

What's Trending

Trendsetter Chapter
American Business Women's Association

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

March 2025

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March is Women's History Month

The National Women's History Alliance theme for 2025 is **"Moving Forward Together! Women Educating & Inspiring Generations"**. This theme celebrates the strength, equality, and influence of women who have dedicated their lives to education, who have become mentors, and leaders, while shaping the minds and futures of all the generations.

From classrooms to the boardrooms, from grassroots movements to global initiatives, women educators and leaders have played a pivotal role in nurturing minds and inspiring action. The 2025 theme underscores the importance of acknowledging and celebrating these contributions, especially during a time when inclusive and equitable education is more critical than ever.



During this past year, the values of equity, diversity, and inclusion have been challenged. It is more critical than ever before for us to promote these principles. Advocating for equity and inclusion requires courage, especially when faced with those who seek to misinterpret, exploit, or discredit these values.

Since 1982, our Trendsetter Chapter has provided educational Programs, presented Scholarship Awards, provided Leadership training and Networking opportunities for women in our valley.

We are changing women's lives, one woman at a time!

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.



*"As society sees what women can do,
and as women see what women can do;
there will be more women out there doing things,
and we'll all be better off for it."
~ Ruth Bader Ginsburg~*



MARCH 2025

Women's History Month

March 8
International Women's Day

March 9
Daylight Savings Time

March 11
Trendsetter Board Meeting

March 14
Pi Day

March 17
St. Patrick's Day

March 18
**Trendsetter Chapter
Dinner/Program**



members celebrating Birthdays
during the month of March

Vanessa Evans ~ March 4
Edwina Dirk ~ March 14



members celebrating ABWA Anniversaries
during the month of March

Karen Oliver
37 Years

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.



FOR IMMEDIATE RELEASE

TRENDSETTER CHAPTER OF THE AMERICAN BUSINESS WOMEN'S ASSOCIATION offers two Impact Scholarships worth \$1,000 each

Palm Desert, CA – The Trendsetter Chapter of the American Business Women's Association (ABWA) is offering two scholarships worth \$1,000 each, funded through the Stephen Bufton Memorial Educational Fund (SBMEF) to two deserving area student(s).

Each year, local leagues of ABWA provide Stephen Bufton Memorial Scholarships (SBMEF) to female students who will be attending accredited U.S. colleges, universities or community, vocational, technical schools.

Applicants must be citizens of the United States; residents of the Coachella Valley or Imperial County, CA; entering (high school graduating seniors, college freshman, sophomore, etc.) in August 2025 and attending College of the Desert or an accredited Community College, Vocational or Technical School in the Coachella Valley or Imperial County, CA, with a GPA of (2.5-4.0) or higher.

Eligible women interested in applying for the scholarship should contact:

Sharon Smith, Education Scholarship Chairperson

ABWA Trendsetter Chapter

760-360-3476

Email: sharlar92808@gmail.com

Applications must be completed by May 15, 2025, at www.sbmeff.org. A minimum of three (3) eligible completed applications are required in order for the scholarship to be awarded. Recipient(s) will be notified in *July 2025*.

SBMEF, ABWA's national educational fund, is one of the most highly respected grant and scholarship funds in the country. For over 70 years, ABWA has helped women achieve their business and professional success through educational scholarships. Since its inception, more than 17,000 women nationwide have been awarded more than 17 million dollars in scholarships.

The Stephen Bufton Memorial Educational Fund is a 501 (c) 3 charitable trust and public foundation. It has the same tax status as public schools, churches and community funds. The fund is listed in the U.S. Internal Revenue Service "Cumulative List of Organizations" described in Section 170(c) of the IRS code of 1954 – revised Oct. 31, 1974.

About the Trendsetter Chapter and the American Business Women's Association

The Trendsetter Chapter is a chartered Chapter of the American Business Women's Association formed in 1982 whose vision is to be the leading organization in Southern California for connecting people through networking, education, leadership, and recognition. We strive to understand and satisfy the needs of our members, both women and men, and make it a priority to recognize member achievements, to celebrate our member and chapter successes and provide opportunities. We promise to support one another with professionalism and friendship and have fun in the process.

