

FROM THE PRESIDENT



President
Allison
Fedrick

Hello Everyone!

Although the desert doesn't have the typical indicators of Fall, it is just around the corner. A desert rat can tell that the season is changing, however, because it's slowly dropping into the 80s in the evening and it's no longer 126° F! So, I say to you Welcome Fall!

This month starts off with a newly installed Board and exciting events on the way.

On September 12th, we will be having a Fun Factor at Burgers & Beer in Rancho Mirage. It's a great way to grab dinner, spend time with members, and do a little networking. We will be meeting at 5:45 pm. Bring friends or prospective members if you want. Sometimes it is nice to simply kick back and enjoy some appetizers while still feeling productive.

We also have two big things in October. First, we are having a membership drive event: Bingo! This is our second time doing this, and the first was a blast. It will be on October 9th at Buffalo Wild Wings in Palm Desert from 2 pm – 4:30 pm. (That's a Sunday.) This is the time to bring a friend. Plus, we'll have great snacks and dessert all for the price of a bingo card.

Second, the ABWA National Conference will be taking place in Chattanooga, Tennessee, at the end of the month. If you have not gone to a conference and would like to, then you must contact someone on the Board and discuss the options. Our chapter raises money to help members go to conference for less expense. The experience is worth the few days off because you end up seeing that ABWA goes well beyond our little Chapter. Hundreds and hundreds of women from around the country join together to discuss business practices, professional development, and leadership. I can almost guarantee that the time spent will have great rewards.

Think about it, and in the mean time, I'll see you at the meeting!

September 20, 2016 Dinner Meeting

Search Engine Optimization:

What You Need To Know!

Erin Salerno, Thetford Web Development

Networking 5:15 p.m. Program 6:00 p.m.

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The Trendsetter Chapter meets the third Tuesday of the month
Desert Falls Country Club
1111 Desert Falls Pkwy., Palm Desert
(Near Country Club Dr. and Cook)

Dinner \$29.00

Reservations: (760) 565 ABWA

or www.palmdesertabwa.org

Credit Cards Accepted

(except Discover)

2016-2017 EXECUTIVE BOARD & CHAIRS

Executive Board



President
Allison Fedrick
 Remember When Toys
 760 296-3059
 alfedrick@aol.com

Immediate Past President

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 (760) 779-8888
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Vice President of Membership

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Vice President of Education

Sharon Smith
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 sharlar92808@gmail.com

Vice President of Website & Community Connections Management

Position Open
 Please Inquire

Board Advisor

Carolyn Barry
 Fun Traffic School
 760 328-0096
 mstraffic@cees.com

intuit

Certified ProAdvisor

QuickBooks

WAC SOLUTION PARTNERS
PALM DESERT

Laurie A. Renner

760-469-9205

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Karen Magruder
 Move Manager For Seniors
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 karen@transitionssoftthedesert.com

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Comfort Keepers

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Melissa McCaughey
 Client Care Coordinator
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 Cell 760 567-9210
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 Rancho Mirage, CA 92270
 melissamccaughey@comfortkeepers.com

SENSATIONAL HAIR SALON

73241 Hwy 111, Suite 4A, Palm Desert CA

Our Services:
 Cut & Style

(760) 779-5911
 tami@sensationalsalon.com

SEPTEMBER 20th, BUSINESS DINNER

ABWA Trendsetter Chapter
invites you to its monthly meeting

Tuesday, September 20, 2016

**Search Engine Optimization:
What You Need To Know!**

Erin Salerno, Thetford Web Development

Knowledge is power, and knowing enough to not be misled by your SEO provider can make or break your online marketing campaign. A company's online presence is often the first impression a potential customer will have. You will learn some common mistakes that put that first interaction at risk. You will come to understand what SEO really means, and how the building blocks need to be secured to ensure successful ranking on the search engines. You will walk away with a better understanding of SEO and a helpful list of do-it-yourself tips.

