



What's Trending

Trendsetter Chapter
American Business Women's Association

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



April 2025

President's Message

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It's April and most people associate this month with spring. As we all know, Spring is usually the end of "the season" here in the Coachella Valley. Unlike other places where busy seasons are gearing up right now, the valley is winding down. Once we hit mid May, the heat reminds us that it takes a certain kind of person to love the desert all year round. The members of the Trendsetter Chapter of ABWA are that kind – the year-round kind – so we will continue scheduling events during the coming months.



During the month of April, we have members who will be getting together with their families and friends for Passover, a Jewish holiday that celebrates spring, rebirth and the journey from slavery to freedom; and we have members who will be getting together with their families and their friends for Easter; a principal holiday of Christianity. Enjoy the time you spend no matter which holiday or traditions you honor.

This month we are in the middle of the ABWA National Campaign and Trendsetter Chapter Spring Membership Drives (see the prizes you'll win on pages 4 and 7). If you want to share the many benefits of membership in ABWA with your business contacts and networking associates; just download a copy of "What's In It For Me" (see page 5) from Community Connections and pass it around. Speaking of Community Connections, is your profile up to date with a photo? If you need help doing it, let me know.

Happy April Everyone,

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.



BELIEVE. BELONG. BECOME.
American Business Women's Association



APRIL 2025

**April 8
Trendsetter Board Meeting**

**April 11-13 & April 18-20
Coachella Festival**

**April 15
Tax Day**

**April 12-19
Passover**

**April 15
Trendsetter Chapter
Dinner/Program**

**April 20
Easter Sunday**

**April 25-27
Stagecoach Festival**

American Business Women's Association
Palm Desert Trendsetter Chapter



**2024-25
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



**Who is celebrating a Birthday
during the month of April**

*Leannette Beckstrand
April 20*



**members celebrating ABWA Anniversaries
during the month of April**

*Bev Licata ~ 18 years
Melissa McCaughey ~ 12 years*

**OUR TRENDSETTER CHAPTER
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 our members achievements, to celebrate our member and chapter successes and also to provide professional development opportunities.

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



FOR IMMEDIATE RELEASE

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 2025 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, 2025, 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 2025*.

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 on the 3rd Tuesday of the 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



Membership Madness Contest

*March 15 - June 30**

Bring a guest to a dinner meeting and receive one entry ticket. Earn an extra entry ticket for you and your guest by having them join our **Trendsetter Chapter**.



Membership Madness Contest!

First Prize: a \$50 value

Second Prize: a \$35 value

Third Prize: a \$25 value



***contest winners to be selected at our July 15th meeting**



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American Business Women's Association



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.org)

Leadership Opportunities

- Campaign for league, council, and national office positions
- Lead committees and special projects

Networking Support

- Participate in league, regional & national offerings available both virtually and in person
- Build relationships to facilitate networking support

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, Inner Circle, Apex Award, and Best Practices Award

Conferences

- Attend Spring (virtual) and Fall National (in person) for personal and professional development
- Meet like-minded, career-oriented members

Member Only Portal

- Connect with members online on the Members Only portal and in social media groups
- Access to national resources

Partner Discounts

- National University (NU)
- Franklin Madison
- For partner updates, see ABWA.ORG

Publications

- Complimentary Subscription to the ABWA Achieve Newsletter published six times a year
- ABWA Blog (abwa.org) -published monthly

Exclusive Social Media

- Access to ABWA's members-only Facebook and LinkedIn Groups
- Collaborate with other ABWA members

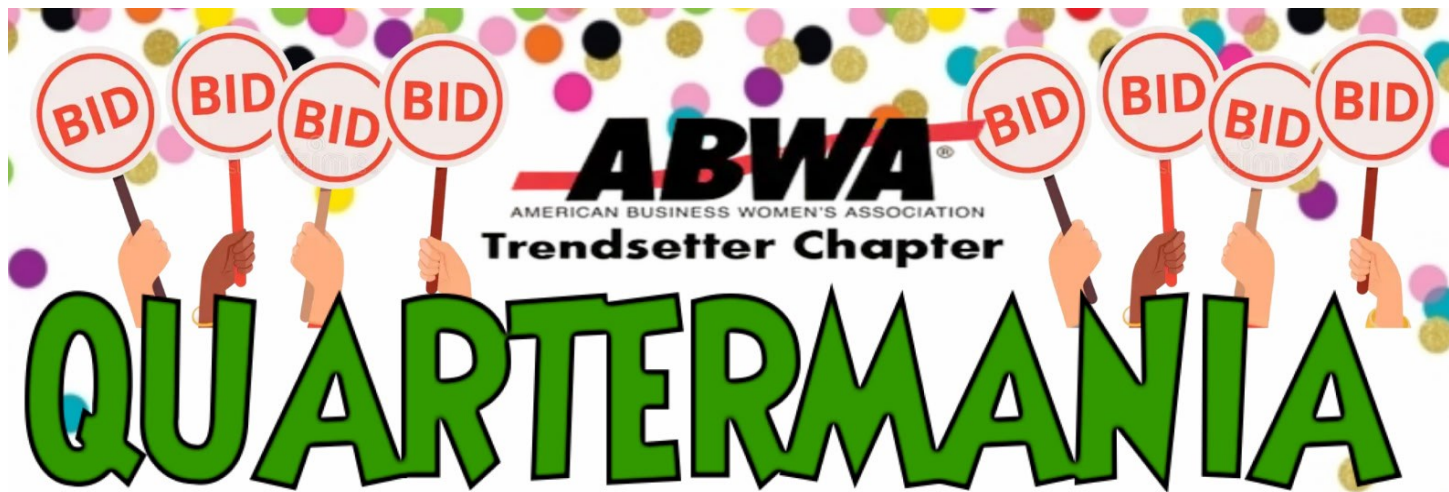
JOIN NOW



SCAN ME

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.

www.abwa.org



SUNDAY, MAY 4TH

DOORS OPEN 12:30 - FIRST BID 1 PM

\$15 PER PLAYER

Shopping,
Bids, & FUN!
Lunch Menu
available



Bid on
Prizes
using only
Quarters!