The Trendsetter Chapter meets on the 3rd Tuesday of the month at Palm Valley Country Club, Palm Desert, CA.

More information about the Trendsetter Chapter can be found at www.palmdesertabwa.org.

For more Information about ABWA, visit the website: www.abwa.org



CV Giving Day 2025 Tuesday, March 4, 2025

CV Giving Day is one of Coachella Valley's largest 24-hour online giving events, uniting all nine cities, hundreds of nonprofits, and thousands of generous residents and valley businesses with a powerful movement to create lasting change.

Since 2023, this one-day event held on the first Tuesday of March, is designed to increase the impact of local nonprofits by raising critical funds, prizes, and garnering positive awareness for the causes that matter most to our community.

Whether you're a donor, a nonprofit, or a forward-thinking business, CV Giving Day offers a unique opportunity to make a difference, strengthen community ties, and support organizations that are driving positive change across the Coachella Valley. The partnerships with donors, non-profits, and community members, makes it possible to create a strong and prosperous future in the Coachella Valley.

Join us in this region-wide celebration of generosity, where every dollar is amplified and helps build a stronger, more vibrant future for all. You are invited to participate in 24 hours of giving to benefit local non-profits and make a difference in our community!

You CAN make a Difference!

Since the founding of the American Business Women's Association in Kansas City in 1949, ABWA has sought to bring about change in the lives of women through education, networking events, leadership training, and friendship.

All donations are appreciated and make a difference for women in our valley.

Here is our direct link for CV Giving Day 2025

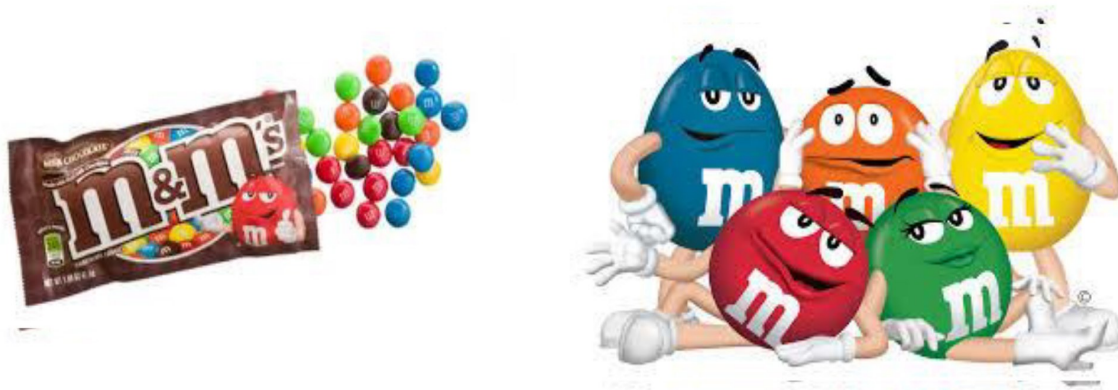
<https://www.cvgivingday.org/organization/ABWATrendsetterChapter>



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 15th meeting**



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

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

Program Topic
Unlocking AI for Your Business: A Hands-On Workshop

AI isn't the future—it's now. In this interactive session moderated by Dominique Fruchtmann, we'll explore how ChatGPT can streamline your work, saving you time on tedious tasks. Watch live demonstrations, bring your toughest questions, and walk away with practical solutions you can use immediately.

About our Guest Speaker



Dominique Fruchtmann has been a desert native and a Toastmaster since 2010 passionately enlightening business professionals on productivity and creating those "light bulb moments". She lives in Cathedral City with her husband Brian, her black cat Smudge and her dog Mr. Wiggles.

Don't miss out on learning how to make AI work for you.



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.



March 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**



ABWA's Spring Virtual Conference • MARCH 21-22, 2025



REGISTER TODAY!

Complete the registration form and mail (or fax) with your credit card payment to ABWA National.