Erin Salerno is the Operations Manager at Thetford Web Development and has worked in marketing since 1998. She is passionate about helping small businesses. She's been in the Coachella Valley for 4 years now, originally from Orange County. When she's not working her magic on the web, she is spending time with her husband and three kids, not to mention all her fur babies (she is a sucker for rescues).



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www.palmdesertabwa.org
A reservation made is a reservation paid.**

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NEW!

AUGUST 16th DINNER MEETING MINUTES

**ABWA Trendsetter Chapter
Palm Desert, CA
August 16, 2016 Dinner Meeting Minutes**

President Allison Fedrick opened the meeting at 6:00 at Desert Falls Country Club in Palm Desert. Allison introduced Mary Ellerman, as our District Vice President and that she is from Arizona.

There were a total of 32 attendance; 24 members, 7 Guests & 1 Guest Speaker.

The pledge of allegiance was initiated by Rosemary Woodward with the assistance of Dominique Fruchtmann holding her phone with the American Flag on the screen. Rosemary said she was going to offer Cary Wisner to stand in for the flag, because she was dressed in Red, White, and Blue with stars, if Dominique hadn't shown up. Allison excused everyone for the buffet. Tami Draper conducted the 30-second introduction. Cookie Harvey announced during her 30 seconds, that she will be moving out of state to go and care for her mother. Everyone displayed sadness that she will be moving. Allison introduced the guest speaker, Jay Zaltzman, President of Bureau West Market Research, who spoke on customer service, defining one's customer and finding out what their needs are. He also gave ideas on how to make clients feel special, and how to exceed their expectations. Zaltzman had a great sense of humor. Allison thanked our speaker and let everyone know that the information about next month's guest speaker was on the table. It was brought to everyone's attention that the invitation card had the wrong date printed. We asked that everyone change the date on their cards to September 20, 2016.

Allison asked Mary Ellerman, D.V.P. if she would help with the installation of the new board. Carolyn Barry gave the chocolate installation explanation, then asked for the new Board Members to please come forward. As the candidates were asked if they accepted their responsibility, they were each given a bouquet of flowers and presented with a candy bar to meet the needs of their duties. Carolyn challenged us to turn our dreams into goals and to just go for it! Allison presented Mary Ellerman with a gift certificate to Chico's and thanked her for helping out.

WELCOME THE NEW BOARD!



ABWA TRENDSETTER LEAGUE PALM DESERT, CA 2016-2017



CALENDAR & QUICK REFERENCE GUIDE

September

- 13 Palm Desert Chamber Breakfast at Desert Willow
- 14 Board Meeting at Coco's, Palm Desert
- 20 ABWA Dinner & Business Meeting
Desert Falls Country Club, Palm Desert.

October

- 11 Palm Desert Chamber Breakfast at Desert Willow
- 12 Board Meeting at Coco's, Palm Desert
- 18 ABWA Dinner & Business Meeting
Desert Falls Country Club, Palm Desert.

ABWA National Website
www.abwa.org

Reserve and Pay
Trendsetter Chapter
www.palmdesertabwa.org

Also reserve on Meet-Up
meetup.com/abwapalmdesert

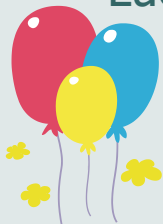


760 565-ABWA
Like us on Facebook
ABWA Palm Desert

BIRTHDAY & ANNIVERSARY RECOGNITION

Happy Birthday

Natalie Angrisani, 1st
Kelli Cox, 20th
Beth Otto-Clark, 30th
Janette Palmer Perez, 2nd
Lucero Sanudo, 10th



Happy Anniversary

Marge Crouter, 44th
Tami Draper, 4th
Linda Jessie, 2nd
Edwina Dirk, 2nd
Kerry Goss, 2nd



New Members!

Jody Jacobson


Congratulations to Dr. Simone Ravicz
for winning a free meeting dinner!

