



# What's Trending

Trendsetter Chapter  
American Business Women's Association

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

## May 2025

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## President's Message

This month has a lot of special dates to make note of: **Star Wars Day** (May the 4th be with you), **Teacher Appreciation Week**, **National Nurses Week** which ends with **National Nurses Day**, **Mother's Day**, **Sally Ride Day** and **Memorial Day**.

Our Chapter calendar has **Quartermania** (May 4th), our May **Board Meeting**, our monthly **Chapter Program**, **Member Birthdays** and **Chapter Anniversaries**. During this month, we have our **Chapter elections**, and honor our **Woman of the Year**.



The Woman of the Year honor is awarded to a member that has made a contribution to the success of the Chapter during the current and/or past Award Year. It is also our tradition to acknowledge the previous Women of the Year when we celebrate the current one. On May 20, 2024, we will once again continue that tradition by inviting prior Women of the Year to attend our program when we announce and honor the 2025 Woman of the Year.

*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.



## Memorial Day - May 26

Memorial Day was originally **Decoration Day**. It is a federal holiday in the United States when we honor and remember the military personnel who died while serving in the United States Armed Forces. Memorial Day is also the unofficial beginning of summer in the United States.



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



May 4  
Quartermania

May 5  
Cinco de Mayo

May 11  
Mother's Day

May 13  
Trendsetter Board Meeting

May 20  
Trendsetter Chapter  
Dinner/Program

May 26  
MemorialDay



*Tammy Becker - May 1*  
*Daniel Wooden - May 2*  
*Allison Fedrick - May 6*  
*Sue Lowe - May 7*  
*Karen Oliver - May 9*  
*Sybil Ihrig - May 11*  
*Ana Martinez - May 11*  
*Cindy Player - May 11*  
*Joyce Godier - May 15*  
*Mary Steele - May 24*  
*Connor Steadman - May 25*  
*Bev Licata - May 31*



**members celebrating ABWA Anniversaries  
during the month of May**  
*Sharon Smith - 66 years*  
*Sybil Ihrig - 1 year*  
*Amber Stone - 1 year*

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**

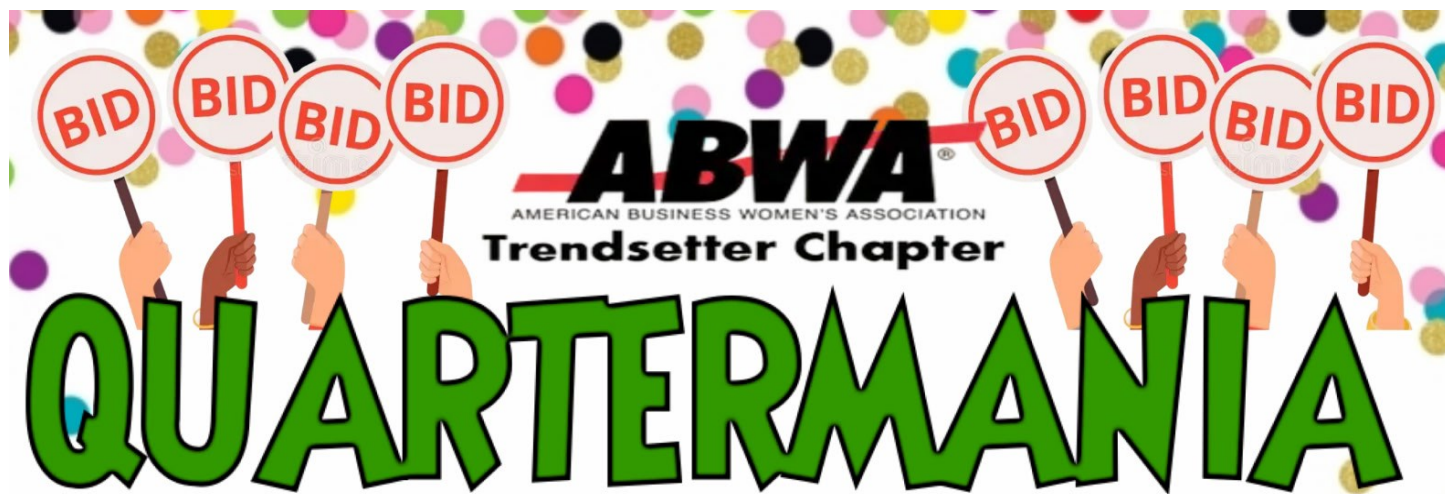
Karen Oliver

**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.





# QUARTERMANIA

**SUNDAY, MAY 4TH**

**DOORS OPEN 12:30 - FIRST BID 1 PM**

**\$15 PER PLAYER**

Shopping,  
Bids, & FUN!  
Lunch Menu  
available



Bid on  
Prizes  
using only  
Quarters!

