

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Spring Has Sprung

April is the first full month of Spring and it is often said, "April Showers Bring May Flowers", though here in the desert that may not be true. Another fact of about April is that it is the first month of the calendar year that only has 30 days.

Spring traditionally is a time for growth, renewal and commitment. It ties in perfectly with the takeaways from the Regional Conference that Karen Oliver, Melissa McCaughey, and I attended during March 22-23. We were energized by Professional Development sessions on communication and listening skills, there were membership testimonials, speeches from the Top Ten nominees, and break out sessions that gave us a chance to have direct contact with other ABWA members in District VI. Tami West's presentation "What Type of Coffee Are You?" taught me that my personality style is Decaf with a dash of Instant.



Although we are in the last quarter of our 2023-2024 Chapter year, we still have a lot on our calendar. This month we will present the slate of officers for 2024-2025 (let me know if you want to be part of our Board). Our next fun event is Quartermania on April 13th (see page 3 for details). The next Chapter meeting and dinner program is April 16 and, we are planning a social event for the end of the month. .

Have a great month and look out for more announcements.

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.

Earth Day first celebrated in 1970 is an annual event that was created to help celebrate our environment and raise the public awareness about pollution. Celebrated on April 22, the day is observed all around the globe with rallies, conferences, outdoor activities and service projects.



Earth Day came about due to Rachel Carson, a marine biologist, author, and conservationist; a woman who changed and influenced the environmental movement with her revolutionary book, "Silent Spring".

It started as a grassroots movement and gained public support that led to the creation of the Environmental Protection Agency (EPA), passage of the Clean Air Act, the Water Quality Improvement Act, the Endangered Species Act and other environmental laws.

• SAVE THE DATE •
COME HOME TO ABWA!

NATIONAL
 WOMEN'S
 LEADERSHIP
 CONFERENCE

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

AMERICAN
 BUSINESS
 WOMEN'S
 ASSOCIATION

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

COMMITTEE CHAIRS

Education
 Sharon Smith

Fundraising
 Melissa McCaughey

Membership
 Edwina Dirk

Professional Development
 Dominique Fruchtmann
 Joyce Godier, Bev Licata

Newsletter Editor
 Natalie Angrisani

Chapter Advisor
 Karen Oliver

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COMMUNITY

AMERICAN BUSINESS WOMEN'S ASSOCIATION

1949 - 2024

JOIN TODAY



**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.



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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1949 2024



ABWA Trendsetter Chapter invites you to our monthly Chapter Program and Dinner meeting

Knowing the truth about How a Reverse Mortgage can provide a secure financial future, for you and your family

Presenter: Pudge Erskine

About Pudge Erskine

Pudge got his nickname from his older sister when he was just a little boy and it's been with him ever since. He is a proud veteran, having served in both the Navy and the Army, with a notable stint in Korea lasting 18 months.



After hanging up his military boots, Pudge dove into the financial world. Since 2013, he has on a mission to help seniors navigate the ins and outs of reverse mortgages. Pudge is about making sure his clients enjoy their golden years without the stress of financial concerns.

Pudge isn't just about fancy certifications and real estate licenses - he's about making sure his clients enjoy their golden years without the stress of financial concerns.

Certified with a CRMP (Certified Reverse Mortgage Professional) designation and holding a real estate license, Pudge is more than just a numbers guy. He's warm, friendly, approachable and is known as a trustworthy figure in a field



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, April 16, 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

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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.





**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

**EXCLUSIVE
MEMBER
BENEFITS**



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

SCAN ME



JOIN NOW

Created by 2022-2023 Ambassador Steering Committee
www.abwa.org



MY APEX CAMPUS

Have you checked out the online courses?
This is one of the benefit of membership.

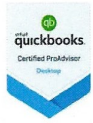
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We Appreciate Our Chapter's Sponsors

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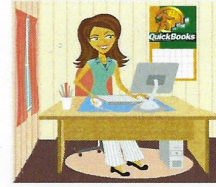
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Each Office Independently Owned and Operated

Umbrella Mistries

Joyce Godier
Board of Directors-Trustee

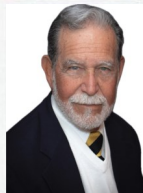
760-880-2909 :: jmgodier@yahoo.com

Helping mothers who have lost a child

Bereaved Moms Groups

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

Pudge Erskine, CRMP
818-601-1926
pudge@ventanahomeloans.com
ventanahomeloans.com



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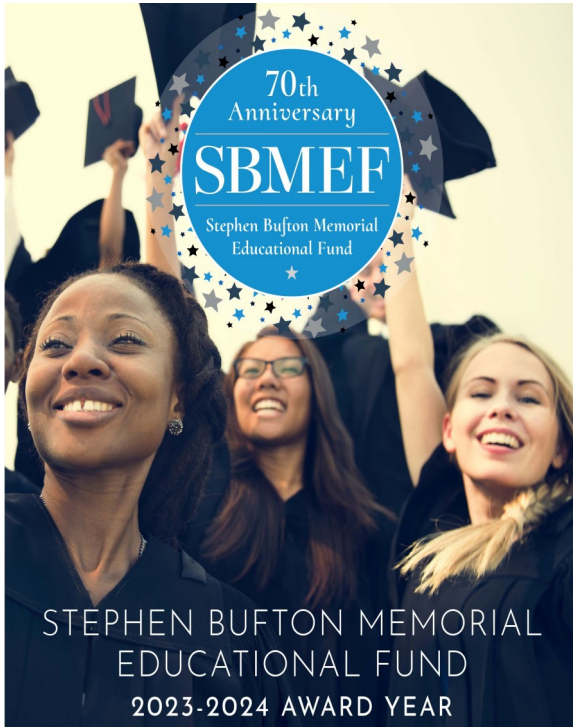


Beverly Licata

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

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/