Cookie Harvey

Independent Beauty Consultant

78659 Postbridge Circle
Palm Desert, CA 92211
(760) 485-2002

cookieharvey@marykay.com
www.marykay.com/cookieharvey

 **ADVANCED COLOR CONSULTANT**

MARY KAY

CONT: AUGUST DINNER MEETING MINUTES

Cathy Scarms and Kippy Flur held the opportunity drawing. Donors were: Bev Licata, BL Consulting & Seminars; Edwina Dirk, CNEI, who donated two raffle gifts; Cookie Harvey, Mary Kay Cosmetics; Melissa McCaughty, Comfort Keepers; Tami Draper, Sensational Hair Salon; and Carolyn Barry, Fun Traffic School.com.

Allison called for discussion/approval of the July meeting minutes. Melissa McCaughty, moved and Edwina seconded the motion to accept without correction. Laurie gave an update regarding the changes that had been changed in the budget from our budget meeting. The budget was called next for discussion/approval for the year 2016/2017, Carolyn Barry moved and Cookie Harvey seconded the motion to accept without correction. The final discussion/approval for 2016/2017 Chapter's goals, Bev Licata moved and Laurie Renner, seconded the motion to accept without correction.

Allison did the drawing for the membership drive contest and Carolyn Barry won a \$100.00 gift certificate to Fleming's restaurant. FYI she has not finished using all her gift certificates from her last win, so Carolyn please let any of us know if we can help you out in using them. Allison and Melissa asked if all new members would please fill out the member's survey so they could get picked up before the end of the meeting. Allison recited the ABWA mission statement and invited everyone to feel free to join, participate or help out in any areas that they may have an interest in.

Tami explained that the membership team has planned social events for the fall and end of the year, to give everyone a chance to mingle, network and get to know each other better. Allison explained about Hat's Off luncheon and invited everyone to attend.

Allison drew the guest business card for a free dinner at the next month meeting, winner Dr. Simone Ravicz.

Closing remarks were given by Allison and adjourned the meeting at 8:13. Bev moved and Cathy seconded the motion.

Respectfully submitted by Tami Draper.

Minutes provided by:
Tami Draper
Owner, Sensational Hair Salon
tami@sensationalsalon.com





FALL CALENDAR

Save these date!

The Board has put together some fun events outside our regular meeting dates to give us more time for networking. This is a good time to come out and meet ABWA members – socialize, network, and have some fun! Feel free to bring guests and introduce them to ABWA. We look forward to seeing you there.



Mon, Sept 12, 5:45-7:00
Social Night Out
Burgers & Beer
Monterey & Dinah Shore
Rancho Mirage

Sun, Oct 9, 2:00-4:30
BINGO
Buffalo Wild Wings
Monterey & Hwy 111
Palm Desert

Sun, Nov 20, 2:00-4:00
Cookie Exchange &
Soup Throw Down
Location to be announced

Tues, Dec 13, 5:30-8:00
Holiday Party
Desert Falls Country Club

Monthly Meetings
Every 3rd Tues 5:15-8:00
Desert Falls Country Club

ABWA

American Business
Women's Association
Trendsetters Chapter

palmdesertabwa.org
abwa.org

RSVP 760-565-ABWA



One of the many new members who joined our club this summer is Claudia Quiles, Independent Insurance Agent with Tague Insurance Agency (<http://tagueins.com>). Claudia has been in the insurance business since 2012. She handles personal, home and auto, and commercial lines of insurance.

Claudia is a California native, born and raised in the Los Angeles area. She attended Cal State San Bernardino studying psychology. She has 3 sons, 8 grandchildren and 1 great granddaughter.

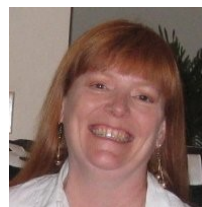
From 2005 to 2011 Claudia was “forced” to move to Hawaii and worked for Hawaiian Telecom as a Senior Project Manager. She lived in a downtown Honolulu condo within walking distance of Waikiki Beach. Her responsibilities included monitoring Hawaii’s telecommunications systems, managing the construction of cell network systems for Verizon and Sprint.



I asked Claudia what she misses about Hawaii life and she told me “Upon arriving on the island I immediately started making friends with the locals, learning about local customs, pupus and island life. I miss Sundays at Dukes and sailing out of Diamond Head.”

