



September 2025

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ABW Day - September 22

ABW Day celebrates our founding day in 1949. The 1st annual event was held on 9/22/1982, and then recognized by congress in 1983 and again in 1986 with a Presidential Proclamation issued by Ronald Reagan.

ABW Day is a day to celebrate, and to reflect upon the contributions and the accomplishments of the women in our workforce as well as women who are business owners.

It is not meant to disregard the many accomplishments of men; but simply to bring to light those made by women both known and not well known, who very often do not get credit in day-to-day life for their valuable contributions and accomplishments.

To ALL working women, to ALL women business owners, and to ALL women everywhere..

WE CELEBRATE YOU!!



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

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

Hello Trendsetters,

Let's start with some *actual* fireworks: our very own **Melissa McCaughy** has been named one of ABWA's National Top Ten Business Women for 2026. (Yes, 2026 - some things are just worth celebrating early!).

Melissa, we're all so proud, and not just because now we get to brag about you. Your leadership, energy, and grit remind us what this chapter is made of: badass businesswomen who lift each other up.

What this means for us:

- A national-level spotlight on our chapter. Go Trendsetters!
- A high-five to young professionals in our community, watching you *kill it*.
- A reminder that greatness isn't just earned, it's shared.

What's ahead in September:

ABW Day (Sept 22): Let's rally in honor of our shared mission: leadership, growth, recognition.

Membership love: Your membership matters now more than ever. Encourage a friend to join, attend an event, or even just lurk—then maybe leap before the year's end.

Conference buzz: If you attended the national conference last year, get ready for the fall conference this fall!

Thanks to Melissa for carrying our chapter flag so high. This is the kind of moment that reminds us why we show up - to be seen, to be heard, and to be unstoppable!

Here's to a month full of recognition, connection, and a little celebration. Did someone say cake??

Warmly (and with a ton of confetti),



Dominique Fruchtmann
President
Trendsetter Chapter



SEPTEMBER

9/9 - Trendsetter Board Meeting
9/10 - Fundraising Meeting @ CNEI
9/16 - Chapter Meeting
Escape Room Palm Springs
2500 N. Palm Canyon Drive,
Palm Springs, CA 92262

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
No Chapter Meeting



*Members who are celebrating
their birthdays this month:*

*September 1 - Natalie Angrisani
September 6 - Sonia Stewart*



*Members who are celebrating their
ABWA membership anniversary in
the month of September*

*Edwina Dirk (11 years)
Lalaine Campbell (1 year)*

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.



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

Join us for a unique Program Successful Teamwork Can Be Fun

Escape Room Palm Springs offers an original approach to team building that is led by Dominique Fruchtman, a Lean Six Sigma Black Belt and Distinguished Toastmaster who brings fresh perspective to the art of team building with performance feedback, and the acumen and tact of a Toastmaster.



<https://escapeps.com> (760)779-8888

Have you played any of these Escape Room Palm Springs games?

The Vampire's Lair. A supernatural romance about a witch and a vampire with a very satisfying ending. It's challenging but not impossibly hard.

Titanic. This is especially good for small groups or for first-timers. We recently added a new puzzle that slows people down and adds an extra challenge.

Bank Heist. This is our most popular room and is not a win lose game. Instead, you base your score on how many of the safe deposit box keys you get and thereby collecting loot and avoiding the police.

Jack the Ripper is the ultimate challenge for experienced players. It'll test your skills with advanced puzzles, some complex clues, and a theme based on the world's first notorious serial killer.

Merlin's Magic School is a fun game for small groups like three to five people. It's a linear room meaning that it goes from puzzle A to puzzle B to puzzle C, etc. Everyone will work together on every puzzle.

Atau stands for a traitor among Us. It was inspired by the online game among Us which became very popular during the pandemic. It's a player versus player game where your ability to lie will help you win the game. There are a lot of blocks and denials and lots of false accusations. You go in as a group and one or more of you is a traitor trying to sabotage the spaceship in every round. You play multiple rounds and someone different

September 16, 2025

Escape Room Palm Springs
2500 N. Palm Canyon Drive
Palm Springs, CA 92262

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.

Trendsetter Chapter congratulates our own Melissa McCaughey

2026 TOP TEN BUSINESS WOMEN • acknowledgement of achievement



CONGRATULATIONS TO ABWA'S TOP TEN BUSINESS WOMEN, CLASS OF 2026!

