



What's Trending

Trendsetter Chapter
American Business Women's Association

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

See page 4 for the special July 15th Meeting
of our Trendsetter Chapter

June 2025

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President's Message

It seems like this year is flying by very fast. Here we are in the second half of 2025 already, and retailers are already showing Halloween merchandise on their shelves.

The Trendsetter Chapter Officers had a very productive meeting to review our budget and plan our schedule for the 2025-2026 Calendar year. During the July Board meeting it will be reviewed and if approved, will be presented to the membership in August for their approval.



Our Chapter meeting and Dinner program this month is filled with multiple celebrations and is something you do not want to miss. We will be installing the 2025-2026 Chapter Officers, Awarding Scholarships, celebrating our Chapter's 43rd anniversary, and some surprise items.

It will also be the final meeting during which I will be our Chapter President. It has been an honor and privilege to serve as your president.

Have a wonderful 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.



BELIEVE. BELONG. BECOME.
American Business Women's Association



JULY

7/8 - Trendsetter Board Meeting
7/15 - Chapter Program/Dinner Meeting

AUGUST

8/12 - Trendsetter Board Meeting
8/19 - Chapter Program/Dinner Meeting

SEPTEMBER

9/9 - Trendsetter Board Meeting
9/16 - Social Mixer/Chapter Meeting
(Location to Be Announced)

OCTOBER

10/14 - Trendsetter Board Meeting
10/21 - Chapter Program/Dinner Meeting

NOVEMBER

11/11 - Trendsetter Board Meeting
11/18 - Chapter Program/Dinner Meeting

DECEMBER

Board Meeting to be Determined
No Chapter Meeting
Annual Holiday Celebration/Fundraiser
(date and location to be announced)



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.



**You Are Invited to Join Us
At 5:15 pm, prior to our dinner meeting on Tuesday, July 15th
for a New Member Orientation**

**IF you are a new member of ABWA
and our Trendsetter Chapter**

**IF you have never attended a New Member Orientation
OR**

**IF you want to refresh your knowledge of
ABWA and our ^{requested} Trendsetter Chapter**

**During our program, we will install our new members
We look forward to seeing you Tuesday, Jul 15, 2025**

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

**RSVP by July 11, 2025
info@palmdesertabwa.org**



BELIEVE. BELONG. BECOME.
American Business Women's Association

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

THIS MONTH WE ARE CELEBRATING

**Our Newest Members
and their membership in ABWA and
our Trendsetter Chapter**

Our SBMEF Scholarships Recipients
(Both are students at CNEI)

Installing our 2025-26 Chapter Officers

Our Chapter Anniversary
(our first meeting was the 3rd Tuesday, July 1982)

and some surprise celebrations

Don't miss this special evening, remember to RSVP.



July 15, 2025
Palm Valley Country Club
(in the Clubhouse)
39205 Palm Valley Drive
Palm Desert

Orientation @ 5:15 pm
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**



The mission of the American Business Women's Association is to bring together businesswomen 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.



MONTHLY MEMBER SPOTLIGHT



Sonia Stewart

Sonia Stewart has been in business in the Coachella Valley since 2012. She has been operating a photography and videography company Sonia Stewart Photography, LLC.

The company documents anything that is people-related ranging from solo headshots to large company headshots; newborn and family sessions; birthday events and conferences.

Sonia has a mission to deliver images that are timeless and touching, creating emotion in every photo, and developing long-lasting relationships with all of her clients. Her first newborn client will be turning 13 years old this year and she still works with the entire family.

As a desert native, Sonia likes to spend time outdoors during her free time. She can often be found hiking, near a pool or beach, or traveling to any spontaneous destination.

Sonia has become a member of ABWA and our Trendsetter Chapter in August 2024.

Next month, we will also be adding a Sponsor of the Month Feature to our monthly newsletter.



Connor Spearman

Connor Spearman, 28 years old, started the CNA program in 2016 after having open heart surgery. Edwina Dirk gave a presentation at our high school about the program offered at CNEI. I joined and was able to complete the CNA course with flying colors and also received the Clinical Excellence Award.

Later in 2019, Connor went back to CNEI and he earned his LVN credentials after the first attempt. Connor has worked many nursing jobs including skilled nursing, hospice, RJD State Prison and mental health.

Making a full circle, Connor has recently come back to CNEI but not as a student. This time, he has returned as a CNA Instructor! Connor is very excited to be working with his dear friend Edwina and so happy to have this opportunity of a lifetime.

Connor joined ABWA and the Trendsetter Chapter in November 2024.

Great News!

The ABWA Spring Membership Campaign Has Been Extended.

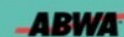
SPRING CAMPAIGN MOVES INTO SUMMER!



The Spring Campaign has been extended until **July 31**. On top of the traditional incentives members receive for recruiting members, we will have a special drawing for recruitment.

To get you ready for the pool or the beach, we'll give away **THREE custom LL Bean Boat and Tote bags**. Pick your league color, your monogram and we'll have it sent directly to you!

Every member recruited between March 1 and July 30 is one entry for one of three possible Boat and Totes.



*Members celebrating their
Birthday this month*

*Sharon Smith
July 15*

*Dominique Fruchtman
July 18*

*Carol Levinson
July 25*



*Membership Anniversaries
in ABWA*

*Natalie Angrisani
July 2016 (9 years)*

And

*Joyce Godier
July 1991 (34 years)*



NATIONAL WOMEN'S
LEADERSHIP CONFERENCE
NOVEMBER 12-15, 2025

[Click to register!](#)




We Appreciate Our Chapter's Sponsors



Comfort Keepers.
Elevating the Human Spirit™

Melissa McCaughey
Client Care Coordinator
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Cell 760 567-9210
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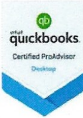


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EDUCATIONAL
INSTITUTE**


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Helping mothers who have lost a child



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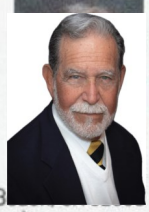
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**VENTANA
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newsletters
copy writing
content
articles
marketing



ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION

Beverly Licata

Member since 2007
Trendsetter Chapter President 2017-2019
760.963.9410/licatab@outlook.com



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

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