




What's Trending

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

Join us on December 16th, for a fun evening of Holiday Cheer, Live Entertainment, Photo Booth Fun, a chance to win a 50/50 Raffle or Silent Auction item, support our non-profit community and help us raise funds for our annual SBMEF Scholarships.



YOU ARE INVITED
TO JOIN US FOR

Holiday in the Desert

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

We raise scholarship funds through our
Silent Auction, Mystery Envelopes
and 50/50 Raffle

RSVP by December 6th
palmdesertabwa.org/events

\$75.00 per person
(dinner choice: Chicken, Salmon, Vegetarian)

This year we are supporting
SHELTER FROM THE STORM
with needed items
Cleaning sponges and 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



DECEMBER

12/9 - Board Meeting
No Chapter Meeting
12/16- Holiday in the Deert
Annual Fundraiser
Palm Valley Country Club

JANUARY

Mid-Year Planning Session
(date to be determined)

FEBRUARY

2/28/26 - Quartermania



*December 8 ~ Mary Winner's
December 18 ~ Emily McKee
December 28 ~ Gabe Tinajero*



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



GIVING TUESDAY!
DECEMBER 2, 2025

Giving Tuesday is intended to harness the spirit of giving and philanthropy. While ABWA members don't need a date to remind them to **donate to SBMEF**, it is a great time to pay it forward for the next generation of working women.

Join the movement and give on this annual 'Day of Giving'. Make a contribution to the
**STEPHEN BUFTON MEMORIAL
EDUCATIONAL FUND FOR WOMEN**




Celebrating 75 Years

Start Your Leadership Journey [JOIN TODAY](#)

AMERICAN BUSINESS WOMEN'S ASSOCIATION

*find unity in
COMMUNITY*

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.

THE DEADLINE TO ORDER IS FRIDAY, DECEMBER 5



2025 Winter YumRaiser

It's the time of year when gift giving (especially sweets) is a popular way to send good wishes and share in the spirit of the season.

With your help we can meet our fundraising goals and continue our educational programs and scholarships for women in the Coachella and Imperial Valleys.

For the complete selection, copy and paste this link in your browser:

<https://bit.ly/2025-Sweet-Holidays>



all orders include tax and shipping* must be placed by **December 5** and will be delivered directly to you or to your recipient.

*Shipping: \$7.95 (for orders up to \$39.99) \$5.95 (for orders from \$40.00-\$69.99)
Shipping is free for orders \$70.00 and over

Share this order link <https://bit.ly/2025-Sweet-Holidays>

with your family, friends, associates and social media contacts.

Enjoy the 2025 Holiday Season
and take advantage of this easy way to check names off your gift-giving list.

Thank You For your "Sweet Support"

