

June 2025

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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

President's Message

Congratulations to Edwina Dirk, (**2025 Trendsetter Chapter Woman of the Year**), Melissia Mc Caughey (**2025 Trendsetter Chapter Top Ten Business Woman of the Year nominee**), Lola Andrews (**recipient of the Trendsetter Chapter 2025 Protégé Award**), and to George Dirk (**recipient of our 2025 Good Guy Award**).

Also during our May Chapter meeting, we continued the tradition of electing the officers for the next Chapter year. Congratulations those members that have stepped up and will lead us into our 44th year.



June is very special for us as the Trendsetter Chapter was installed on Thursday, June 10, 1982 as a Chapter of ABWA. The following month we began the tradition of holding our Chapter meeting/dinner program on the third Tuesday of the month and we still do.

For 43 years, we've supported our members with networking, scholarships for their continuing education, shared their successes, celebrated member achievements, formed friendships that have grown over the years and will continue for our lifetime, and, as stated in our Vision Statement have fun in the process.

Happy Anniversary monthTrendsetter Chapter,

Natalie Angrisani
President
Trendsetter Chapter



BELIEVE. BELONG. BECOME.
American Business Women's Association



June 10
Trendsetter Board Meeting

June 17
Trendsetter Chapter
Dinner/Program



Molly Polk - June 4



American Business Women's Association
Palm Desert Trendsetter Chapter



2024-25

TRENDSETTER BOARD

President .. Natalie Angrisani

Vice President .. Laurie Renner

Recording Secretary .. Terri Cox

Treasurer .. Tammy Becker

Correspondence Secretary

Karen Oliver

Immediate Past President

Melissa McCaughey

COMMITTEE CHAIRS

Education

Sharon Smith

Fundraising

Melissa McCaughey

Membership

Edwina Dirk

Professional Development

Dominique Fruchtmann

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.



Some of our Previous Women of the Year

(left to right) Tami Draper (2018), Melissa McCaughey (2015), Laurie Renner (2014), Dominique Fruchtmann (2013), Carol Carpenter (2007), Joyce Godier (1995), Edwina Dirk (2019), Sharon Smith (Trendsetter Chapter 2024, Bird of Paradise Chapter 1965, and Orange Charter Chapter 2006), Natalie Angrisani (Trendsetter Chapter 2021 and 2022), Bev Licata (2009), and Karen Oliver (Diamonds of South Bay Chapter 2022)

!! CONGRATULATIONS !! 2025 Trendsetter Chapter Woman of the Year



Edwina Dirk

During our May Chapter Meeting and diner program, we enjoyed connecting with many of our Trendsetter previous Women of the Year as well as some members who were Women of the Year in other Chapters. The highlight of the evening was when we announced the member who we awarded the honor of 2025 Trendsetter Woman of the Year, Edwina Dirk.

Edwina Dirk, BSN, RN
LVN Instructor, CAN, CHHA, Director/Community Liaison at CNEI.

One of her favorite aspects of her position is the guidance and counseling she provides to nursing students that complete the programs at CNEI. It was during a needs assessment in 2014, when Edwina met a member of our Chapter, Melissa McCaughey, who became her ABWA sponsor.

Edwina loves to be with people and enjoys learning and networking. She is proud to be part of our Chapter's efforts to give back to the community through educational scholarships. During this past year Edwina made it her mission to help our Chapter regain the level of membership that that was reduced during the recent pandemic by inviting friends, business associates and networking contacts to our events and programs.

Our 2025-2026 Elected Officers

(right to left) Dominique Fruchtmann President
Lola Andrews Vice President
Melissa McCaughey Treasurer
Terri Cox (not pictured) Recording Secretary
Karen Oliver, Corresponding Secretary





Lola Andrews
2025
Protégé Award

CONGRATULATIONS!!

**Members who were recognized
for their commitment to our
Trendsetter Chapter
during this past year.**



George Dirk
2025
Good Guy Award

Trendsetter Chapter Top Ten Business Woman Nominee Melissa McCaughey

Melissa is a 12-year member of ABWA's Trendsetter Chapter. She has been active on it's board since joining and has held multiple positions within the chapter, including President, Vice President, Fundraising Chair, Hospitality Chair and Membership.



