

# FEBRUARY

# What's Trending

Trendsetter Chapter  
American Business Women's Association

mailing address  
7760 Country Club Drive, Suite I  
Palm Desert, CA 92211



## Happy February Trendsetters!

### February 2023

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Winter and 2023 are in full swing and I am excited about it! We have the virtual regional conference March 10 and 11th and I will be there. Hope you will be there too.

February is my favorite month of the year and it's going to be great! There is a lot going on in our community during the month of February with awesome opportunities to network and mingle, to promote your business and add new professional connections as well.



We will be having a new member orientation and another mixer so be on the lookout for updates. There will be a national membership initiative starting soon and I want you to think of people who may be interested in promoting their businesses and industries with our support and to expand our network of influences.

We all have an opportunity to partake in monthly meetings and free APEX campus classes. These are opportunities to sharpen your networking tool kit and expand your professional skill sets.

We are all changemakers and I am excited to be on this professional and educational adventure with you!

In ABWA spirit,  
*Melissa McCaughey*  
Trendsetter Chapter, President



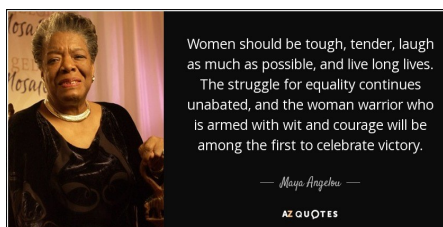
Share the LOVE of ABWA and refer a friend!  
*Together*  
TOWARDS TOMORROW with the American Business Women's Association



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.

## FEBRUARY IS BLACK HISTORY MONTH

Black History Month recognizes and honors important people and events in the history of African American history. In 1926 historian, Carter G. Woodson, originated the idea of "Negro History Week".



Woodson chose the second week of February because it marked the birthdays of two Americans who greatly influenced the lives and social conditions of African Americans: former President Abraham Lincoln and abolitionist Frederick Douglass. The tradition of Black History Month has greatly influenced the expansion of academic scholarship and the corresponding recognition of the rich history of African Americans.

## February Highlights and Birthdates of Women in History

### February 1, 1978

First postage stamp to honor a black woman, Harriet Tubman, is issued in Washington, DC

### Birthdate of Rosa Parks - February 4, 1913

Rosa Parks (1913-2005), "Mother of the Civil Rights Movement," her arrest after refusing to give up her seat on a segregated bus in Montgomery, Alabama, sparked a boycott of the bus system, which led to the Supreme Court decision to integrate buses.

### Birthdate of Betty Friedan - February 4, 1921

Betty Friedan, (1921-2006), author and activist, wrote *The Feminine Mystique* (1963) and co-founded NOW (the National Organization for Women) in 1966.

### February 4, 1987

First "National Women in Sports Day" is celebrated by Presidential Proclamation.

### Birthdate of Alice Walker - February 9, 1944

Alice Walker, writer and the first African American woman to win the Pulitzer Prize for fiction, for *The Color Purple* in 1983.

### February 12, 1869

The Utah Territorial Legislature passes a bill allowing women to vote.

### February 15, 1921

The Suffrage Monument, depicting Susan B. Anthony, Elizabeth Cady Stanton, and Lucretia Mott, sculpted by Adelaide Johnson, is dedicated at the U.S. Capitol.

### February 15, 1953

Tenley Albright became the first American woman to win the World Figure Skating championship.

### Birthdate of Susan B. Anthony - February 15, 1820

Susan B. Anthony (1820-1906), leader of the 19th century women's rights movement, national suffrage strategist, lecturer and activist.

### Birthdate of Toni Morrison - February 18, 1931

Toni Morrison (1931-2019), Pulitzer Prize winning novelist, first African-American to win a Nobel Prize for Literature in 1993.

### Birthdate of Edna St. Vincent Millay - February 22, 1892

Edna St. Vincent Millay (1892-1950), the first woman to receive the Pulitzer Prize for Poetry in 1923.

**February 24, 1912** – Henrietta Szold founds Hadassah, the largest Jewish organization in American history, focusing on healthcare and education in the Israel and the U.S.

### Birthdate of Marian Anderson - February 27, 1897

Marian Anderson (1897-1993), opera singer, in 1955 became the first African-American to join the New York Metropolitan Opera.

### February 27, 1922

U.S. Supreme Court upholds the 19th Amendment to the Constitution, which guarantees women the right to vote.

American Business Women's Association

Palm Desert Trendsetter Chapter



### 2022 - 2023 EXECUTIVE BOARD

**President ...** Melissa McCaughey  
**Vice President ...** Terri Cox  
**Recording Secretary ...** Laurie Renner  
**Treasurer ...** Tammy Becker  
**Correspondence Secretary**  
 Karen Oliver

**Immediate Past President**  
 Natalie Angrisani

### COMMITTEE CHAIRS

**Education**  
 Sharon Smith

**Membership**  
 Natalie Angrisani  
 Bev Licata

**Professional Development**  
 Dominique Fruchtman  
 Joyce Godier, Bev Licata

**Newsletter Editor**  
 Natalie Angrisani

**Chapter Advisor**  
 Karen Oliver

### A TRENDSETTER VISION

Our Chapter Vision is to become the best we can be by being the leading organization in the Inland Empire for connecting people through networking, education, leadership and thru 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.



*Carolyn Barry ~ Feb. 26*

*Melissa McCaughey ~ Feb. 11*

## IMPACT SCHOLARSHIP PRESS RELEASE

February 1, 2023

### For Immediate Release

#### **Trendsetter Chapter of the American Business Women's Association Offers two ABWA Impact Scholarship Worth \$1,000.00 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 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 2023 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](mailto:sharlar92808@gmail.com)

Applications must be completed by May15, 2023 at [www.sbmef.org](http://www.sbmef.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 2023*.