ABWA Trendsetter Chapter

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Coffee Connections

A New Member Orientation



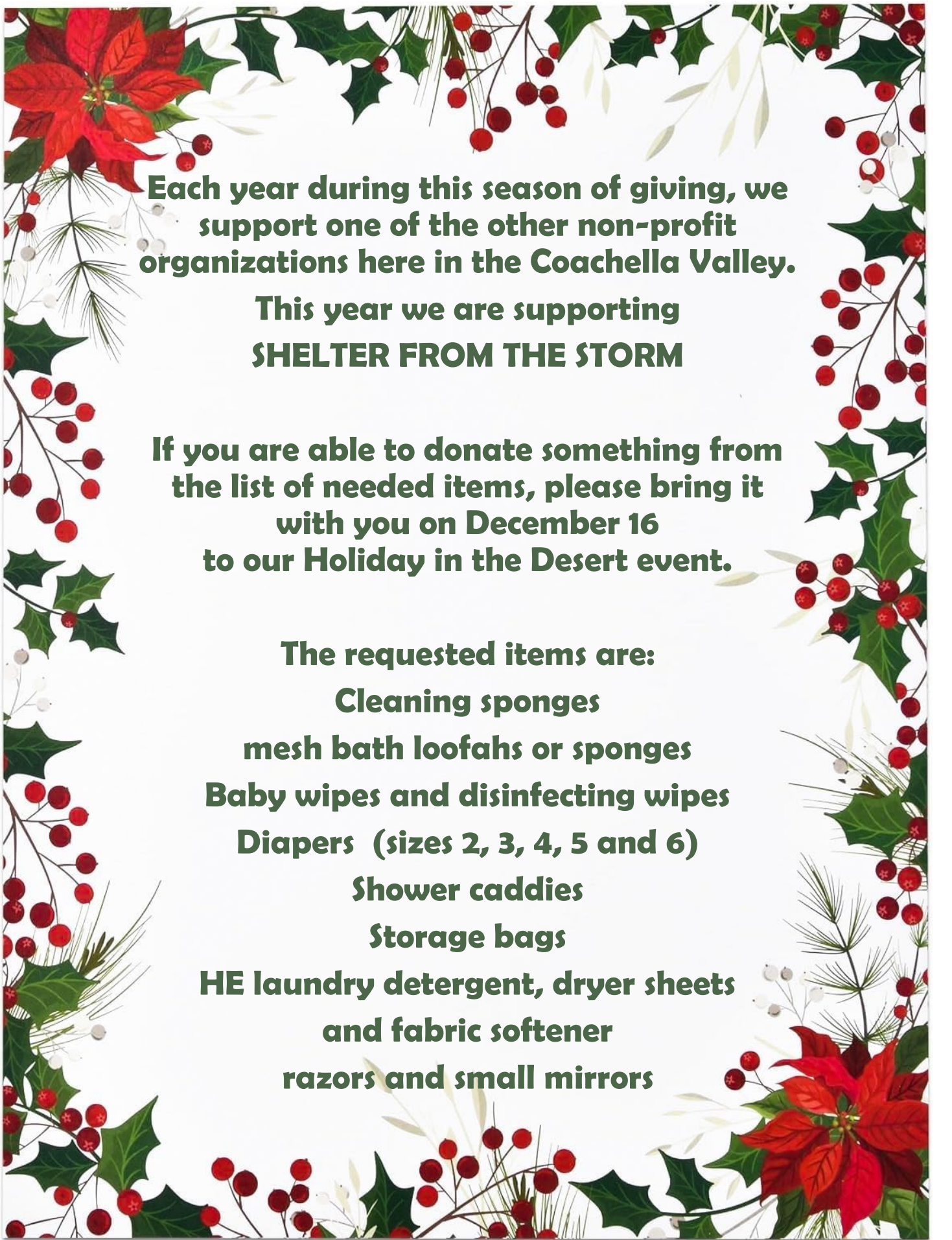
Are you a new member of ABWA? Or do you need an ABWA refresher? If so, join us on December 10th at Noon or 6:00 pm (Central Time) for the next Coffee Connections.

At the December 10th Coffee Connections, we will discuss things like:

- The ABWA Core Values & Proud Code of Conduct
- A brief history of ABWA
- Chapters vs Express Networks
- Apex Campus
- Stephen Bufton Memorial Educational Fund
- National Women's Leadership Conference
- ABWA Recognition
- Navigating the Members *Only* Portal
- And more....

To register for this *free* event—click [here](#).

See you on December 10th!



Each year during this season of giving, we support one of the other non-profit organizations here in the Coachella Valley.

**This year we are supporting
SHELTER FROM THE STORM**

If you are able to donate something from the list of needed items, please bring it with you on December 16 to our Holiday in the Desert event.

The requested items are:

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



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I.D. #33-0365298

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



**CALIFORNIA NURSES
EDUCATIONAL
INSTITUTE**

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

72769 Dinah Shore Dr.
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Phone: (760) 416-5955
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edir@cnei.edu

**Your business card could be here.
For more information contact
our editor at 818-501-8350**



Umbrella Ministries

Joyce Godier
Board of Directors-Trustee
760-880-2909 :: jmgodier@yahoo.com

Helping mothers who have lost a child



**FARMERS
INSURANCE**




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

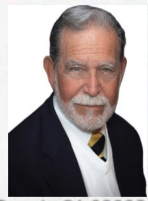
2500 N Palm Canyon Dr, B3
Palm Springs, CA 92262
(760)779-8888
EscapePS.com



Dominique Fruchtmann
dom@EscapePS.com



**VENTANA
HOME LOANS**



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



NEIL HIRSCH
NETWORK
BUSINESS DEVELOPMENT




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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



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/