As a leading organization for working women, the American Business Women's Association takes recognition to a national level with the prestigious Top Ten Business Women of ABWA program. The Top Ten is the highest honor awarded to a member in ABWA. These women are applauded for their career accomplishments, community involvement and of course, their contribution to ABWA.



**CAROLE
ARNOLD**

Women Growing
Together Express
Network / Victoria, TX



**RHOYNDA
BENDER**

Birmingham
Charter Chapter /
Birmingham, AL



**J.
FRANCO**

Cy-Fair Express
Network / Katy, TX



**MELISSA
MCCAUGHEY**

Trendsetters Chapter /
Palm Desert, CA



**DEANNA
NESBIT**

Gem City Chapter /
Sugar Creek Twp, OH



**KAYLA
RENNER**

Leading Women
Express Network /
College Station, TX



**KRISTEN
SNYDER**

Oceanside
Charter Chapter /
Melbourne, FL



**PAMELA
STANSBERRY**

Women
Connecting
Women Chapter /
Irmo, SC



**NATASHA
VAUGHN**

Fort Bend
County Chapter /
Houston, TX



**SHARON
WELCH**

Oxon Hill
Charter Chapter /
Oxon Hill, MD

MEMBER SPOTLIGHT OF THE MONTH



Molly Polk

Molly Polk is an accomplished Regional Manager in the Durable Medical Equipment industry with over 15 years of leadership experience. She has held positions at In and Out Mobility, Access Medical, and At-Home Medical, where she has a strong reputation for compassionate service and operational excellence.

Specializing in helping companies develop and grow within the DME field, Molly has successfully launched programs to enhance store income flow, streamline operations, and increase patient satisfaction. Currently, she manages three or more store locations, regularly traveling from Palm Desert to Orange County to oversee daily operations and support her teams.

In addition to her management experience, Molly earned her Certified Nursing Assistant (CNA) certificate from the California Nurses Educational Institute (CNEI), providing her with enhanced clinical knowledge to better serve her client and healthcare partners.

Her passion is helping individuals navigate transitional healthcare needs and delivering exceptional service while building strong community relationships.

Molly became a member of our Trendsetter Chapter this year in February.



Lola Andrews

Lola's career began while in high school when she began her training as a nursing assistant at a convalescent home for aged nuns. She is a graduate of Empire College and earned a Certification for Clinical Medical Assisting.

Her externship and volunteer hours were on a community health bus where she provided health education to vulnerable seniors. She graduated from Bay Area Medical Academy with her CPT1 and completed her clinical hours at an AIDS clinic and harm reduction center.

In 2009, she began her training as an end-of-life care provider assisting those in the final stages of life pass with dignity and comfort and their loved ones in understanding hospice philosophy and the dying process. Most recently, she was a Geriatric Patient Advocate and managed care planning for hundreds of home health and hospice patients each year.

Lola currently is on our Trendsetter Chapter Board, and the Advisory Board for California Nursing Education Institute, is a past President of ACT1 (Aging Community Team); has been a panelist for the Medical Management for Cognitive Decline symposium and is featured speaker in Assisted Living and Memory Care Communities across the Coachella Valley.

In her free time, Lola enjoys spending time with her twin sons Ike and Hank in Lake Havasu, going swimming and kayaking.

SPONSOR OF THE MONTH



Umbrella Ministries

Joyce Goodier, a long time member of the Trendsetter Chapter is a Board member of Umbrella Ministries, which is our Sponsor of the Month for September.

Umbrella Ministries was founded in 1996, by Daisy Catching Shader for the sole purpose of helping mothers through their grief of losing a child. Since its beginning Umbrella Ministries has offered comfort, given hope and given encouragement to thousands of mothers across the United States, including Alaska and Canada.

Since 1996, the ministry has grown through mentoring relationships, mother to mother, heart to heart, walking beside each other, with God's love, comfort, peace, and hope. We offer support to bereaved mothers by:

1. *Providing opportunities to talk about their loss through care and share groups.*
2. *Providing articles of support and encouragement filled with love.*
3. *Annual women's retreats along with workshops filled with faith and hope.*

Every day there are thousands of mothers who have lost a child who are living in the depths of despair, feeling they have lost all hope.

Umbrella Ministries is a network of mothers throughout the United States who have also lost a child, and its sole mission is to reach out, with the Lord's love, to the broken hearted mothers.