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 virtually!



Event Hostesses

RENÉ STREET, *Executive Director*
ANNE O'NEILL, *National President*

Presiding Board Members

KIM STENGEL, *National Vice President*
BARBARA PEDERSEN, *National Secretary-Treasurer*
DIOR DAVIS, *District I Vice President*
KRISTENA HACKETT, *District II Vice President*
EILEEN CASPERS, *District III Vice President*
MICHELLE FERGUSON-MILLER, *District IV Vice President*
RENEE CLEMENT, *District V Vice President*
KAREN FITTING, *District VI Vice President*



Event will be hosted in the CENTRAL Time Zone

Tentative Agenda for the 2025 Spring Virtual Conference Event

DAY ONE- FRIDAY MARCH 21

Morning Sessions

8:15 AM. to 11:45 AM CST

- Opening Session – Review of the Day
- Mini Keynote delivered by a distinguished Top Ten Business Woman, Class of 2025
- Keynote Presenter
- Professional Development - *Leading from the Heart*
- Announcement of National University Scholarship Recipient
- Mini Keynote delivered by a distinguished Top Ten Business Woman, Class of 2025

Afternoon Sessions

Starting at 1:00 PM - 5:15 PM CST

- Professional Development - *Scaling Success: The Art of Multiplying Talent*
- Keynote Presenter
- Movie Screening

DAY 2 - SATURDAY MARCH 22

Morning Sessions

9:00 AM. to 12:30 PM CST

- Opening Session-Review of the Day
- Mini Keynote delivered by a distinguished Top Ten Business Woman, Class of 2025
- New Member Platform Basic Training
- Discover SBMEF's Four Exclusive Scholarship Programs: Eligibility and Insights
- District Spotlight: Recognition, Key Dates, and Introducing Candidates for District Vice President
- Mini Keynote delivered by a distinguished Top Ten Business Woman, Class of 2025

Afternoon Sessions

Starting at 1:15 PM - 5:00 PM CST

- Mini Keynote delivered by a distinguished Top Ten Business Woman, Class of 2025
- Unlocking the Ambassador Steering Committee: Tools, Resources and Strategies for Membership Recruitment and Monthly Programming
- Professional Development - *Empowered Voices: Assertive Communication for Women in the Workplace*
- Mini Keynote delivered by the 2025 American Business Woman, Dr. Gail Hamilton
- Connecting the Dots: *Reflecting on Key Takeaways and Final Remarks*



MARCH 21-22, 2025 ABWA'S SPRING VIRTUAL CONFERENCE EVENT REGISTRATION FORM

Conference Registration Fee

- After March 10 - \$350
- Before March 10 - \$299

Three Ways to Register

- Online: www.abwa.org
- By phone: 1-800-228-0007
- By mail: ATTN: ABWA Conference Registration
P.O. Box 4757 - Overland Park, KS 66204-0757

PAYMENT INFORMATION

Account Holder's Name

If Paying by Credit Card, Provide Credit Card Number

Account Holder's Signature

Credit Card Expiration Date

If Paying by Check, Provide Check Number

Credit Card Security Code

Spring Conference Cancellation Policy

If you cancel your conference registration, your entire registration fee will be FORFEITED. However, you may transfer your spring conference registration to another ABWA member in good standing. The member transferring their registration must notify the ABWA National Office in writing upon transfer.

☐ By checking this box, I am acknowledging that I've read and understand ABWA's Spring Conference cancellation policy.

SPRING CONFERENCE ATTENDEE CONTACT INFORMATION

First and Last Name

Email You Will Use to Login to the Virtual Event

Street Address

City, State and Zip Code

Cell Phone Number

First Time Spring Conference Attendee

☐

Yes

☐

No

Attending an ABWA Spring Conference is a big investment of your time and money. Please let us know why you've registered for this year's event. Choose all that apply.