74-714 Technology Dr.
Palm Desert 92211

TICKETS CONTACT

KAREN OLIVER

714-553-4685

karen@chesstech.com





BELIEVE. BELONG. BECOME.

ABWA's Spring Membership Campaign

MARCH 1 – JUNE 30

Spring Into Action with ABWA!

As spring brings new growth and fresh opportunities, now is the perfect time to take action and invite others to join the American Business Women's Association (ABWA). Share your success stories and encourage friends, neighbors, and business colleagues to discover the opportunities for professional and personal growth as a member of the American Business Women's Association.

Invite a prospective member to your next ABWA meeting or event and help them explore how ABWA can help them grow professionally and personally.

As a thank you for sponsoring new members during our Spring Membership Recruitment Campaign, we're offering these lovely gifts (while supplies last).

Don't miss this opportunity to expand your network and help others bloom just like the season of spring!

LEVEL ONE

RECRUIT ONE NEW MEMBER

Receive a dazzling 1-1/4" round ABWA Pin enhanced with diamond rhinestones celebrating ABWA's commitment to working women and women business owners. Wear this exclusive pin as 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

Elevate your organization game when you receive this beautiful red Round Zip Pouch, the ideal solution for keeping your essentials organized and easily accessible wherever you go. Perfect for stashing tech accessories, coins or any other small items, the pouch fits effortlessly into your purse, backpack, or luggage.

Dimensions:
4" w x 3.75" h x .75" d





BELIEVE. BELONG. BECOME.

American Business Women's Association

NEW 2025 THEME MERCHANDISE IS NOW AVAILABLE!



Mouse Pad



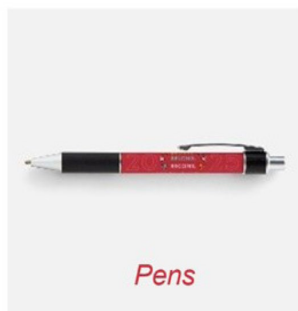
Notecards



Coffee Mugs



Compact



Pens



Refrigerator Magnets

We have great items for new members, speaker gifts, or purchase something for yourself! Visit ABWA.org, online store, enter 2025 in the search field.



• Save the date! •



AMERICAN BUSINESS WOMEN'S ASSOCIATION

NATIONAL WOMEN'S LEADERSHIP CONFERENCE

NOVEMBER 12-15, 2025

Portland, Maine

The 2025 National Women's Leadership Conference will be a celebration of ABWA members and Leagues as we recognize accomplishments, learn from key business experts, and become inspired by others around us.

Hotel offering your special group rate:

The Westin Portland Harborview

\$199.00 USD per night

Last day to book at the ABWA rate: Monday, October 06, 2025

[Click to register!](#)

We Appreciate Our Chapter's Sponsors

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

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pudge@ventanahomeloans.com
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Beverly Licata

Member since 2007

Trendsetter Chapter President 2017-2019

760.963.9410/licatab@outlook.com




ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION
Trendsetter Chapter

QUARTERMANIA
SUNDAY, MAY 4TH
DOORS OPEN 12:30 - FIRST BID 1 PM

\$15 PER PLAYER


Shopping, Bids, & FUN! Lunch Menu available

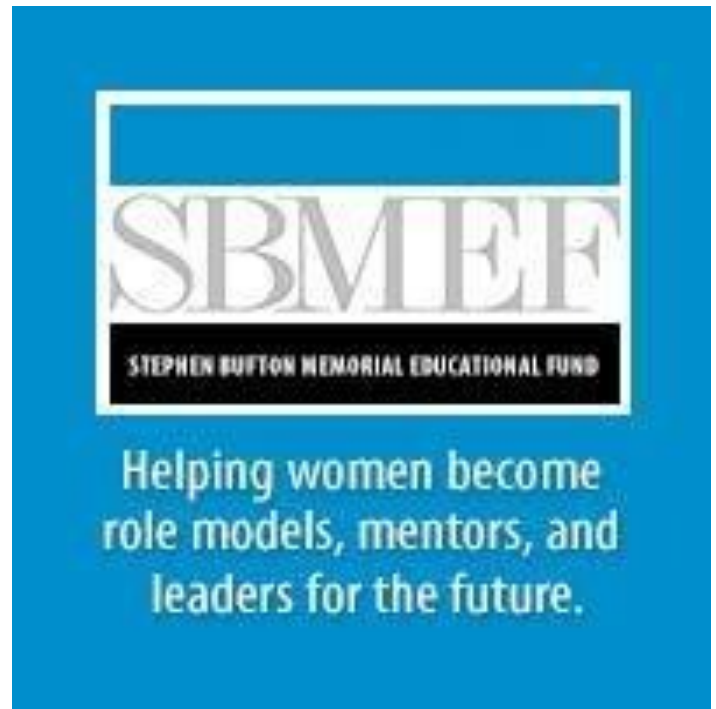


Bid on Prizes using only Quarters!

74-714 Technology Dr.
Palm Desert 92211

TICKETS CONTACT
KAREN OLIVER
714-553-4685
karen@chesstech.com





SBMEF
STEPHEN BUFFON MEMORIAL EDUCATIONAL FUND

Helping women become role models, mentors, and leaders for the future.

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

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twitter.com/ABWAHQ

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www.linkedin.com/company/american-business-womens-association/