SBMEF, ABWA's national educational fund, is one of the most highly respected grant and scholarship funds in the country. For over 65 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 become the best we can be by being the leading organization in the Inland Empire for connecting people through networking, education, and through 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](http://www.palmdesertabwa.org).

For more Information about ABWA, visit [www.abwa.org](http://www.abwa.org).



## ABWA's 2023 Virtual Regional Conference

MARCH 10-11, 2023 - FOR ALL DISTRICTS!



### 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 Regional Conference and connect, learn and grow virtually!



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### Event Hostesses

RENÉ STREET, *Executive Director*  
 CHERYL BLAIR, *National President*

### Presiding Board Members

RACHELLE JAMERSON-HOLMES, *National Vice President*  
 JOYCE WRIGHT, *National Secretary-Treasurer*  
 GENICE HALL, *District I Vice President*  
 DR. KELLA PRICE, *District II Vice President*  
 KATHY MCBRIDE, *District III Vice President*  
 JUANITA HALL, *District IV Vice President*  
 MARY CECCANESE, *District V Vice President*  
 VELMA LANDERS, *District VI Vice President*



Event will be hosted in the **CENTRAL TIME ZONE**

## Tentative Agenda for the 2023 Virtual Regional Conference Event

### FRIDAY MARCH 10 .....

- 9:00 a.m. to 9:30 a.m. Opening Remarks and Accolades from Executive Director and National Officers
- 9:30 a.m. to 10:30 a.m. Keynote: Debra Fine
- 10:30 a.m. to 10:45 a.m. Break
- 10:45 a.m. to Noon Professional Development
- Noon to 1:00 p.m. Lunch
- 1:00 p.m. to 3:00 p.m. Professional Development
- 3:00 p.m. to 3:15 p.m. Break
- 3:15 p.m. to 4:30 p.m. Professional Development
- 4:30 p.m. to 5:00 p.m. Questions and Answers

### SATURDAY MARCH 11 .....

- 9:00 a.m. to 10:15 a.m. Welcome and Keynote: Brenda Peyser
- 10:15 a.m. to 10:30 a.m. Break
- 10:30 a.m. to 12:30 p.m. Professional Development
- 12:30 p.m. to 1:30 p.m. Lunch
- 1:30 p.m. to 2:30 p.m. SBMEF Presentation
- 2:30 p.m. to 3:15 p.m. District Gatherings
- 3:15 a.m. to 3:30 a.m. Break
- 3:30 p.m. to 4:30 p.m. Professional Development
- 4:45 p.m. to 5:30 p.m. Top Ten Business Women Presentations and Overview of Top Ten Award
- 5:30 p.m. to 5:45 p.m. Wrap-Up

**REGISTER TODAY!**



American Business Women's Association, ©2023 ABWA Management LLC



MARCH 10-11, 2023

ABWA'S VIRTUAL REGIONAL CONFERENCE EVENT  
REGISTRATION FORM

**Conference Registration Fee**

- \$279 Before February 28
- \$325 After February 28

**Three Ways to Register**

- Online: [www.abwa.org](http://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

**Regional Conference Cancellation Policy**

If you cancel your conference registration, your entire registration fee will be FORFEITED. However, you may transfer (resale) your 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 cancellation policy.

**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 Number

First Time Regional Conference Attendee

Yes

No

I registered for the 2023 Virtual Regional Conference event to:

Choose all that apply.

- Network with other ABWA members.
- Meet experts and influencers.
- Learn new approaches and fresh ideas that will support me in my career advancement.
- Learn new skills.
- Meet the criteria for Best Practices in League Management for 2023.
- Meet the criteria for the Top Ten Business Woman honor.



# ABWA's 2023 Spring Membership Campaign, MARCH 1 – MAY 31



It isn't enough to simply say *Thank You* so... we want to show you our appreciation with this year's fabulous gifts (while supplies last) for sponsoring a new member during the Spring Membership Recruitment Campaign.

*Take a look!*

## ABWA 2023 RECRUITMENT GIFTS

### LEVEL 1

When you recruit **ONE NEW MEMBER**

You will receive a beautiful Turtle Dream design Beach Towel!

### LEVEL 2

When you recruit **THREE OR MORE NEW MEMBERS**

You will receive a Straw Bucket Tote with Turtle Dream design and stylish pair of Jade Sunglasses!

# We Appreciate Our Chapter's Sponsors

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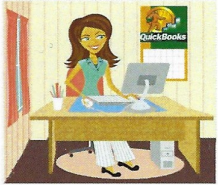



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newsletters  
copy writing  
content  
articles  
marketing



**ABWA**  
AMERICAN BUSINESS WOMEN'S ASSOCIATION

**Beverly Licata**

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

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is available

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

**STEPHEN BUFTON MEMORIAL EDUCATIONAL FUND**



For more than 73 years, the members of ABWA have provided opportunities for women to achieve both their personal and their professional best by sponsoring applicants, with contributions, raising funds, and continuing to support the mission of SBMEF. We salute the members of ABWA and their supporters who have made and continue to make scholarships possible.

Your contributions to SBMEF makes a difference.

**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.



**TOWARDS TOMORROW**

THE AMERICAN BUSINESS WOMEN’S ASSOCIATION

The minutes of our 2022-23 Board meetings and of our 2022-23 Chapter meetings are posted to <https://palmdesertabwa.org> and to our Resources in Community Connections.

**Melissa McCaughey**  
Chapter President

**Chapter phone**  
(760) 565-ABWA

**email**  
[info@palmdesertabwa.org](mailto:info@palmdesertabwa.org)

**mailing address**  
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Palm Desert, CA 92211



**ABWA Trendsetter Chapter**

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