- ☐ Keep up with the latest industry trends
- ☐ Grow my value as an employee
- ☐ Make invaluable connections that can help me with brainstorming when faced with a problem
- ☐ Reduce costs in my workplace (or business)
- ☐ Meet the criteria to achieve Best Practices in League Management for the 2024-2025 Award Year
- ☐ Meet the eligibility criteria for the Top Ten Business Woman honor



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

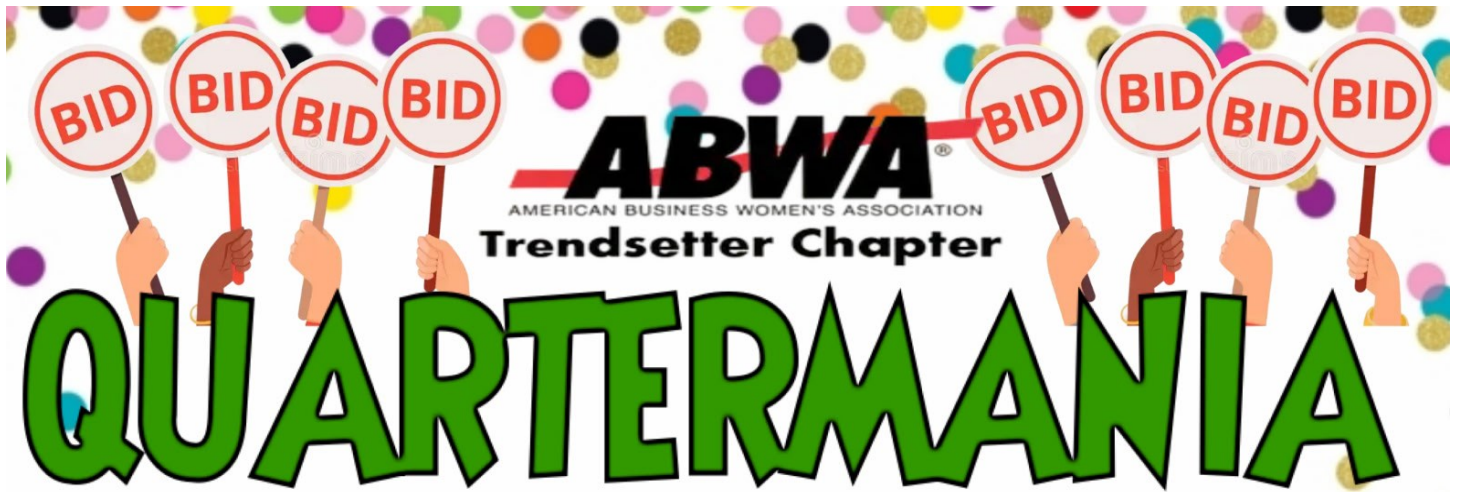
LEVEL TWO

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





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

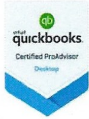
karen@chesstech.com



We Appreciate Our Chapter's Sponsors

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melissamccaughey@comfortkeepers.com

- ❖ Companionship
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- ❖ Incidental transportation
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- ❖ Errand services
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- ❖ Grocery shopping
- ❖ Light housekeeping
- ❖ Bathing and Grooming
- ❖ Laundry services



Each Office Independently Owned and Operated



Joyce Godier
Board of Directors-Trustee

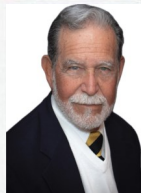
760-880-2909 :: jmgodier@yahoo.com

Helping mothers who have lost a child

Bereaved Moms Groups

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

Pudge Erskine, CRMP
818-601-1926
pudge@ventanahomeloans.com
ventanahomeloans.com



4533 MacArthur Blvd #A-2201, Newport Beach, CA 92660
NMLS # 1289933 / Corporate NMLS #2467885



Terri Johnson-Cox
Insurance Agent

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FREELANCE WRITER

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🌐 https://natalieangrisani.com

newsletters
copy writing
content
articles
marketing



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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facebook.com/ABWAPalmDesert

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twitter.com/ABWAHQ

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www.linkedin.com/company/american-business-womens-association/