



What's Trending

FEBRUARY 2026

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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.

Trendsetter Chapter
American Business Women's Association
mailing address
77760 Country Club Drive, Suite I
Palm Desert, CA 92211

CHAPTER MESSAGE

In February there are heart felt messages in cards, gifts of flowers and boxes of sweet candies sent to those we care about. This month in our newsletter, we are sharing our heart felt message with photos from our 2025 Holiday Celebration. (see pages 5-8). **Enjoy!**

Our Board members met in January to discuss where we are at mid-year and the future of our Chapter through the fiscal year-ending on July 31, 2026. We increased our contribution for the SBMEF scholarships. (see the press release on page 2). January brought a change in meeting venue as our Chapter now meets at the Desert Falls Country Club.

This month the excitement is building for Quartermania at the end of February. Don't forget to share it with your friends and contacts. Everyone who attends always has FUN, and our Chapter finds it an easy way to fundraise.

QUARTERS IN! ABWA TRENDSETTERS PADDLES UP!
QUARTERMANIA
Saturday, February 28th
Doors Open 12:30 / First Bid 1 PM
La Quinta Brewing Co.
74-714 Technology Dr
Palm Desert CA 92211

Get Ready for a day of Shopping, Fun and Bids! Bring a Friend and Bring your Quarters. Lets get ready to play!

Full Menu and Adult beverages available for purchase!

Tickets Contact
Karen Oliver
714-553-4685
karen@chesstech.com

\$15 per player





FEBRUARY

2/10 - Board meeting
2/14 - Valentine's Day
2/16 - President's Day
2/17 - Chapter meeting
2/28 - Quartermania

American Business Women's Association
Palm Desert Trendsetter Chapter



2025-26

TRENDSETTER BOARD

President .. Dominique Fruchtmann
Vice President .. Lola Andrews
Recording Secretary .. Terri Cox
Treasurer .. Melissa McCaughey
Correspondence Secretary
Karen Oliver

Immediate Past President
Natalie Angrisani

COMMITTEE CHAIRS

Education
Sharon Smith

Fundraising
Edwina Dirk

Membership

Professional Development

Dominique Fruchtmann
Joyce Godier, Bev Licata

Newsletter Editor
Natalie Angrisani

Chapter Advisor
Karen Oliver



FOR IMMEDIATE RELEASE

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

Palm Desert, CA – The Trendsetter Chapter of the American Business Women's Association (ABWA) is offering four scholarships worth \$1,000 each, funded through the Stephen Bufton Memorial Educational Fund (SBMEF) to four 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 2026 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, 2026, 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 2026.

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 18,000 women nationwide have been awarded more than 18 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 Desert Falls Country Club, Palm Desert, CA at 5:30 pm.

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

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 member and chapter successes and also provide professional development opportunities.

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**You Are Invited to
our February Trendsetter Meeting**

**A Great First Impression
For Lasting Impacts**

Guest Speaker: Debbie Frazer

We want to make a great first impression when we meet others. We know that it's the first step toward building meaningful relationships, both socially and professionally. We want to make connections that enrich our lives and give us an opportunity to build alliances that promote shared interests.

Debbie Frazer presents a fresh look at the power of first impressions and offers practical tips on how to create a first impression that helps us to cultivate a lasting impact in our growing spheres of influence.

About Our Guest Speaker



Debbie Frazer is a Mary Kay Sales Director and international leadership trainer. Her passion is to help position others for excellence in their life and career.



**February 17, 2026
Desert Falls Country Club
1111 Desert Falls Parkway
(in the club house)
Palm Desert**

**Networking 5:30 pm
Program 6:00 pm**

**Bring your business cards
and marketing materials to share**

**Member's fee 40.00 p.p.
Non-member fee 45.00 p.p.**

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.

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**ABWA
TRENDSETTERS**

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Full Menu and Adult
beverages available
for purchase!

Tickets Contact
Karen Oliver
714-553-4685
karen@chesstech.com

**\$15 per
player**











We Appreciate Our Chapter's Sponsors



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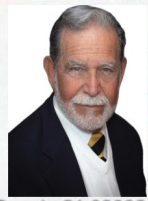
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Admissions Representative
Community Liaison
Nursing Instructor

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newsletters
copy writing
content
articles
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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

Dominique Fruchtman
President

Lola Andrews
Vice-President

Terri Cox
Recording Secretary

Karen Oliver
Correspondence Secretary

Melissa McCaughey
Treasurer

Visit our Chapter website:
palmdesertabwa.org

Like us on Facebook at:
facebook.com/ABWAPalmDesert

Follow ABWA on Twitter:
twitter.com/ABWAHQ

Connect with ABWA on LinkedIn:
www.linkedin.com/company/american-business-womens-association/