



What's Trending

Trendsetter Chapter
American Business Women's Association

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SEPTEMBER 2024 Issue

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President's Message

Hello Trendsetters

As we wind down from what is traditionally the slow summer days and head into the start of "Season" for our desert community, I am excited as our Chapter continues to grow with new members. Several of our Board members will be attending the 75th Anniversary Celebration and National Conference in Kansas City at the end of the month.

September is also when we observe ABW Day (September 22), a day set aside to honor and reflect on the contributions and accomplishments of the millions of women working in the U.S., whether they are business owners or in the work force. This date also marks the 1949 founding date of the American Business Women's Association.



We are also excited to announce we have a venue for our Quartermania on Oct 13th, Sunday. (see the flyer on page 7). The event is open to family, friends, business associates, co-workers and their friends. We must have RSVP's no later than Oct 5th but the sooner the better. This fun and affordable event is perfect for anyone looking for a mid-day social activity. Bring your own quarters or buy them when you arrive, and get ready to bid on exciting raffle prizes. If your paddle number matches the drawn number, you win that prize! Don't miss out on this fun and enjoyable event!

Our September Chapter meeting is Tuesday, September 20. Join us for an evening of friendship, honor, and networking. Program details will be forthcoming.

Enjoy the Labor Day weekend and 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.





Come Home to ABWA! Don't miss this year's 75th Anniversary Celebration on September 25-28, 2024 in Overland Park, KS.

Join us as we commemorate 75 years of empowering women in business and leadership. This milestone event promises to be a truly remarkable gathering of inspiring speakers, professional development workshops, and opportunities to network with fellow businesswomen from across the nation.

Mark your calendars and stay tuned for more details on this year's exciting agenda.

- Hear from influential leaders, innovators and experts who are shaping the future of business.
- Connect with diverse professionals, expand your network, and forge lasting business relationships.

**American Business Women's Association
Empowering Women Since 1949**



2024 25
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SEPTEMBER DATES
 9/10 - Board Meeting
 9/17 - Chapter Program
 9/22 - Annual ABWA Day
 9/24 Share Your Heart Expo
 9/25-28 - NWLC in Kansas City

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

**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.



members celebrating ABWA Anniversaries during the month of September

Shawn Gentry
Brianna Guthrie



members celebrating birthdays during the month of August

Natalie Angrisani - September 1
Sonia Stewart - September 6



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LEVERAGE YOUR ABWA MEMBERSHIP TO ADVANCE YOUR CAREER



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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 ongoing career development, support career advancement and to help them become the role models, mentors and leaders of the future.

Although we focus our fundraising efforts mostly on scholarships, if you plan to do any end of the year donations don't forget SBMEF.

SAVE THESE DATES!!

October 13
Quartermania returns
See flyer on page 5

December 10
Holiday in the Desert
Details in our October Newsletter



Reflections from our Chapter Meeting
August 20, 2024





Adriana Madero
2024-2025
Scholarship Recipient



My goal in life has always been to make a difference in my community, which I've accomplished in minor ways throughout my youth. However, the biggest goal I have set for myself is to make a difference in the lives of people with disabilities. I have been exposed to many people with disabilities through my younger brother, diagnosed with severe autism at only months old. I've heard of how relentlessly some of these people are harassed, how they don't feel seen in the community, and specifically, how they don't believe their needs have been met.

I've visited several clinics that practice different therapy methods, one has stuck the most with me: occupational therapy. Occupational therapy promotes the health and well-being of patients with the therapeutic use of everyday activities, to help cognitive, sensory, and physical problems. Occupational therapy is very beneficial to those with disabilities; despite this, no clinics are present near my town's proximity.

Living in Imperial County, the nearest occupational therapy clinics reside in San Diego. Not only is this a nuisance to families, but a financial burden due to the expenses of gas and food that are spent on traveling. I've even met people from outside Imperial County, those from the bordering city (Mexicali) and those from Yuma, Arizona, who must travel to San Diego so their family members can receive therapy. There is an evident demand for occupational therapists here in Imperial County, which is why I've taken it upon myself to meet those demands. I am attending college so I can open my own occupational therapy clinic in Imperial County and serving as the head occupational therapist.