74-714 Technology Dr.  
Palm Desert 92211

**TICKETS CONTACT**

**KAREN OLIVER**

**714-553-4685**

**karen@chesstech.com**



## In the Merry Month of May

### Star Wars Day



**Star Wars Day** is an informal celebration observed annually on May the 4th to celebrate the *Star Wars* media franchise created by George Lucas. Observance of the day spread quickly through media and grassroots celebrations. The date originated from the pun "May the Fourth be with you", from the catchphrase "May the Force be with you." Even though the holiday was not created by Lucasfilm, many *Star Wars* fans have chosen to celebrate the holiday.

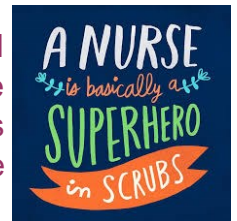


### Teacher Appreciation Week (May 5-May 9)

This year, Teacher Appreciation Week is celebrated across the U.S. from May 5 through May 9 and acknowledges the dedication of teachers to their students and communities. The annual occurrence is also a time for students, parents, administrators and more to express gratitude for the hard work and invaluable service educators provide.

### National Nurses Week (May 5-May 12)

Every year, from May 6th to 12th, nurses are recognized for their service and dedication to caring for others and improving the health of patients nationwide through **National Nurses Week**. During the week, healthcare organizations celebrate their teams, and you'll see nurses **featured** on the news. People across the nation thank the nurses who have made a difference in their lives.



### Florence Nightingale (May 12, 1820-August 13, 1910)



Florence Nightingale was an English social reformer, statistician, and founder of modern nursing. Nightingale came to prominence while serving as a manager and trainer of nurses during the Crimean War, in which she organized care for wounded soldiers at Constantinople. She significantly reduced death rates by improving hygiene and living standards. Nightingale gave nursing a favorable reputation and became an icon especially in the persona of "The Lady with the Lamp" making rounds of wounded soldiers at night.

### Mother's Day (Sunday, May 11th)

Mother's Day is celebrated on the second Sunday in May. It is a day to honor mothers, motherhood and maternal bonds in general, as well as their positive contributions to their families and society. It was established by Anna Jarvis, with the first Mother's Day celebrated with a service of worship held in West Virginia on May 10, 1908.



### Sally Ride Day (May 26)



May 26 is Sally Ride Day to honor the first American female astronaut to go into space. It is meant to be a day to learn about science and promote space exploration. The date commemorates Sally Ride's birthday and it has been observed yearly since 2003. Sally Ride is a role model for girls who are interested in space and science. In 2001, she started her company to create educational programs, Sally Ride Science helps to





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American Business Women's Association

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

During this month's Chapter Meeting and Program, we will honor one of our members as **2025 Trendsetter Chapter Woman of the Year**, and we will also welcome **Past Trendsetter Chapter Women of the Year**. We will elect our **2025-2026 Trendsetter Chapter Officers**.

#### **About Our Chapter**

Our Trendsetter Chapter was chartered on June 10, 1982, and since then has been connecting members of diverse occupations with networking opportunities. We are very committed to providing online education, scholarships and during our monthly meetings, we have guest speakers who present professional development topics. We encourage our members to get involved. Being involved in our Chapter gives you the opportunity to learn about, know, and network with other professionals in the Coachella Valley.

**We look forward to seeing you at our May program.**



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.



**May 20, 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 Spring Conference March 21-22, 2025**

We started Day 1, Friday, early at 6:15 AM our time with Jill Sobule singing the ABWA song that was created a few years back.

A welcome by National President Anne O'Neill along with a review of the day and an introduction of the new Executive Director, Elizibeth Johnson.

Mini Keynote Presenters from our 2025 Top Ten answering the question "What Woman Inspired You to Reach Your Goal",

Keynote speaker Jessice Godinez from National University spoke about the benefits of the university and sponsorship to ABWA. Dr. Jessica Liske, lead us into "Leading From the Heart" a Professional Development program.

At the end of the program, the winner of the National University Scholarship was announced – Felicia D.Kenan member of Pyramid Chapter in Atlanta, GA

Mini Keynote from three more 2025 Top Tens

### **LUNCH BREAK**

Professional Development from Franklin Covey, Pauline Larkin presented "The Art of Multiplying Talent" this was very informative letting us understand how to see and use talent within our leagues, organizations, workplace and our families. This qualified for Business Skills Tuition Reimbursement (BSTR).

Keynote speaker Sarah Moshman, Filmmaker talked about making her films and how she advanced into this industry, with a short review of her new film, titled, "UNBOUND".

*(recap continued in the next column)*

Day 2, Saturday started off with some good exercises instructed by Kella Price, member of Carisma Chapter in Dallas, to keep us alert and refreshed.