Claudia was invited to join ABWA by her fellow Soroptimist and ABWA member Susan Rosenberg. Susan, Claudia and new member Rosalin Schiller are all members of Soroptimist International Palm Desert. Soroptimist International is a global volunteer organization working to improve the lives of women and girls through programs leading to social and economic empowerment. Susan and Claudia are both Past Presidents of the club. <http://www.soroptimistsipalmdesert.org/>

Claudia missed her family a great deal and moved back to the Coachella Valley in 2011. Her hobbies include reading old crime dramas, watching BBC produced crime dramas. Her greatest pleasure is spending time with her grandkids. She also roots for the Dodgers, Rams and USC. You can contact Claudia at 760-203-4564 or by email at claudia@tagueins.com.



Member Spotlight is provided by :
Susan Browne Rosenberg, CIH, CHMM
Certified Indoor Environmental Consultant
Desert Cities Indoor Air, LLC
Cell: (760) 902-2545

“Breathe Easier with Desert Cities Indoor Air”
74-040 Highway 111, Suite L-205, Palm Desert



AUGUST BOARD MEETING MINUTES



ABWA Board Meeting Agenda
August 11, 2016, Thursday 5:45PM – 7:30PM at Coco's, Palm Desert

Meeting called to order by Allison at 5:51

In attendance: Beverly, Rosemary, Tami, Sharon, Melissa and Allison

1) Business for August Dinner Meeting

- Board Installation Discussion: Carolyn will get the wording, Mary Ellerman will help with it and talk to the Chapter for 5 minutes. Member Installation Bev will get red roses for the new members
- Membership Madness Member Drawing
- Survey. Use the one Allison created that is also in the member packet Bev suggested that we do the Membership Survey that is required for Best Practices
- Hats Off Announcement
- 3-min member spotlight? If so, Kelli Cox was confirmed. Discussion: It will be eliminated this month
- Wear black for Board picture!

2) Welcome Packet Review, Approval, and Set up Everyone: discussion about time (5:15) board members, etc.

3) Adjusted Board meeting dates and location

Allison is at school Tuesdays and Thursdays until 6 pm but will leave early on Dinner meeting nights. Discussion: change the Board meetings to the second Wednesday (September 14th) . 5:45 Still at Coco's.

4) Survey review and approval. Everyone is OK

5) Chapter Advisor details/notices. Carolyn OK

6) Should we have a gift for Mary Ellerman?Allison: discussion: \$50.00 gift card to Chico's for her. Melissa will purchase it.

Reports of Officers and Committees

A) Approval of the Board Minutes from July . Melissa moved to approve, Bev 2nd. Passed

B) Treasurer Laurie not present, but she sent her report.

C) Hospitality Melissa. Cary Wisner, new member, wants to be involved.

Phone call responsibility to encourage new members: Rosemary: Rosalin and Cary.

Tami to call and encourage Cindy and Jill. Allison to call and encourage Kelli Cox and Natalie. Bev will call Marnie and Claudia

D) Website Allison: Up to date, except the announcement to pay local dues

E) Publicity TBD

F) Professional Development Dom: discussion: have Carol Levinson as a speaker? Group said "YES".

September meeting speaker will talk about "Search Engine Optimization".

October speaker will talk about "Guide Dogs of the Desert" and business owner's responsibilities towards "Service Animals".

G) Membership Tami/Melissa: discussion: Rosemary said she would pay for Marnie's membership fee. Bev said she is paying for Terry Fisher's.

Business Expo Idea discussed and approved to get more exposure in the community.

Tami reminded the group that the "FUN FACTOR" would be Monday, September 12th at Burgers and Beer in Rancho Mirage.

She said in October we will have BINGO on Sunday, October 9th from 2 to 4:30. It will be at Buffalo Wild Wings.

I) Newsletter Allison said it's fine.

J) Education Sharon said she met someone (a private donor) who is interested in giving the chapter a check towards scholarships. Discussion regarding SBMEF protocol followed.

K) Correspondence TBD. Cookie and Sharon said they would share the job.


