



What's Trending

International Women's Day (IWD) is celebrated on 8 March, commemorating women's fight for equality and the women's rights movement. The focus of International Women's Day is on issues such as gender equality, reproductive rights, and violence and abuse against women.

Trendsetter Chapter
American Business Women's Association
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Palm Desert, CA 92211

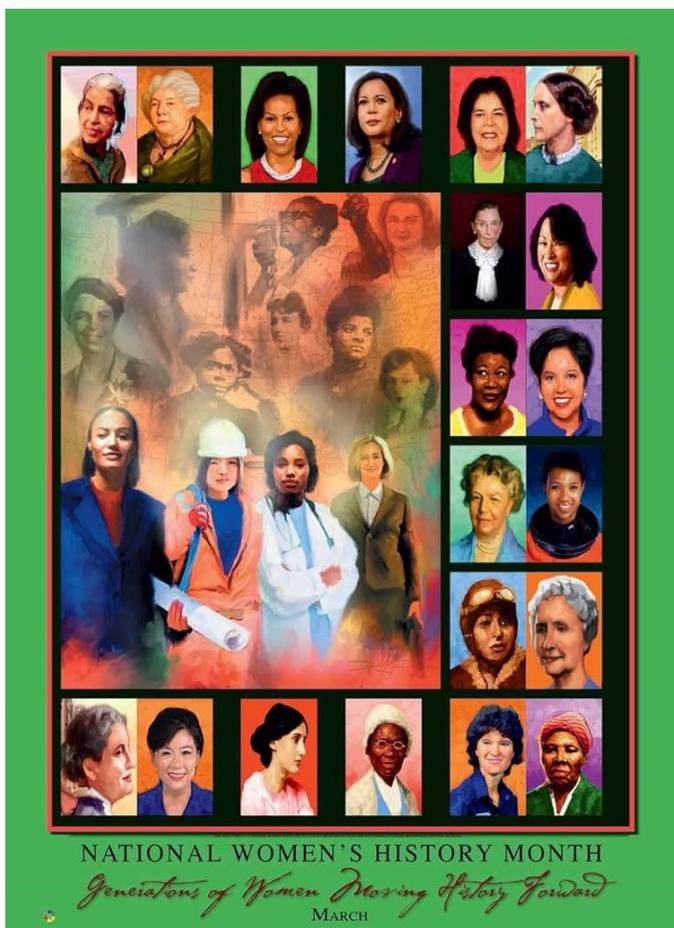
CHAPTER MESSAGE

For those of you who attended Quartermania on February 28th, it was fun, we had lots of winners, we shopped with the vendors who were there, and raised some funds for our Trendsetter Chapter. Thank you to Priscilla for all you do to bring this fun event to the Coachella Valley. Thank you to Karen Oliver, our Quartermania coordinator, for helping to bring it all together. We were happy to see Melissa McCaughey, who came back for this fun event.

Last month, we announced that we increased the number of SBMEF Impact Scholarships we will present this year (see the press release on page 3). Share the information with any qualified students you know.

Don't forget to turn your clocks ahead on March 8, for Daylight Savings Time. March 8 is also International Women's Day. This month is Women's History month, honoring the generations of women who made it possible for us to continue to move forward.

Our Chapter meeting will be on the 17th (St. Patrick's Day). Who will be wearing green? March 20th (the Spring Equinox) marks the start of Spring.; and, last but not least: March 27-28 is our Virtual Spring Conference. You may have missed out on the early bird discount, but you can still register.



ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION
2026 SPRING CONFERENCE



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.





MARCH

- 3/8 Daylight Savings Time
- 3/10 - Board meeting
- 317 St. Patrick's Day
- 3/17 - Chapter meeting
- 3/25 - Equal Pay Day
- 3/27-28 - Spring Conference
- 329 - Palm Su-nday

American Business Women's Association
Palm Desert Trendsetter Chapter



2025-26

TRENDSETTER BOARD

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- Vice President ..** Lola Andrews
- Recording Secretary ..** Terri Cox
- Treasurer ..** Melissa McCaughey
- Correspondence Secretary**
Karen Oliver

Immediate Past President
Natalie Angrisani

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Sharon Smith

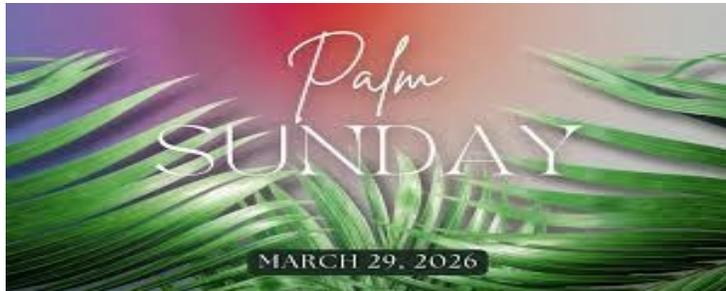
Fundraising
Edwina Dirk

Membership

Professional Development
Dominique Fruchtman
Joyce Godier, Bev Licata

Newsletter Editor
Natalie Angrisani

Chapter Advisor
Karen Oliver



3/14 - Edwina Dirk
3/26 - Marie Sokolik

3/2024 - George Dirk
3/2025 - Marie Sokolik

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.

We promise to support one another with professionalism and friendship; and have fun in the process.



FOR IMMEDIATE RELEASE

**TRENDSSETTER 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.sbmf.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.



Quartermania- February 28, 2026





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



NETWORKING BINGO

Social media is nice, but real connections are made face to face and are much more fun. Food and fun are a winning combination whether you want to promote a business, learn something new, or meet people in our community.

Join us for a unique evening of business connections, fun bingo games and easy networking tips as we get to know each other and our businesses in a fun way.

It's Time For Some Bingo

We'll play Bingo do our self-introductions and share plenty of business building tips. There will be prizes for the winners and a good time for a!!

Bring a friend and get to know more about the different ways to network



**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.

We Appreciate Our Chapter's Sponsors




Comfort Keepers
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Melissa McCaughey
Client Care Coordinator
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melissamccaughey@comfortkeepers.com



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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**

Dominique Fruchtman
President

Lola Andrews
Vice-President

Terri Cox
Recording Secretary

Karen Oliver
Correspondence Secretary

Melissa McCaughey
Treasurer

Visit our Chapter website:
palmdesertabwa.org

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