Melissa has been the recipient of the Trendsetter Chapter Protégé Award, Woman of the Year Award, and has been a previous Top Ten Nominee. She was on the Executive Board for the SOCAL Council for two terms as Communications Officer and Vice Chair. She served as District VI VP on the ABWA National Board.

She has been with Comfort Keepers for 16 years, with 14 as Operations Owner and has been a speaker on the topic of dementia and health care, in addition to women in leadership. Melissa supports multiple non-profit organizations here in the Coachella Valley and is a member of many of the networking groups as well.

Melissa is writing a book on dementia care and one on the histories of her two grandmothers titled, "Navigating the Four L's: Love, Loss, Laughter and Life Lessons".

Her favorite quote is "What lies behind us and what lies before us are tiny matters compared to what lies within us" (Ralph Waldo Emerson).



BELIEVE. BELONG. BECOME.

American Business Women's Association

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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.*

May 6, 2025

Natalie Angrisani
Trendsetter Chapter
38588 Bent Palm Drive
Palm Desert California 92211

Dear Natalie:

Congratulations to the members of Trendsetter Chapter in the anniversary month of its founding on 6/10/1982

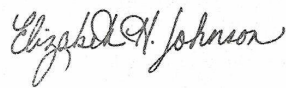
Embrace opportunities to enhance your existing skills and learn new ones through active and wholehearted participation. Be proud of your accomplishments and view them with justifiable pleasure.

Remember, every member is part of a dynamic national network of women who are achieving extraordinary personal and professional goals through ABWA.

I challenge each of you who belongs to Trendsetter Chapter to make a commitment to provide professional development and networking opportunities to working women in your communities. Apply enthusiasm and strong work ethics to your projects then celebrate each triumph as it occurs.

The entire National ABWA Support Team joins me in sending our best wishes as you keep changing women's lives – one woman at a time.

Warm regards,



Elizabeth Johnson
Executive Director
American Business Women's Association



Anne O'Neill, 2024-2025 National President
And the National Board of Directors



Changing women's lives ...one woman at a time™

American Business Women's Association

PO Box 4757 | Overland Park, KS 66204 | 913-732-5100 | 800-228-0007



BELIEVE. BELONG. BECOME.

American Business Women's Association

ABWA Trendsetter Chapter invites you to our May Chapter Program and Dinner

Unlock The Momentum Code:

3 Shifts to Beat Procrastination, Distraction & Perfectionism
— and Finally Get It Done

You're smart, driven, and full of ideas — but you're also juggling way too much. Even with big goals and the best intentions, the day can slip away to distractions, procrastination, and perfectionism. You're busy, but not always moving on what matters most. It's not because you're broken. It's because you're missing a system that works with how you function.

In this session you'll learn The Momentum Code — a simple, repeatable framework built around three core shifts:

- Strategic Planning (Vision): Clarify what matters and define your Zone of Greatness
- Emotional Intelligence (Passion): Align with purpose so you stop forcing and start flowing
- Habits NOT Hustle (Consistent Action): Create structure that sticks and habits that build traction

You'll walk away with a clear understanding of how to trade the chaos for clarity — and the practical tools to start building momentum immediately.

Our Guest Speaker
Marianne Emma Jeff



As the founder and driving force behind Leader-Speak, Marianne is passionate about elevating the communication landscape in the business world. With a legacy of being an award-winning speaker, best-selling author, and a seasoned business coach, she recognizes the power of effective communication in shaping careers, in building relationships, and in crafting compelling leadership narratives.

Don't miss this informative business topic, and in addition get to meet and know the members of our Trendsetter Chapter.