Bereaved Moms Groups

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

Grieving the death of a child can be a painful and lonely struggle. Working through such anguish requires tremendous effort, patience, faith and hope. Umbrella Ministries assists the bereaved mothers through this difficult period with support, encouragement and love.

If you have experienced the loss of a child, you need not grieve alone — they understand and are here for you.

There are support chapters location in different areas and they are listed on the Umbrella Ministries website.

The support chapter that is headed by Joyce Godier meets the first Saturday of the month (see information below)

First Saturday Moms' Encouragement Luncheon	
Saturday, September 6th 10:00 Coffee and friendship 10:30 Welcome and introductions 11:30 From the Heart a Mom Joe's mom, Roxanne Eilers 12:00 Lunch 1:00 Fond Farewell Optional craft: Dave's mom, Rochelle Location, Gate Code & Directions: Tuscany Complex 118 Via Del Signoria Rancho Mirage Gate code 138 RSVP/info Joyce Godier 760.880.2909 We are off DaVall, North of Ramon, South of 30th at McCallum	Please join with other bereaved moms who will come together for a luncheon offering encouragement, support and inspiration. We assure you a warm welcome, a spirit of understanding and hope for what lies ahead Please share this invitation with another grieving mom.





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



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



NATIONAL WOMEN'S
LEADERSHIP CONFERENCE
NOVEMBER 12-15, 2025
Portland, Maine

[Click to register!](#)




We Appreciate Our Chapter's Sponsors



Comfort Keepers.
Elevating the Human Spirit™

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



**CALIFORNIA NURSES
EDUCATIONAL
INSTITUTE**


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Community Liaison
Nursing Instructor

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qwikbooksgirl
Bookkeeping & Consulting Services, LLC



Tammy Becker
714.478.9678
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www.qwikbooksgirl.com




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 B
NMLS # 1289933 / Corporate NMLS #2467885




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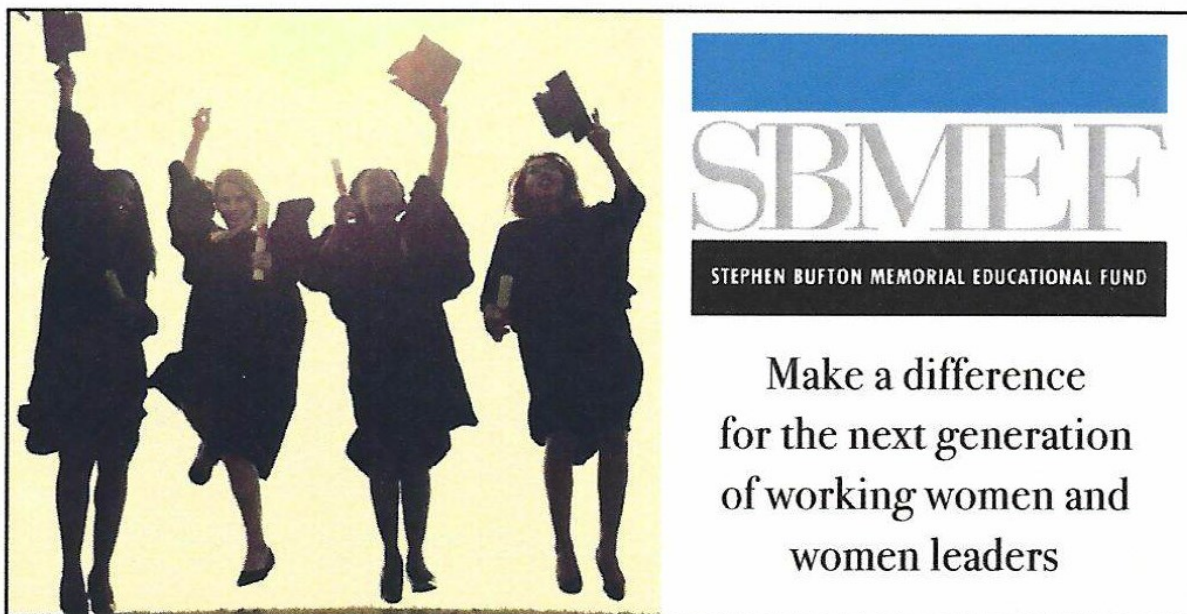
newsletters
copy writing
content
articles
marketing



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**

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/