



What's Trending

Trendsetter Chapter
American Business Women's Association

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



November 2024 Issue

- 1 .. Presidents Message
- 1 .. Mission Statement
- 2 .. Chapter Vision Statement
- 2 .. Board Members/Committee Chairs
- 2 .. Chapter Anniversaries
- 2 .. Member Birthdays
- 2 .. Calendar Dates
- 3 .. 2024-25 National Board of Directors
- 4 .. November Chapter Meeting
- 5 .. Sullivan's Social Mixer
- 6 .. Winter YumRaiser
- 7 .. The Value of Membership
- 8 .. The Apex Campus
- 9 .. Chapter Sponsors
- 10 .. Thank You Note
- 10 .. ABWA Core Values
- 10 .. ABWA Code of Conduct

Presidents Message

Hello Trendsetters

This month we celebrate Veterans Day. Veterans Day began as "Armistice Day" on November 11, 1919, the anniversary of the end of World War I. In 1926, it became an annual observance and in 1954, the Congress voted to change the name to Veterans Day since the United States had been in two wars since Armistice Day. Let us all be thankful for the men and women who serve.

As a member of ABWA and the Trendsetter Chapter, I am also thankful that we are able to provide value to our members with monthly programs; I am thankful that we share the benefits of ABWA with other working women and business owners so they can connect, learn and grow; I am thankful for our efforts to fundraise and contribute to SBMEF for the educational scholarships; and, that we support one another both professionally and in friendship.



Our Annual Holiday Party, "Holidays in the Desert" will be held Tuesday, December 10th and is one of our two major fundraisers and a time of great fellowship and fun had by all each year. You won't want to miss it, and it is one of the great events to invite guests to for an enjoyable and fun evening. Look for more details soon.

On November 28th, whether you are watching football games, traveling, cooking at home or have opted to eat out at your favorite restaurant, visiting with family or spending the day with friends; let's all take the time to be thankful for each other.

Thankfully yours,
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.

As we express our gratitude,
we must never forget that the
highest appreciation is not to
utter words, but to live by them.

- John Fitzgerald Kennedy.





members celebrating ABWA Anniversaries during the month of November

Pudge Erskine - 4 years



members celebrating bithdays during the month of July

*George Dirk - November 7
Jennifer Ruiz - November 9
Pudge Erskine - November 18*



NOVEMBER

**11/12 - Trendsetter Board Meeting
11/19 - Trendsetter Chapter Program**

DECEMBER

**12/3 - Trendsetter Board Meeting
12/10 - Trendsetter Holiday Party**

American Business Women's Association
Palm Desert Trendsetter Chapter



**2024-25
TRENDSSETTER 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

Publicity
Lola Andrews
Amber Stone

Newsletter Editor
Natalie Angrisani

Chapter Advisor
Karen Oliver

**OUR TRENDSSETTER
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.

Congratulations!

2024-2025 National Board of Directors
of the American Business Women's Association

National Officers



Anne O'Neill
National President



Kim Stengel
National Vice President



Barbara Pedersen
National Secretary-Treasurer

District Vice Presidents



Dior Davis
District I
Vice President



Kristena L. Hockett
District II
Vice President



Eileen Caspers
District III
Vice President



Michelle Ferguson-Miller
District IV
Vice President



Renee Clement
District V
Vice President



Karen Fitting
District VI
Vice President

EMPOWERING WOMEN IN BUSINESS,
ONE CONNECTION AT A TIME.



ABWA.ORG

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COMMUNITY

AMERICAN BUSINESS WOMEN'S ASSOCIATION

1949-2024

JOIN TODAY

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



COME FOR THE NETWORKING.



STAY FOR THE FRIENDSHIP.

AMERICAN BUSINESS WOMEN'S ASSOCIATION



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1949-2024



ABWA Trendsetter Chapter invites you to our November Chapter Program and Dinner

**“How Health Affects the Bottom Line”
Guest Speaker - Jill Coleman**

Health issues affect businesses with absenteeism, sick leave pay and higher insurance costs. This is one of the many ways that makes it more expensive to do business and also creates hardships for business owners. Whether we lose income because we can't go to work because of illness, or the business itself suffers because they are short staffed, our health affects our income and our businesses.

