



What's Trending

October 2025

Trendsetter Chapter
American Business Women's Association

mailing address

77760 Country Club Drive, Suite I
Palm Desert, CA 92211

- 1 .. President's Message
- 1 .. Mission Statement
- 2 .. Chapter Vision Statement
- 2 .. Board / Committee Chairs
- 2 .. Calendar Dates / Celebrations
- 3 .. Quartermania [October 4, 2025
- 4 .. Coffee Connections
- 5 .. Members Spotlight of the Month
- 6 .. Sponsor of the Month
- 7 .. Fall Membership Campaign
- 8 .. ACV Celebration
- 9 .. Our Trendsetter Sponsors
- 10 .. ABWA Core Values
- 10 .. ABWA Code of Conduct

September was a fun meeting for our Trendsetter Chapter at Escape Room Palm Springs



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.

TRENDSETTER CHAPTER

ABWA TRENDSETTERS

QUARTERMANIA

SATURDAY
OCT.

04

DOORS OPEN
12:30

FIRST BID 1 PM

LA QUINTA BREWING CO

74-741 TECHNOLOGY DRIVE
PALM DESERT 92211

\$15 PER PLAYER

BRING YOUR FRIENDS AND LETS GET READY TO FUNdraise! SHOPPING and DRAWINGS TOO!

TICKETS CONTACT - KAREN OLIVER
714-553-4685 OR Karen@chesstech.com

Looking forward to seeing everyone at Quartermania on Saturday for Fun Shopping, Fun(d)raising and lots of Fun Winnings.



Have a great month

Dominique Fruchtmann
President
Trendsetter Chapter

visit us online at: www.palmdesertabwa.org

page 1

**OCTOBER**

10/4 - Quartermania
La Quinta Brewing Company
 74-714 Technology Drive
 PalmDesert, CA 92211

10/14 - Trendsetter Board Meeting
 10/21 - Chapter Program/Dinner Meeting

NOVEMBER

11/11 - Trendsetter Board Meeting
 11/18 - Chapter Program/Dinner Meeting

DECEMBER

Board Meeting to be Determined

12/16 Holiday Celebration
 And Annual Fundraiser
Palm Valley Country Club

**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

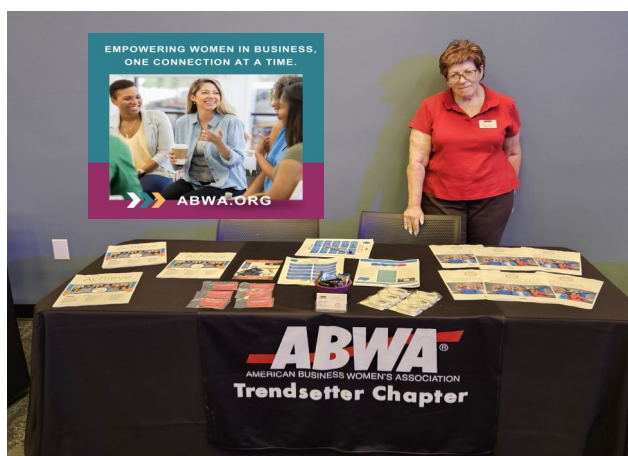
Natalie Angrisani

Chapter Advisor

Karen Oliver



The Trendsetter Chapter participated on 9/24 at the Show Your Heart Event. It was a great event with lots of attendees and visitors to our booth.

**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.



ABWA TRENDSETTERS QUARTERMANIA

SATURDAY
OCT. **04** DOORS OPEN
12:30
FIRST BID 1 PM



LA QUINTA BREWING CO

74-741 TECHNOLOGY DRIVE
PALM DESERT 92211

\$15 PER PLAYER

BRING YOUR FRIENDS AND LETS GET READY TO
FUNdraise! SHOPPING and DRAWINGS TOO!

TICKETS CONTACT - KAREN OLIVER
714-553-4685 OR Karen@chesstech.com



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 October 15th at Noon or 6:00 pm (Central Time) for the next Coffee Connections.

At this month's 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 October 15th!

