



# What's Trending

Trendsetter Chapter  
American Business Women's Association

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

## February 2025

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## President's Message

February is here and the world is in love. Most likely every store you go into is heavily stocked with Valentine's Day balloons, cards and knick-knacks to remind us to tell someone we love them, miss them and how important they are

This is also the month our Chapter kicks off our "Membership Madness" Campaign. Not only do we want the focus to be on introducing new members to our Chapter and to ABWA, but it is a great time to work on networking skills.

Networking isn't only telling prospective members about ABWA and the Trendsetters, it's also the exchange of information with others. It is about establishing a mutually beneficial connection with the people you meet, whether you're in line to order coffee, involved in a team sport, or at a conference. Networking helps us improve our skill sets. It helps us be aware of the latest trends in our field, helps us meet prospective mentors, partners, and clients, and gain access to the resources that help with your professional career development.



While you're working on your networking skills, don't forget to update your login for the new ABWA website. I am enjoying the user friendly style and convenience of being able to locate the information I am looking for.

Our 2025 Annual Theme is Believe Belong Become. It says a lot about ABWA, our Trendsetter Chapter and the women of today: When you **Believe** in yourself, you'll feel that you **Belong** where you want to be, and you'll **Become** the person you are meant to be.

*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.

**FEBRUARY 2025**

**February 8**  
**Mid-Year Planning Meeting**  
**Board Meeting**

**February 17**  
**President's Day**

**February 18**  
**Chapter Meeting/Program**

**March 9**  
**Daylight Savings Time**

**March 11**  
**March Board Meeting**

**March 18**  
**Chapter Meeting/Program**



members celebrating bithdays  
 during the month of February

*Lola Andrews February 13*  
*Melissa McCaughey—February 11*



members celebrating ABWA Anniversaries  
 during the month of February

*Lola Andrews -1year*  
*George Dirk 1year*

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 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.





**BELIEVE. BELONG. BECOME.**

American Business Women's Association

**ABWA Trendsetter Chapter invites you  
to our February Chapter Program and Dinner**

### **Program Topic**

**Stronger Together:  
Cultivating Meaningful Connections  
Within Your Community**

In a world that often feels fragmented, the power of authentic connection is transformative. Engaging with our communities not only builds empathy and leadership skills but also broadens our understanding of diverse perspectives. It instills a sense of responsibility and the profound value of giving back, sparking positive change. These relationships become the bedrock of personal fulfillment and collective progress.



Join Kimberly Krause, a longtime Coachella Valley resident and founder of Konnections Certification. Witness her passion as she shares insights into bridging generations through purposeful networking, impactful volunteering, and the mutual exchange of knowledge.

Don't miss this interactive opportunity to explore how fostering these connections can create lasting benefits for individuals and the community at large.



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**February 18, 2025**

**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**



American Business Women's Association

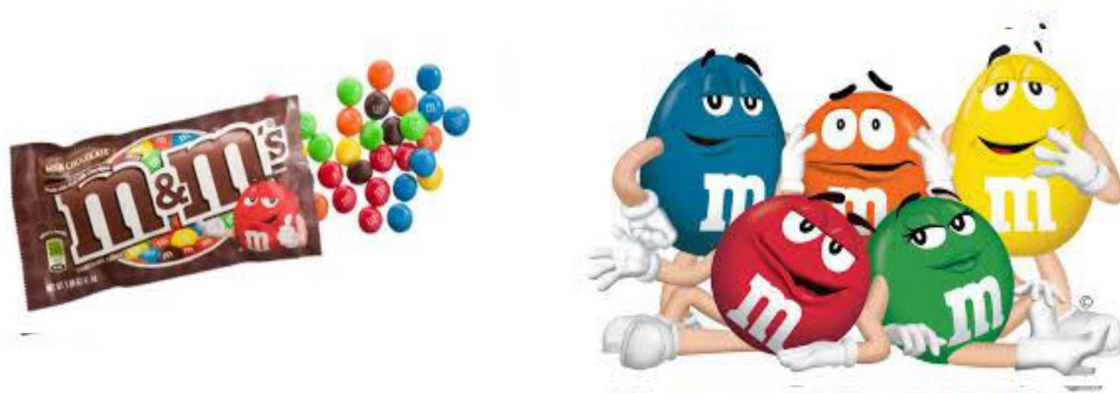
Palm Desert Trendsetter Chapter



# *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 15<sup>th</sup> meeting**



# JOIN ABWA AND UNLOCK YOUR POTENTIAL!



## GIVE THE GIFT OF ABWA TO YOURSELF IN 2025!



# REASONS TO JOIN ABWA

## FROM OUR 2024-2025 NATIONAL BOARD OF DIRECTORS



### NETWORKING:

Build meaningful connections with like-minded professionals from across the country on-line and in person.



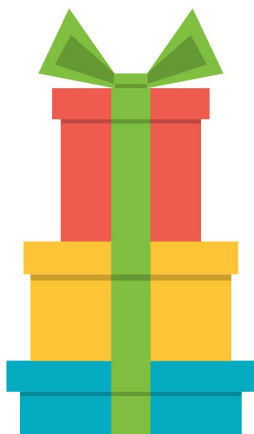
### RESOURCES:

Access exclusive tools and learning resources to enhance your business acumen.



### EMPOWERMENT:

Gain confidence and leadership skills to elevate your career.

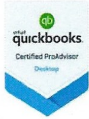




# We Appreciate Our Chapter's Sponsors

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melissamccaughey@comfortkeepers.com

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**Joyce Godier**  
Board of Directors-Trustee

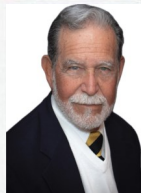
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*Helping mothers who have lost a child*

Bereaved Moms Groups

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

**Pudge Erskine, CRMP**  
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pudge@ventanahomeloans.com  
ventanahomeloans.com



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newsletters  
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**Beverly Licata**

Member since 2007

Trendsetter Chapter President 2017-2019

760.963.9410/licatab@outlook.com

ABWA'S ANNIVERSARY ISSUE

ABWA's  
Spring Virtual Conference  
MARCH 21-22, 2025 - FOR ALL DISTRICTS!



Learn great tips and strategies to help you become the leader you've always aspired to be. Join us for ABWA's Spring Conference and connect, learn and grow!

**ABWA**

A publication of the American Business Women's Association (ABWA) | www.abwa.org | ©2024 ABWA Management LLC | 5TH ISSUE 2024 39

## 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.



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AMERICAN BUSINESS WOMEN'S ASSOCIATION



### Trendsetter Chapter Officers

Natalie Angrisani  
President

Laurie Renner  
Vice-President

Terri Cox  
Recording Secretary

Karen Oliver  
Correspondence Secretary

Tammy Becker  
Treasurer

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