



JANUARY 2026

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Our new ABWA logo



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.

What's Trending

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



Happy New Year 2026

As we turn the calendar to a new year, our Chapter is making a change in our meeting venue. Beginning with the first Chapter meeting in 2026, we will be hosting our monthly Chapter meetings at **DESERT FALLS COUNTRY CLUB** (it is just down the road from Palm Valley). We look forward to beginning the new year in our new location and seeing you there on January 20th.



Our mid-year planning meeting is scheduled for 11am on Saturday, January 17 @ Terri Cox's home. Usually attended by board members, but it is an open meeting. As she is in a gated community, we are asking you to RSVP by 1/15 if you are going to attend the meeting so she can give the names to her front gate. Her address will be provided. During our planning meeting we will chart the future of our Chapter through the fiscal year-ending on July 31, 2026.



JANUARY

1/13/2026 - Board meeting
 1/17/2026 - Mid-Year Planning meeting
 (@ Terri Cox's home)
 1/20/2026 - Chapter meeting
 @ Desert Falls Country Club
 1/30/2026 - Deadline
 for SBMEF Contributions



FEBRUARY

2/10/2026 - Board meeting
 2/14/2026 - Valentine's Day
 2/16/2026 - President's Day
 2/17/2026 - Chapter meeting
 2/28/26 - Quartermania

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



2025-26

TRENDSETTER BOARD

President .. Dominique Fruchtman
 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 Fruchtman
 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.



PLEASE NOTE:
Our January Chapter program
is at **DESERT FALLS COUNTRY CLUB**

Pearls of Courage
Rose King, guest speaker



Rose King's book, "Pearls of Courage", came from her own life experiences dealing with blindness as a result of Retinitis Pigmentosa. This led to her loss of sight 20 years ago. She has raised two adult sons. Her older son also developed the same debilitating eye condition. By witnessing his mother's courage, he has become a much sought out and gifted massage therapist. Her younger son did not develop the eye disease. He has a very successful career in film/directing and sees for both of them through his visual creations.

Regardless of Ms. King's loss of sight, her accomplishments include, graduating from College of the Desert, is an activist in charity events, earned her certification as a drug/alcohol counselor, learned the art of massage therapy, has done acting and runway modeling. She is an awesome cook, a great dancer, and loves to sing. She was crowned Miss Palm Springs in 2019 and also came in second in the state of California. Her lights may have dimmed, but Rose King continues to soar!

Rose King is an inspirational speaker for all ages, groups and clubs. For more information on books, schedules, or speaking appearances, please email: LuvWosie@gmail.com



January 20, 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.



Every year we also support one of the other local non-profits in our valley during our Holiday fundraiser. This year when we put out the request and you came through!!

We were proud to deliver these donations to Shelter From The Storm on behalf of ABWA's Trendsetter Chapter of Palm Desert.

THANK YOU to everyone who brought a donation.

On the next page is the thank you letter we received from their Executive Director, Angelina Cole

**Natalie & Bev
delivering the donations
to Shelter From The Storm**





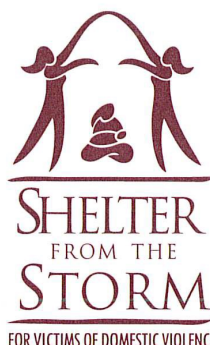
Holiday in the Desert
 Tuesday, December 16, 2025
 5:30 pm
Palm Valley Country Club
 39205 Palm Valley Drive
 Palm Desert, CA 92211

**This year we are supporting
SHELTER FROM THE STORM
with needed items**

Cleaning sponges, mesh bath loofahs
or sponges
 Baby wipes and disinfecting wipes
 Diapers (sizes 2, 3, 4, 5 and 6)
 Shower caddies
 Storage bags
 HE laundry detergent, dryer sheets
 and fabric softener
 Razors and small mirrors

ABWA is a non-profit organization
 Under IRS CODE 501c(6)
 I.D. #33-0365298





73-550 Alessandro Dr., Ste. #103, Palm Desert, CA 92260 · Fed I.D. 33-0293124
Phone: (760) 674-0400 Fax: (760) 674-0440 · www.shelterfromthestorm.com
24-Hour Crisis Hot Line: (760) 328-SAFE or 1-800-775-6055

