



What's Trending

Trendsetter Chapter
American Business Women's Association

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

January 2025

President's Message

- 1 .. Presidents Message
- 1 .. Mission Statement
- 2 .. Chapter Vision Statement
- 2 .. Board Members/Committee Chairs
- 2 .. Calendar Dates
- 3 .. January Chapter Meeting/Program
- 4 .. Holiday in the Desert Photos
- 9 .. Chapter Sponsors
- 10 .. Save the Date 2025
- 10 .. Apex Campus
- 10 .. ABWA Core Values
- 10 .. ABWA Code of Conduct

Holiday in the Desert, our year-end celebration and fundraiser was a wonderful way to wrap up the year 2024. To all the members, guests, friends and community associates who attended - on behalf of our Trendsetter Chapter **THANK YOU!**

Our fundraising at the end 2024 included: a Sweet Successful See's Candies YumRaiser; a Special Picnic/Gift Basket Fundraiser (thank you Edwina Dirk for organizing this and Congratulations to Cindy Player for winning it); our Mystery Envelopes (thank you Melissa McCaughey for coordinating the donations of the surprise gift cards inside of each envelope); thank you to all the winning bidders of the Silent Auction items (and, thank you to Bev Licata for coordinating them before you left on your trip). Enjoy the photos that captured the evening's fun starting on page 3 (by Sonia Stewart Photography).

Fundraising helps us continue our mission of providing education, professional development and scholarships. We are also aware of the importance of community and that is why every year (during our holiday celebration) we ask for donations of needed items for another non-profit organization. Thank You to everyone who brought a needed item for this year's recipient, Shelter From The Storm.



As we turn the calendar to 2025, there are some changes in ABWA. The long awaited website platform for Community Connections is now live. If you haven't already, everyone will have to update their login password for the platform. Also, the ABWA annual National Membership dues has been increased to \$125.00. It's also that time again to think about the Chapter's scholarship contribution to SBMEF which is due on or before January 31, 2025. We will be scheduling a mid-year planning meeting, an orientation, and we will begin the process for member of the year and officer nominations. Stay tuned for more information about the meetings and deadlines.

During our January chapter meeting, or guest speaker Debbie Frazer, will address the subject of Time Management, a perfect topic for the start of the new year.

To quote Martin Luther King, Jr. (whose birthday we honor in January). "You don't have to see the whole staircase, just take the first step"

Wishing everyone a great New Year.

Natalie Angrisani

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AMERICAN BUSINESS WOMEN'S ASSOCIATION
1949 - 2024

JOIN TODAY



ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION

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.



American Business Women's Association
Palm Desert Trendsetter Chapter



**2024-25
TRENDSETTER BOARD**

President .. Natalie Angrisani
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Joyce Godier, Bev Licata

Newsletter Editor
Natalie Angrisani

Chapter Advisor
Karen Oliver



JANUARY 2025
January 14
Board Meeting

January 21
Chapter Meeting/Program

January 23
1/23 Wine Tasting
@ Total Wine, Palm Desert

FEBRUARY 2025
February 11
Board Meeting

February 18
Chapter Meeting/Program

Board / Member Orientation - tba
Mid-Year Planning Session- tba

**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.



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

**Time Management:
*Replace Desperation and Frustration
with Purpose and Fulfillment***

If the topic of time management makes your head spin or you roll your eyes in exasperation, you're not alone. If the daily grind makes you feel like you're losing ground on what matters most, you'll want to attend Debbie's presentation on Time Management. 2025 is just getting started. Why not take this opportunity to learn practical steps for a fresh look at how you order your daily life that leaves you with a sense of fulfillment at the end of the day?

About Debbie Frazer



Debbie Frazer is a Mary Kay Independent Sales Director and international leadership trainer. Recognizing that Time Management is a critical component for effective self-governance and leadership, Debbie continues to invest her energies in this topic to position leaders for excellence in their personal and professional lives. She is straightforward and practical.

Don't miss this valuable topic. The beginning of a new calendar year is the perfect time to address the subject of Time Management. Learn how to strategically order your world. It will revolutionize your schedule, and you will enjoy a more fulfilling and **rewarding** life.

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January 21, 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**





ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION

Trendsetter Chapter

YOU ARE INVITED
TO JOIN US FOR

Holiday in the Desert

Tuesday, December 10, 2024

Palm Valley Country Club
39205 Palm Valley Drive
Palm Desert, CA 92211











We Appreciate Our Chapter's Sponsors

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

**Contact Natalie for details
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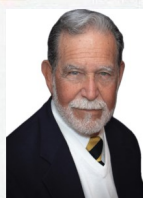
Helping mothers who have lost a child

Bereaved Moms Groups

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



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Beverly Licata

Member since 2007

Trendsetter Chapter President 2017-2019

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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

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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

Visit our Chapter website:
palmdesertabwa.org

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facebook.com/ABWAPalmDesert

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