MEMBER SPOTLIGHT OF THE MONTH



Melissa McCaughey

**a member of the
ABWA Top Ten
Business Women
Class of 2026**

Melissa became a member of the Trendsetter Chapter in 2013 and has been active as a board member since joining and served as President in 2023, has been Vice President multiple terms and has also served as Chair or co-Chair of the Hospitality and Fundraising committees and a Newsletter Editor. Melissa received the Protégé Award, Woman of the Year awards, and has also been a Top Ten Nominee on multiple occasions.

Melissa was on the Executive Board for the SOCAL Council as Communication Officer and Vice Chair for 2 years each, and a council delegate for seven years, and as the District VI DVP on the ABWA National Board of Directors.

Melissa has been with Comfort Keepers for 16 years, with fourteen years as Operations Owner, specializing in dementia care and client care. She also is a requested speaker on the topic of dementia and health care, as well as on women in leadership. She supports the arts, non-profit organizations and fundraises for scholarships for six of her nine network marketing groups.

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).

The ABCs of my ABWA experience are:
AVOCACY BECOMES COMMITMENT, ACTIVITY
BRINGS COLLABORATION, and
ACCOMPLISHMENTS BEGINS CHANGE.

My strong ties to my ABWA sisters locally and nationwide enables me to be an active participant in strengthening our combined community to support, growth and acknowledgement of our achievements, new beginnings and commitments for changes. Showing up and trying to be a changemaker helps me want to inspire others to do the same. The classes I've taken, conferences I've attended, and the experience gained serving on the National Board of Directors has helped me develop a more defined sense of character and expand my professional validation.



Marie Sokolik

Marie Sokolik of MS Care LLC has been in Business since early 2012. Marie has been working in the medical field since 1992. As a County Foster parent it was inherently apparent to me there was a need to advocate for those whose voices were not being heard.

I started my business as a one woman show and grew into a business that not only helps those in need but also supports the furthering of the education of those working along side me.

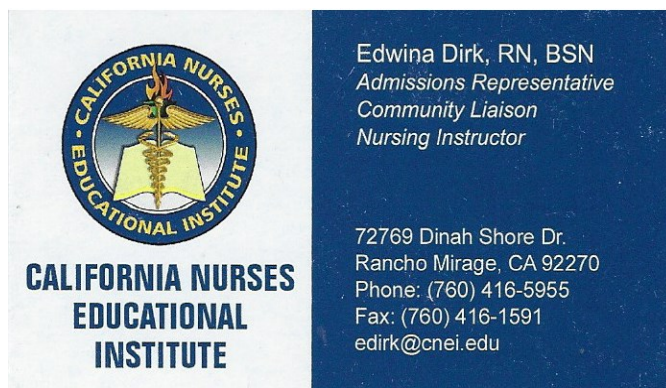
I have learned that in the Senior care business, needs and support is not a one size fits all. From Meal prep, hospice, rehabilitation support for anyone recovering from surgery to traveling with a client, down sizing - and dog Hiking - if there is a need we pretty much can provide it.

In my spare time we are Avid Season Ticket members for LA Galaxy Soccer and we love to travel and chase waterfalls. Anyone working in any kind of Health setting must have self care!

Marie joined ABWA and our Trendsetter Chapter in February 2024.

Marie Sokolik
Ms Care LLC
769-574-3175

SPONSOR OF THE MONTH



California Nurses Educational Institute

Edwina Dirk BSN, RN, is a long time member of ABWA and our Trendsetter Chapter as well as an Admissions Representative, Community Liaison and Nursing Instructor at CNEI, the Trendsetter October Sponsor of the month.

For over 40 years, CNEI has trained individuals to earn their licenses and prepare them for a career in the healthcare field. CNEI has served the desert communities, with previous campuses in Cathedral City and Palm Springs. The current 15,000-square-foot, custom-built facility is conveniently located at 72769 Dinah Shore. Their campus enjoys easy access to major freeways and is surrounded by numerous dining and retail options.

Designed to meet their specific educational needs, the facility features state-of-the-art classrooms, clinical skills labs, a learning resource center, and a fully equipped computer lab with high-speed internet. The Skills Lab is outfitted with industry-standard equipment, that includes high-fidelity simulators, hospital beds, gurneys, wheelchairs, diagnostic tools, IV equipment, and other essential resources to support the hands-on training required by our programs.



