

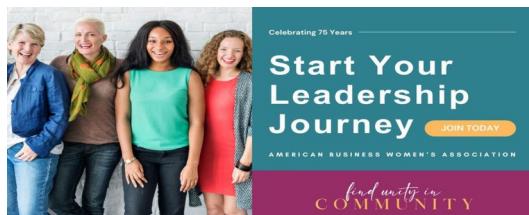


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## JANUARY 2026

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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



**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



American Business Women's Association

Palm Desert Trendsetter Chapter



**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

**COME FOR THE NETWORKING.**



**STAY FOR THE FRIENDSHIP.**

AMERICAN BUSINESS WOMEN'S ASSOCIATION



**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.

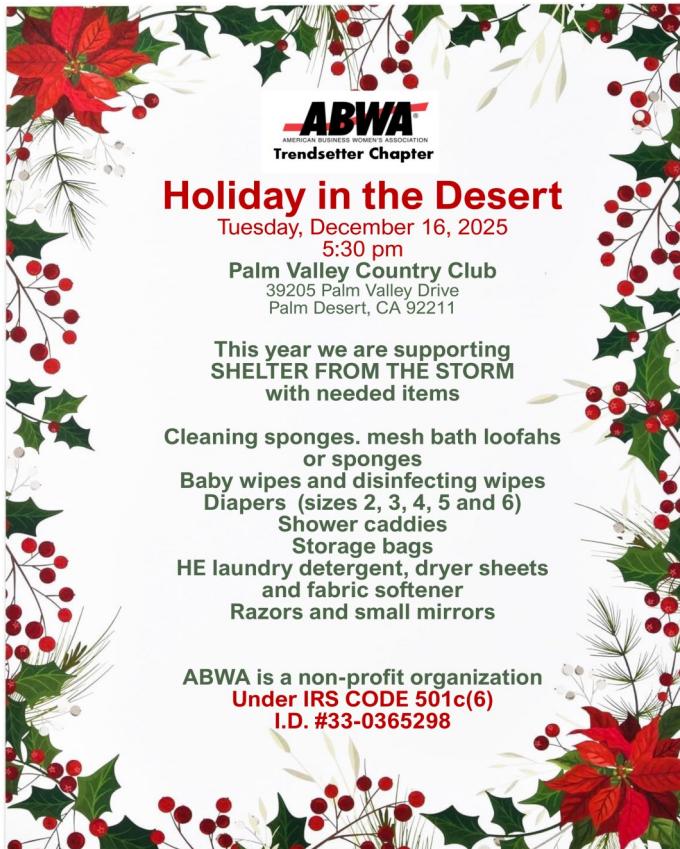
**Every year we also support one of the other local non-profits in our valley during our Holiday fundraiser. This year when we put out the request and you came through!!**

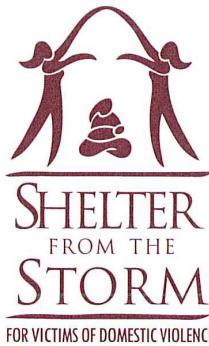
**We were proud to deliver these donations to Shelter From The Storm on behalf of ABWA's Trendsetter Chapter of Palm Desert.**

**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**





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](http://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](mailto:info@palmdesertabwa.org)

Email: [itsnatalie@gmx.com](mailto: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:

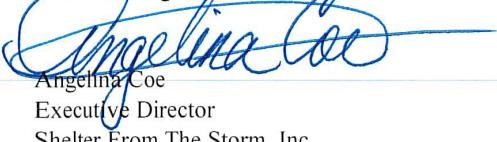
- Diapers, Size 2 – 4 boxes
- Baby wipes – 1 box and 23 individual packages
- Clorox wipes – 2 packages (3 containers per package)
- One large bag of shower loofahs
- Two (2) sets of new twin-size sheets
- One large bag of hygiene items, including razors, socks, makeup remover, lotion, toothpaste, and 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.

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Bring a Friend and Bring  
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**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



**Comfort  
Keepers®**

Elevating the  
Human Spirit®

- ❖ 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



Bereaved Moms Groups

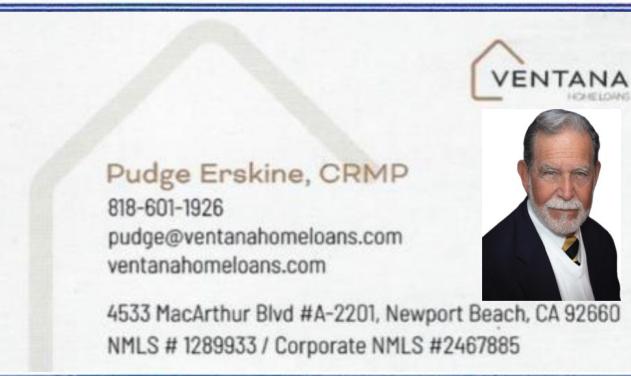
- \* Rancho Mirage
- \* Indio
- \* Sun City Palm Desert
- \* 29 Palms Marine Base



**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



**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



**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](http://palmdesertabwa.org)

Like us on Facebook at:  
[facebook.com/ABWAPalmDesert](https://facebook.com/ABWAPalmDesert)

Follow ABWA on Twitter:  
[twitter.com/ABWAHQ](https://twitter.com/ABWAHQ)

Connect with ABWA on LinkedIn:  
[www.linkedin.com/company/american-business-womens-association/](https://www.linkedin.com/company/american-business-womens-association/)