L) Fundraising Melissa: update: "LUCKY 7'S" event: (1) 7 nights on the Town (not all at the \$100/dinner price range we've had in the past) (2) 7 Night cruise certificate (3) 7 nights of movies (for 2). \$50.00 per ticket.

Update on the Holiday party discussed: Kind of "Low Key". A fundraising activity called the "100 balloon pop". Attendees get to buy balloons that all have a slip of paper in them describing the gift. They pop the balloon to get the prize. Drawing for the winner of the "LUCKY 7'S" contest will be held at that activity.

ADJOURN: 7:50PM

Next Board Meeting: on WEDNESDAY, SEPTEMBER 14TH. 5:45 AT COCO'S.

Current Board (Laurie, Bev, Carolyn, Melissa, Dom, Rosemary, Tami, Sharon and Allison)

Board Meeting Minutes provided by	
Rosemary Woodward	
Bella Rosa Realty	
760 341-1231	
Woodward22@cs.com	
Www.BellaRosaRealty.com	

HATS OFF SOUTHERN CALIFORNIA RECAP!

On August 27th, the ABWA Southern California Council held their Annual event to acknowledge the National Board Officers and the candidates for the upcoming year. The Trendsetters had nine RSVPs for the day, and the event had a lovely turnout.

Melissa McCaughey, District 6 Vice President candidate, was a part of the panel, answering questions to reveal her readiness and capabilities to succeed in the National Board. Her focus featured improving membership retention. She did a great job, and we were all so proud to know she was from the Trendsetter Chapter.



You know these stylish gals!

The Council was grateful for our donations and our advertising, and I believe that it was a great benefit to have participated in the event. If you are willing to carpool or make the drive, consider attending next year. Similar to the National Conference, it is always helpful to meet with women beyond our little niche.



Three Past Presidents for the National Board.



Tami's daughter, Allie, came with us this year!



Enjoying some Mexican food after the event.

SOCIAL SECURITY IS HERE FOR YOU!

Focus on Retirement Planning — It's Your Future

By Maria Miranda

Social Security District Manager in Palm Springs, CA

When most people begin their career, retirement is the farthest thing from their mind. Instead, they focus on trying to purchase a home, start a family, or perhaps save money for travel. Retirement seems so far away for many younger people that they delay putting aside money. However, it's very important to save for the future — if you want to enjoy it.

An employer-sponsored retirement plan or 401(k) can be a useful way to set aside funds for retirement, especially if your employer offers matching funds on what you invest. If you don't work for an employer that offers this type of plan, there are many other plans designed to help you save for retirement.

From solo 401(k)s to traditional and Roth IRAs, there are programs designed to fit a multitude of budgets. The earlier you start to save, the more funds you'll have ready for retirement.



In addition to traditional programs, the U.S. Department of the Treasury now offers a retirement savings option called myRA. There's no minimum to open the account, you can contribute what you can afford, and you can withdraw funds with ease. To learn more about myRA, visit www.myra.gov.

And, as always, there is Social Security, which is funded by taxes you pay while you work. To get estimates of future benefits and check your earnings record for accuracy, you can create a my Social Security account at www.socialsecurity.gov/myaccount.

If you need to apply for your first Social Security number or get a replacement Social Security card, we invite you to read our publications *Social Security Numbers for Children* and *Your Social Security Number and Card*.

We offer a toll free number, 1-800-772-1213, which provides automated instructions for Spanish speakers. We also try to have employees available on the phone and in many of our offices who speak Spanish. However, if you need an interpreter, you can go to www.segurosocial.gov/espanol/interpreter.htm to find out more about our free interpreter services.

Prepare for your future and start saving — and planning — today!

Social Security articles
provided by Jeff Whan
Social Security Technical Expert
Palm Springs, CA

TRENDSETTER VISION MEETS MEMBER NEEDS



Trendsetter Vision

"Trendsetter Chapter's Vision is to be the best we can be! We will strive to understand and satisfy the needs of our members and make it a priority to recognize member achievements, to celebrate member and chapter successes and provide the opportunities to grow with educational programs, networking opportunities and friendship. We promise to support one another and have fun in the process."