RSVP to save your spot:
info@palmdesertabwa.org



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June 17, 2025

Palm Valley Country Club
(in the Clubhouse)
39205 Palm Valley Drive
Palm Desert

Networking @ 5:30 pm
Program Starts @ 6:00 pm

Bring your business cards
and marketing materials

Member's Fee \$35.00 pp
Non-Members Fee \$40.00

RSVP Requested

RSVP to:
info@palmdesertabwa.org

note:
A Reservation Made
Is a Reservation Paid

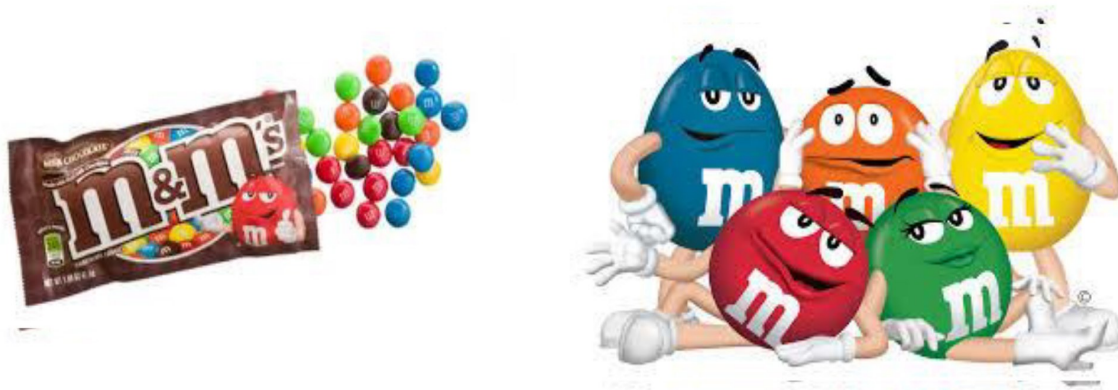
The Trendsetter Chapter of the
American Business Women's
Association ("ABWA") is open
to all who are looking for a
place to meet and network.
We meet the 3rd Tuesday
of the month



Membership Madness Contest

*March 15 – June 30**

Bring a guest to a dinner meeting and receive one entry ticket. Earn an extra entry ticket for you and your guest by having them join our **Trendsetter Chapter**.



Membership Madness Contest!

First Prize: a \$50 value

Second Prize: a \$35 value

Third Prize: a \$25 value



***contest winners to be selected at our July 15th meeting**



BELIEVE. BELONG. BECOME.

ABWA's Spring Membership Campaign

MARCH 1 – JUNE 30

Spring Into Action with ABWA!

As spring brings new growth and fresh opportunities, now is the perfect time to take action and invite others to join the American Business Women's Association (ABWA). Share your success stories and encourage friends, neighbors, and business colleagues to discover the opportunities for professional and personal growth as a member of the American Business Women's Association.

Invite a prospective member to your next ABWA meeting or event and help them explore how ABWA can help them grow professionally and personally.

As a thank you for sponsoring new members during our Spring Membership Recruitment Campaign, we're offering these lovely gifts (while supplies last).

Don't miss this opportunity to expand your network and help others bloom just like the season of spring!

LEVEL ONE

RECRUIT ONE NEW MEMBER

Receive a dazzling 1-1/4" round ABWA Pin enhanced with diamond rhinestones celebrating ABWA's commitment to working women and women business owners. Wear this exclusive pin as a symbol of your contribution to our legacy of *Changing Women's Lives...One Woman at a Time.*™



pin shown larger than actual size

LEVEL TWO

RECRUIT THREE OR MORE NEW MEMBERS

Elevate your organization game when you receive this beautiful red Round Zip Pouch, the ideal solution for keeping your essentials organized and easily accessible wherever you go. Perfect for stashing tech accessories, coins or any other small items, the pouch fits effortlessly into your purse, backpack, or luggage.

Dimensions:
4" w x 3.75" h x .75" d




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

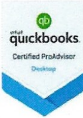


**CALIFORNIA NURSES
EDUCATIONAL
INSTITUTE**


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Helping mothers who have lost a child



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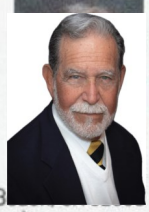
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newsletters
copy writing
content
articles
marketing



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**

Natalie Angrisani
President

Laurie Renner
Vice-President

Terri Cox
Recording Secretary

Karen Oliver
Correspondence Secretary

Tammy Becker
Treasurer

Visit our Chapter website:
palmdesertabwa.org

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facebook.com/ABWAPalmDesert

Follow ABWA on Twitter:
twitter.com/ABWAHQ

Connect with ABWA on LinkedIn:
www.linkedin.com/company/american-business-womens-association/