Mini Keynotes from two more 2025 Top Tens

Executive Board lead by Anne O'Neill, Kim Stengel and Barbara Pedersen discussed and explained SBMEF and BSTR, asking for a pledges to meet the goal of \$10,000 from this conference.

Break away room for our District VI updates presented by Karen Fitting, DVP. Reminding us of the APEX classes where they have added two more categories, chapter WOY and Top Ten nominees due by May 15<sup>th</sup>. Then open discussion with the attendees.

### **LUNCH BREAK**

The Ambassador Steering Committee Chair, Doris Brown and Chair Elect Cindy Schmidt gave updates of coming events, how to maneuver in "Your Member Portal" accompanied by slides to follow along. The Coffee Connections was mentioned and will continue to assist new members become acquainted with ABWA.

Keynote speaker Dr. Meggie Mapes spoke on "Assertive Communication for Women in the Workplace", Empowered Voices that is what we as women are. It was an interesting program filled with a lot of information for work and organizations.

Mini Keynote from ABWA Woman of the Year, Dr. Gail Hamilton.

In closing we had a Town Hall during which Lucas McCann, CEO of Big Red M and Elizabeth Johnson, ABWA Executive Director discussrd plans to assist ABWA, headquarters, leagues and members with goals for the future. It was interactive with some very good questions and answers. Conference was adjourned around 3 PM.

**Karen Oliver and Natalie Angrisani**  
Trendsetter members in attendance

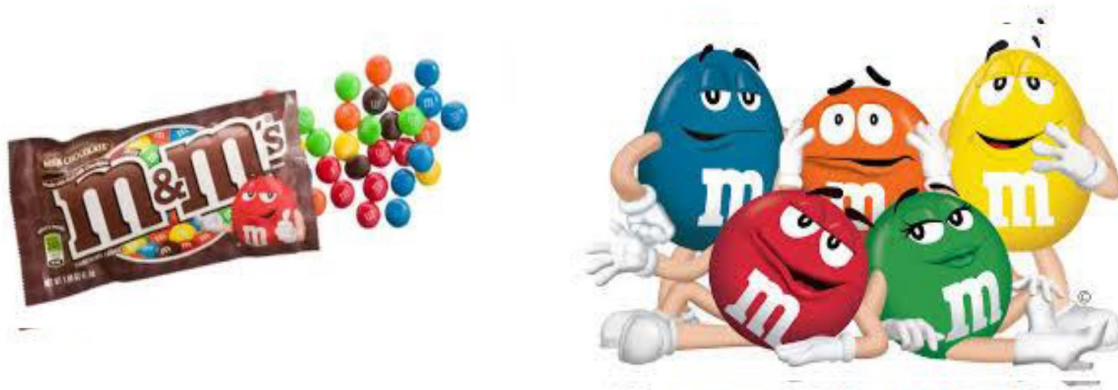




# *Membership Madness Contest*

*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**



# BELIEVE. BELONG. BECOME.

## ABWA's Spring Membership Campaign

### MARCH 1 – JUNE 30

#### Spring Into Action with ABWA!

As spring brings new growth and fresh opportunities, now is the perfect time to take action and invite others to join the American Business Women's Association (ABWA). Share your success stories and encourage friends, neighbors, and business colleagues to discover the opportunities for professional and personal growth as a member of the American Business Women's Association.

Invite a prospective member to your next ABWA meeting or event and help them explore how ABWA can help them grow professionally and personally.

As a thank you for sponsoring new members during our Spring Membership Recruitment Campaign, we're offering these lovely gifts (while supplies last).

Don't miss this opportunity to expand your network and help others bloom just like the season of spring!

#### LEVEL ONE

##### RECRUIT ONE NEW MEMBER

Receive a dazzling 1-1/4" round ABWA Pin enhanced with diamond rhinestones celebrating ABWA's commitment to working women and women business owners. Wear this exclusive pin as a symbol of your contribution to our legacy of *Changing Women's Lives...One Woman at a Time.*™



pin shown larger than actual size

#### LEVEL TWO

##### RECRUIT THREE OR MORE NEW MEMBERS

Elevate your organization game when you receive this beautiful red Round Zip Pouch, the ideal solution for keeping your essentials organized and easily accessible wherever you go. Perfect for stashing tech accessories, coins or any other small items, the pouch fits effortlessly into your purse, backpack, or luggage.

Dimensions:  
4" w x 3.75" h x .75" d






# We Appreciate Our Chapter's Sponsors



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Elevating the Human Spirit™

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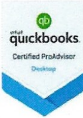


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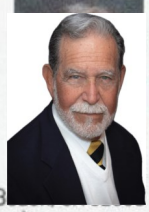
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**Beverly Licata**

Member since 2007  
Trendsetter Chapter President 2017-2019  
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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.



**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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