ABWA Mission Statement

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.



Newsletter Team

Editor	Allison Fedrick	Remember When Toys
Co-Editor	Melissa McCaughey	Comfort Keepers
Proofreaders	Cookie Harvey	Mary Kay Cosmetics
	Kippy Flur	Kippy Flur Marketing
Format	Carolyn Barry	FunTrafficSchool.com

Columns

New Member Interviews: Susan Rosenberg

Jeff Whan Department of Social Security

Photographer: Carolyn Barry

Deadline for submissions is the 15th of each month.

Articles should offer information that is educational or be about member business or activities.

Articles should be 400 words or less.

Business card size ads are \$5 a month or \$50 for 12 months.

Get Noticed!
Trendsetter Letter Advertising
One Time or Occasional Ads

Roster Updates

If your information changes, please contact
Bev Licata at
blicata@dc.rr.com.

TRENDSETTERS RECOGNIZED!

2015-2016

President



Allison Fedrick

Past Presidents



Dominique Fruchtman 2013-2015



Cheryl Uyemura 2011-2013



Jan "Sunny" Simon 2010-2011



Cookie Harvey 2009-2010



Carol Carpenter 2008-2009

Trendsetter Presidents

2013-2015 Dominique Fruchtman

- 2011-2013 Cheryl Uyemura
- 2010-2011 Jan "Sunny" Simon
- 2009-2010 Cookie Harvey
- 2008-2009 Carol Carpenter
- 2007-2008 Joyce Godier
- 2006-2007 Rosemary Woodward
- 2005-2006 Carolyn Barry
- 2004-2005 Jan "Sunny" Simon
- 2002-2004 Cathy Scarms
- 2001-2002 Barbara Larsh
- 2000-2001 Joyce Godier

2016 Woman of The Year

Melissa McCaughey

Past Women of The Year

- 2015 Laurie Renner
- 2014 Dominique Fruchtman
- 2013 Cheryl Uyemura
- 2012 Carolyn Barry
- 2011 Alex Christensen-Finlay
- 2010 Marge Magnuson
- 2009 Bev Licata
- 2008 Cookie Harvey
- 2007 Carol Carpenter
- 2006 Jan "Sunny" Simon
- 2005 Rosemary Woodward
- 2004 Joan Hinterseer
- 2003 Cathy Scarms
- 2002 Kimberly Lynch
- 2001 Brenda Dryden
- 2000 Barbara Frazier

Chapter Top Ten Candidates

2015 Dominique Fruchtman

- 2014 Dominique Fruchtman
- 2013 Cathy Scarms
- 2012 Bev Licata
- 2011 Sunny Simon
- 2010 Rosemary Woodward
- 2009 Cookie Harvey
- 2008 Barbara Larsh
- 2007 Barbara Larsh
- 2005 Cathy Scarms

Chapter Protégé Awards

2014

Allison Fedrick

Melissa McCaughey

2013 Kelli Cox

2012 Lorraine Ohanesian

2011 Dominique Fruchtman

2010 Cheryl Uyemura

2009 Marge Magnuson

2008 Bev Licata

NATIONAL AWARDS

Top Ten Business Woman

1997 Marge Crouter

2004 Carolyn Barry

Star Awards

2006

1998

1997

1996

1995

Sponsoring Chapter Awards

2000 PS Spring Conference

2006 Anaheim Nat'l Conference

Best Practices Awards

2013-2014



2012-2013



2014-2015



2011-2012



2010-2011



2009-2010



2008-2009

**TRENDSETTER CHAPTER
PO BOX 4492 PALM
DESERT, CA 92261**



2009



2008

Trendsetter Letter
Published Monthly
Editor
Allison Fedrick
alfedrick@aol.com

ABWA Proud Code of Conduct

1. All members will serve as goodwill ambassadors.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

***Trendsetter Chapter
of the American Business Women's Association
provides Business women
of the Desert Cities a great opportunity
to help themselves and others
with networking opportunities,
educational programs, and friendship.***