About Jill Coleman



Jill started her nursing career in 1992. She received The Humanism Award at UCLA, and Nurse of the Year award from the interns at LAUSC. Health and Body Restoration was started in 2009. Addressing nutritional deficiencies is where it all starts, and diet is primary to health. She does stress/trauma reduction, (www.TIR.org) and helps people declutter/organize, which can reduce stress and aid in emotional healing. Jill loves nature, and is an avid guitar player, singer/songwriter, and poet.

For more health information, please check out her blog site; www.JillColemanRN.com

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1949-2024



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November 19 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**

**Member's Fee \$35.00 pp
Non-Members Fee \$40.00**

RSVP Requested

**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 the month





Networking and Social Mixer

Join us for a Networking and a Social Mixer.

Come for Appetizers Fun and Door Prizes (no Host Bar)

Where: Sullivan's
73505 El Paseo Ste 2600
Palm Desert, CA 92260

Cost: \$15.00 pp

When: Thursday, November 7th

Time: 4:30 pm – 6:30pm



BRING YOUR BUSINESS CARDS!

Great Conversation

Social media is nice, but real contacts are made face to face and much more fun!

Some Food, Fun and Door Prizes

Food and fun are a winning combination whether you want to promote a business, learn something new, or meet people in our community.

Bring a friend and get to know members of the Trendsetter Chapter of the American Business Women's Association!

RSVP to save your spot:
info@palmdesertabwa.org
or Natalie 818-390-0424

ABWA Trendsetter Chapter, Palm Desert, CA
ABWA is a non-profit organization under IRS Code 501(c)6 I.D. #33-0365298



Help Us Reach Our Goal!



2024 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/SweetHolidaySeason>



all orders include tax and shipping* 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/SweetHolidaySeason> with your family, friends, associates and social media contacts.



Enjoy the 2024 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
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**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.

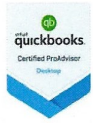
PROFESSIONAL DEVELOPMENT THROUGH ONLINE TRAINING

AMERICAN BUSINESS WOMEN'S ASSOCIATION

We Appreciate Our Chapter's Sponsors

qwikbooksgirl

Bookkeeping & Consulting Services, LLC



Tammy Becker

714.478.9678

email: tammy@qbgirl.com
www.qwikbooksgirl.com



Want to see your business card here?

It is an easy way to promote your business while supporting our Trendsetter Chapter.

**Contact Natalie for details
itsnatalie@gmx.com**



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 Mistries

Joyce Godier
Board of Directors-Trustee

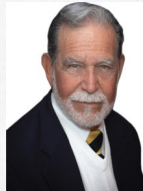
760-880-2909 :: jmgodier@yahoo.com

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



4533 MacArthur Blvd #A-2201, Newport Beach, CA 92660
NMLS # 1289933 / Corporate NMLS #2467885

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1949 2024

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🌐 https://natalieangrisani.com

newsletters
copy writing
content
articles
marketing



Beverly Licata

Member since 2007

Trendsetter Chapter President 2017-2019

760.963.9410/licatab@outlook.com



Thank you to all who made our Quartermania Event a success:

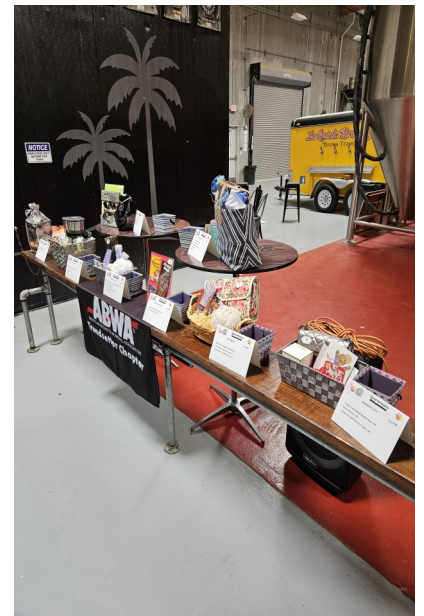
Priscilla Robledo (coordinator)
The Lilac Leaf

Scott Cleaveland (manager)
La Quinta Brewery

Karen Oliver
(our Trendsetter coordinator)

Bev Licata
(Silent Auction Coordinator)

*...and of course
our members and friends
who shared the day with us and
who bid, who won, and had fun!*



Our next Quartermania will be April 2025

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/