December 30, 2025

American Business Women's Association
Attn: Natalie Angrisani
77760 County Club Drive, Suite I
Palm Desert, CA 92211
760-501-8350
Email: info@palmdesertabwa.org
Email: itsnatalie@gmx.com

SENT VIA EMAIL

Dear Natalie and the American Business Women's Association (ABWA) membership:

On behalf of Shelter From The Storm, Inc. (SFTS), thank you for the generous and timely in-kind donation provided by the American Business Women's Association on **December 22, 2025**. Your support made a meaningful and immediate impact for survivors of domestic violence and their children during the holiday season.

We are sincerely grateful for the following donated items:

- Diapers, Size 2 – 4 boxes
- Baby wipes – 1 box and 23 individual packages
- Clorox wipes – 2 packages (3 containers per package)
- One large bag of shower loofahs
- Two (2) sets of new twin-size sheets
- One large bag of hygiene items, including razors, socks, makeup remover, lotion, toothpaste, and toothbrushes
- One (1) shower caddy rack
- Thirty (30) Mary Kay makeup bags with mirrors
- Four (4) storage bag boxes

These donations arrived at a critical time and were immediately distributed to families in our programs. The items provided essential daily needs while also offering comfort, dignity, and a sense of care during what can be an especially difficult season for survivors and their children. Your generosity helped ensure that families felt supported, remembered, and valued during the holidays.

Shelter From The Storm, Inc. is a nonprofit organization recognized as tax-exempt under Section 501(c)(3) of the Internal Revenue Code. Our Tax Identification Number (EIN) is **33-0293124**. No goods or services were provided in exchange for this in-kind contribution. Please retain this letter for your tax records.

We extend our heartfelt appreciation to you, Natalie, and the members of the American Business Women's Association for your compassion, leadership, and commitment to supporting our community. Wishing you all a *happy, healthy, and prosperous New Year*.

With sincere gratitude,

Angelina Coe
Executive Director
Shelter From The Storm, Inc.

A Non-Profit Corporation dedicated to helping victims of domestic violence in Riverside County.

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
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Bring a Friend and Bring
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ready to play!**

**Full Menu and Adult
beverages available
for purchase!**

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



We Appreciate Our Chapter's Sponsors



Comfort Keepers
Elevating the Human Spirit

Melissa McCaughey
Client Care Coordinator
760 340-2166
Cell 760 567-9210
45445 Portola Avenue, Suite 6
Palm Desert, CA 92270
melissamccaughey@comfortkeepers.com



- Companionship
- Toileting and positioning
- Live-in care
- Incidental transportation
- 24-hour care
- Medication reminders
- Respite care or Relief for Family
- Meal preparation
- Errand services
- Home safety solutions
- Grocery shopping
- Light housekeeping
- Bathing and Grooming
- Laundry services

Each Office Independently Owned and Operated



Umbrella Mistries

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



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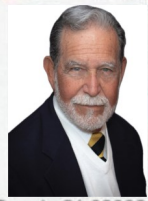
**CALIFORNIA NURSES
EDUCATIONAL
INSTITUTE**

Edwina Dirk, RN, BSN
Admissions Representative
Community Liaison
Nursing Instructor

72769 Dinah Shore Dr.
Rancho Mirage, CA 92270
Phone: (760) 416-5955
Fax: (760) 416-1591
edirk@cnei.edu



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




77-760 Country Club Dr Ste I
Palm Desert, CA 92211
Office 760-340-1441
Cell 760-954-8242
Fax 760-346-9863
tjohnson13@farmersagent.com
CA Producer LIC 0L03423

NATALIE ANGRISANI
FREELANCE WRITER

- nzangrisani@gmail.com
- 818-390-0424
- La Quinta, California
- https://natalieangrisani.com



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



When you order from our See's Candies fundraiser (see page 3), those funds will help support the SBMEF Scholarships that we will present.

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/