I will begin by earning a Bachelor's Degree in Business Administration, then proceed with earning a Master's Degree in Occupational Therapy, so I can then receive an Occupational Therapy Doctorate after I've gained my experience in the industry. Currently, my goal is to attend California State University - Dominguez Hills (Carson, LA) to earn my Bachelor's and Master's degree, as it is the only public university in California that offers a Master's in Occupational Therapy; however, I hope to enter the University of Southern California once I have experience in occupational therapy.

There is a big demand for occupational therapy in Imperial County, and I am eager to meet the demands. High school has been a great opportunity for me to academically challenge myself. I initially began by taking honors courses during my sophomore year and I tested myself through the International Baccalaureate Diplomate Programme (IBDP) in my junior and senior years.

For context, the IBDP is a program in which students take six college-level courses, a minimum of three being two-year courses, with the goal of earning college credits; each

Diplomat candidate must attend an extra class called Theory of Knowledge and complete research projects specific to each class subject outside school. The program requires students with academic discipline, as failure to perform well will risk the chances of receiving the IB Diploma.

Our cohort began as six students, but by senior year only three remained. The IBDP has forced me to take on leadership skills, accountability for my academic work, and not procrastinate on my assignments. Though the IB Diploma will not grant me any college credits due to California's university system favoring AP courses over IB courses, I'm still glad to have joined the IBDP. The workload of each course and the difficulties endured have made me prepared for college-level work, which is something many seniors may not be able to claim. In addition to improving my academic discipline, it's acted as a nice G.P.A boost. My total G.P.A. (9-12) sits at a 4.41 GPA weighted, and 3.95 GPA unweighted. I also received the National Hispanic Recognition Program award in my junior year of high school.

My most notable extracurricular activities has been through the Girl Scouts of San Diego. I have been a Girl Scout for seven years now, having begun in fifth grade. Through Girl Scouts, I have participated in and initiated community service activities every winter. Each project takes approximately a month of planning, which is conducted alongside my Girl Scout troop. During these activities, we have provided care packages and meals to the homeless, donated to the local food bank, and cleaned neighborhood parks. I have also taken on leadership skills in the Girl Scout camps I've attended.

My Girl Scout troop is typically the oldest at each camp (with me being the oldest), thus we lead each campfire every year. There have been years where we have been assigned specific groups of young girls to lead and watch over for a day, which has tested my ability to multitask and improved my patience.

These years working with younger girls have earned me a job working with younger kids part-time. I have currently worked as a kids' entertainer at parties for 8 months, and through this job, I have met many families and been entrusted with their children to ensure their birthdays are memorable. I've made several memories with these children, and it has improved my initiative skills and communication overall.

Congratulations
Adriana





Jennifer Ruiz
2024-2025
Scholarship Recipient



I am an LVN student at California Nurses Educational Institute. Being a nurse has always been my dream since I was a young child. I constantly go above and beyond for others as I genuinely love helping people. With that said, I would like to tell you, my story. I have faced many difficulties in my 36 years of life, many of which I have conquered, accomplished, and gained knowledge from. My parents were married when I initially moved to the Coachella Valley. My father's drinking was a major source of stress in their marriage. As a result of verbal and physical abuse, my parents separated.

At the time, I lived with my mother and saw my father once every two weekends. They managed to co-parent rather successfully with my grandmother's help. As a single mother of two children, my mother struggled financially. With no family in California, she had no one to help or support her. On top of that, she struggled with her own demons. In the eighth grade, I came home from school one afternoon and my mom had passed out. She attempted to take her own life. As a result, she was admitted to the hospital on a 5150 hold.

Despite these problems, I managed to be a decent student when I was younger. I have the Boys & Girls Club to thank for that. It was my refuge, my safe place. This is where I was introduced to the Keystone Club. The Keystone Club provides leadership development opportunities for young people ages 14 - 18 with activities that focused on academic success, career preparation, and community service. I was so involved that I even took on the role of the President of our local Keystone Club my sophomore year of high school.

