



What's Trending

Trendsetter Chapter
American Business Women's Association

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OCTOBER 2024 Issue

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President's Message

There is a lot happening now that the heat of the summer has cooled a bit. On September 24th, our Chapter participated in the "Show Your Heart Expo held by the Rancho Mirage Chamber for their non-profit members. It was a good opportunity to give us exposure out in the community.

On November 6th we will also be one of the sponsors for Alzheimers Coachella Valley's Open House.

This month we are excited to bring Quartermania back to our Valley and look forward to a fun event on October 13 (see the flyer on page 3). We are grateful that La Quinta Brewing Company in Palm Desert was able to fit us in their schedule.

We will be hosting a mixer in early November at Sullivan's (keep on the look out for details).



Thank you to Karen Oliver, Melissa Mc Caughey, Sharon Smith, and Bev Licata for representing Trendsetter Chapter at ABWA's 75th National Conference.

We are looking forward to hearing about it during our Chapter Program on October 15,

p.s. "You're not in Kansas anymore"

Happy October 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.



OCTOBER DATES
10/13 - Quartermania
10/15 - Board Meeting
10/22 - Chapter Program



NOVEMBER DATES
11/12 - Board Meeting
11/19 - Chapter Program

DECEMBER DATES
12/10 - Holiday in the Desert

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

**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.

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

**ONE MEMBERSHIP, A
LIFETIME OF POSSIBILITIES**

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TO ADVANCE YOUR CAREER



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AMERICAN BUSINESS WOMEN'S ASSOCIATION

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COMMUNITY

ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION
Trendsetter Chapter

QUARTERMANIA

Sunday, October 13th



74-714- Technology Dr
Palm Desert 92211



Doors Open 12:30 - First Bid 1pm

ITS A FUN ,FAST PACED
DAY! GUESTS BID ON
PRIZES USING ONLY
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ABWA's 2024 Fall Membership Campaign SEPTEMBER 1 – NOVEMBER 30

*Fall Into Friendship at ABWA
Invite a Friend to Join and Grow Together!*



Share your ABWA success stories with friends, neighbors and business colleagues so they can discover the opportunities, education, and support within the American Business Women's Association.

In appreciation for sponsoring new members during the Fall Membership Recruitment Campaign we're offering these lovely gifts (while supplies last).

LEVEL 1

When you recruit **ONE NEW MEMBER**

You will receive ABWA's stunning 75th Anniversary gold pendant hanging on a twenty-inch gold chain.



LEVEL 2

When you recruit **THREE OR MORE NEW MEMBERS**

You will receive an 8 Piece Luxury Bath Soap Gift Box.

Rejuvenate your mind, body, and soul with Loverly's Handmade Bath Soaps. 100% Paraben-Free

Here are five ideas that can help leverage the seasonal appeal of fall and make the recruitment process engaging and festive for all members!

1. Wear your ABWA Swag everywhere (almost everywhere) you go. And when someone asks you "What is ABWA?" You say, "I am glad you asked!" Invite them to your upcoming recruitment event.
2. Regularly feature selected success stories in your league newsletters, on your website, or in your social media channels using fall themed graphics.
3. Launch a seasonal social media campaign, using fall graphics, and including engaging content like "I am an ABWA member because..."
4. Depending on your ABWA community, it may be fun to create a friendly competition between members offering them fall incentives for inviting and recruiting new members like autumn décor, fall recipe book, apple or cherry pie from your local bakery, or even a warm beverage bar with options for hot chocolate and marshmallows, apple cider, and pumpkin lattes! Mmmm!
5. Create a **"Falling for Us"** Referral program where members get a special reward (like a pumpkin spice gift card that is designed with a festive fall pattern) for each new member they invite to your league's next Fall Membership Campaign event.



Themed Ideas for Your Fall Membership Recruitment Event



Harvest Festival Mixer

- Host a harvest-themed social event with activities like apple bobbing, pumpkin carving, and a cider tasting. Include a section where potential members can learn about your League and sign up on the spot.



Fall Wellness Retreat

- Organize a retreat focusing on wellness and self-care with fall activities like yoga in a scenic location, meditation sessions, and workshops on healthy fall recipes. Use this opportunity to highlight the benefits of joining the American Business Women's Association.



Autumn Networking Brunch

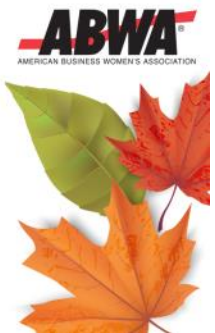
- Host a brunch featuring seasonal foods like pumpkin pancakes and apple cider donuts. Invite speakers or panelists from ABWA (Ambassadors/National Board/Members) to talk about ABWA's impact and benefits, creating an informal environment for potential members to ask questions and network with other guests and members.



Tell me more...

Pumpkin Patch Meet-and-Greet

- Arrange a casual event at a local pumpkin patch or farm. Include fun activities like a hayride, corn maze, and face painting, along with informational booth where invited guests can learn more about the benefits of belonging to ABWA.



Download the Listing of Courses from the National Resources in Community Connections



PROFESSIONAL DEVELOPMENT THROUGH ONLINE TRAINING

AMERICAN BUSINESS WOMEN'S ASSOCIATION

**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



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www.abwa.org

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AMERICAN BUSINESS WOMEN'S ASSOCIATION
1969-2021



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Beverly Licata

Member since 2007

Trendsetter Chapter President 2017-2019

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find unity in
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AMERICAN BUSINESS WOMEN'S ASSOCIATION

1949 - 2024

JOIN TODAY



EMPOWERING WOMEN IN BUSINESS,
ONE CONNECTION AT A TIME.



ABWA.ORG

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.

American Business Women's Association

Palm Desert Trendsetter Chapter



Trendsetter
Chapter Officers

Natalie Angrisani
President

Laurie Renner
Vice-President

Terri Cox
Recording Secretary

Tammy Becker
Treasurer

Karen Oliver
Correspondence Secretary

Visit our Chapter website:
palmdesertabwa.org

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