California Nurses Educational Institute

Programs Overview

Pharmacy Technician (PT)

Program Summary:

CNEI offers education and training to become a licensed Pharmacy Technician. Our program will prepare students to meet standards and requirements for pharmacy technician licensing.

Certified Nurses Assistant (CNA)

Program Summary:

The CNEI Certified Nurses Assistant program prepares students to perform the rewarding work of caring for patients in skilled nursing facilities.

Alcohol & Drug Addiction Counseling (ADAC)

Program Summary:

Substance abuse counselors are responsible for assisting patients through drug rehabilitation program and treatment centers and offer techniques for handling addiction.

Our ADAC program is CCAPP approved.

Licensed Vocational Nurse (LVN)

Program Summary:

CNEI's LVN program provides the theoretical and practical knowledge that will have you career ready and in demand as a Vocational Nurse in 14 months.

Certified Home Health Aide (CHHA)

Program Summary:

The CHHA program offered by CNEI allows existing CNAs to enhance their certifications by acquiring the Certified Home Health Aide certificate. Successful completion of the program, which spans a total of 40 hours over a one-week period, entitles students to receive a California Department of Public Health, Licensing and Certification Division-approved Certified Home Health Aide Certificate.

To learn more about CNEI and any of their healthcare programs Please feel free to reach out to them with any questions you may have.

To start your career, request information today!

TURNING A NEW LEAF

A Fresh Season for Women in Business

This fall, ABWA is turning a new leaf with a NEW LOGO, slogan, and branding. There's no better time than now to get involved.

As a member of ABWA, you know the power of connection, growth, and support. Now, you can help someone else experience that same transformation.

Invite a colleague, friend, or fellow woman in business to join ABWA and start a new chapter in her professional journey. **When she joins, you both grow.**

New Connections.

New Opportunities.

New Momentum.

The new look of ABWA will be unveiled at the National Women's Leadership Conference November 12-15 in Portland, Maine.

Be one of the first members to proudly display the **NEW LOGO** with these two incentive options:

Level 1 – ABWA Pin with the **NEW LOGO**
One or more new members

Level 2 – ABWA Branded Tote
Three or more new members

Grand Prize Drawing – One complimentary registration to NWLC 2026*
Each member recruited is one entry into the grand prize drawing.

*Registration is transferable to another member, it is not eligible to be used beyond 2026. The Fall Recruitment Campaign runs September 1–November 30. All referrals need to be submitted by November 30, 2025. All items will ship after Nov 30.





Join us to support our mission and
celebrate the 4th Annual Chuck Olsen
Caregiver Award recipient

Edwina Dirk, RN, BSN

Wednesday, October 29, 2025

5:30 - 8:30PM

Berger Foundation Charitable Center

75105 Merle Street, Suite 800, Palm Desert

Complimentary Valet Parking

Lite Fare Provided By Community Partners

Please RSVP by October 17 to



Naomy@cvalzheimers.org,
call (760) 776-3100
or scan QR code.

Don't miss this fundraising event where we
bring together our caring community whose
shared purpose is to help individuals
impacted by cognitive impairment. Help us
reach our goal of \$200K to keep ACV's free
programs available to our Valley families.
Thanks to a generous donor, our first \$10,000
will be matched! Make your donation today
by visiting www.cvalzheimers.org or at our
Open House on October 29!

**HOSTED BY
PATRICK EVANS**



**HONORING
Edwina Dirk, RN, BSN**

**LIVE MUSIC BY
Phillip Pollerana**



(760) 776-3100 | cvalzheimers.org

75105 Merle Street, Suite 800, Palm Desert, CA 92211



SCAN ME

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.
Rancho Mirage, CA 92270
Phone: (760) 416-5955
Fax: (760) 416-1591
edir@cenei.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

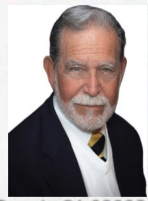


Dominique Fruchtmann
dom@EscapePS.com



**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**




ONTHEMARKAD.COM
NEIL@ONTHEMARKAD.COM
CELL: (562) 200-4119
COACHELLA: (760) 259-0505

**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



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/