My mother's battle with substance abuse persisted and in my junior year of high school, we lost our house. After that, I began to lose interest in school. I got so behind in my schoolwork and was so discouraged that I just stopped going. Eventually, I was able to move in with a friend of mine and started homeschooling. After we started dating, my boyfriend's family allowed me to move in with them. I took a full time job as a dishwasher and went back to school. I completed the necessary credits and then graduated on time with my class.

I became a mother a year later, at the age of 19. That same year, my father's lifelong struggle with alcoholism led to a cirrhosis diagnosis. After being put on hospice care, he died three days later. I genuinely wanted my father to be engaged in my son's life, despite his flaws. This was an exceedingly challenging time.

It was then that I decided to go back to school and become a Medical Assistant. I was doing great in school, making the honor roll with perfect attendance. Not long after starting school, my son's father started drinking more. This began a new challenge in my life. One night, my son's father was intoxicated and decided to take my car out for a drive after drinking all night with his friends. He ended up getting into an accident which totaled my car and resulted in his best friend losing his life and another friend sustaining life-threatening injuries. He was eventually arrested and sentenced to 15 years to life. Despite this, I continued to push forward and complete school and earn my MA certificate.

That is when my adventure as a single mother began. I was forced to start fresh by myself. I always maintained a full-time job and still did everything I could to provide for my family. For years, I battled not having a car, being unable to pay my bills, having my utilities cut off and having to figure out how to turn them back on, and worrying about running out of food.

Fast forward to today I have a 17-year-old son who will from high school. I have a two year-old daughter now, as well. I have been employed by a nurse staffing agency for the past nine years. Once more, I made the decision to continue my education and, at last, follow my dream of becoming a nurse. I work Monday-Friday full-time and attend CNEI at night full-time. Even though my days are long, and I spend 16 hours away from home, I challenge myself each day to get up and push myself to excel. I have not skipped a single day of class!

Throughout my life, I have proven to myself repeatedly that I can do anything that I put my mind to. I want to show my children that no matter your age or the struggles that you are faced with, you can do anything. My goal is to graduate as an LVN with honors and perfect attendance. I also want to obtain different certificates to enhance my opportunities as an LVN. I am interested in getting ACLS certified, IV certified, and wound care certified. As I am working as an LVN and gaining experience, I want to move on to obtain my RN and BSN. I have different interests in the medical field, and I look forward to working in units such as ER, ICU, Oncology, Forensics, and Flight nursing. I aspire to be the best that I can be and want to make a difference in the lives of others and their families.

Ethical conduct and honesty are of high importance to me. I uphold academic integrity and ethical standards in all aspects of my studies. Most importantly, I prioritize my physical, emotional, and mental well-being to ensure I can succeed. I currently hold a 3.7 GPA and I am the only student in my class with perfect attendance.

I strive to be a dependable, diligent, and determined employee at work and that has led to me being one of the top producers at my job. I constantly exceed expectations and prove a strong work ethic and commitment to excellence. My children really are my extra curricular activities and my focus outside of school and work is to give my children every minute of my time they deserve. Being a full-time mom is a significant and rewarding role that involves a multitude of responsibilities and tasks. I make sure I am present and play a crucial role in my children's education and development by engaging them in activities and social interactions. I serve as a primary role model for my children as well. They look up to me for guidance and values. I always make sure to demonstrate kindness, resilience, and compassion to help shape their character. Most importantly I offer unconditional love and emotional support by providing a safe and nurturing environment where they feel valued and understood. I love my children and they are my greatest accomplishment

Congratulations Jennifer



ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION
Trendsetter Chapter

QUARTERMANIA

Sunday, October 13th



74-714- Technology Dr
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Doors Open 12:30 - First Bid 1pm

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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.



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find unity in
COMMUNITY
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1959-2019



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Member since 2007

Trendsetter Chapter President 2017-2019

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find unity in
COMMUNITY

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.



Trendsetter
Chapter Officers

Natalie Angrisani
President

Laurie Renner
Vice-President

Terri Cox
Recording Secretary

Tammy Becker
Treasurer

Karen Oliver
Correspondence Secretary

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