



Enjoy our Issue with July Photos

# What's Trending

Trendsetter Chapter  
American Business Women's Association

*mailing address*  
77760 Country Club Drive, Suite I  
Palm Desert, CA 92211

## August 2025

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Even though it was her birthday, Sharon Smith wasn't going to miss our Chapter meeting in July. As our Education Chair, she presented two Impact Scholarships.



Diana Marmolejo and Ashley Serrano were the recipients of our two Impact Scholarships (you will find their bios on pages 4 and 5).



In July we honored Joyce Godier for 34 years of ABWA membership. She is a Chapter past president and a Woman of the Year. Currently Joyce is on our Professional Development committee.



Congratulations to our member Edwina Dirk for reaching Emerald Star level of the ABWA Inner Circle Recognition Program. She has sponsored 22 new members.

EMPOWERING WOMEN IN BUSINESS,  
ONE CONNECTION AT A TIME.

ABWA.ORG



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.



In addition to their being awarded the Impact Scholarship, each recipient receives a full year of membership in ABWA. Edwina Dirk, BSN, RN as a representative of CNEI, congratulates both Diana and Ashley who are currently students at the school.



Our celebration continued with a song and comments from Carol Levinson, (a 2011 Impact Scholarship recipient), Beverly Licata led our members in a pledge of recommitment. We installed our 2025-2026 Chapter officers with Dominique Fruchtmann as Chapter President.



American Business Women's Association  
Palm Desert Trendsetter Chapter



**AUGUST**

8/12 - Trendsetter Board Meeting  
8/19 - Chapter Program/Dinner Meeting

**SEPTEMBER**

9/9 - Trendsetter Board Meeting  
9/16 - Social Mixer/Chapter Meeting  
*(Location to Be Announced)*

**OCTOBER**

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

Annual Holiday Celebration/Fundraiser  
*(date and location to be announced)*

**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



*August 2 Lalaine Campbell*  
*August 6 Terri Cox*  
*August 6 Laurie Renner*



*Terri Cox (7 years)*  
*Allison Fedrick (12 years)*  
*Dominique Fruchtman (15 years)*  
*Carol Levenson (14 years)*  
*Ana Martinez (1 year)*  
*Cindy Player (1 year)*  
*Laurie Renner (14 years)*  
*Sonia Stewart (1 year)*

**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.



**Join us for an informative Program Topic**

**Comparative Advantages and Disadvantages of Media Platforms**

**Guest speaker: Neil Hirsch**

The talk will be about the relative advantages and disadvantages of the various modalities generally used to advertise or market a product or service. It will touch on the need to advertise and the need to provide actual useful return for the dollars spent. I will also spend time on the services that my company, OnTheMark can provide. There will be plenty of time for questions, comments, disagreements to be aired, etc.. I like lively participation.



**August 19, 2025  
Palm Valley Country Club  
(in the clubhouse)  
39205 Palm Valley Drive  
Palm Desert**

**Networking 5:30 pm  
Program 6:00 pm**

**Bring your business cards  
and marketing materials to share**

**Member's fee 35.00 p.p.  
Non-member fee 40.00 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.**

**About Neil Hirsch**



Neil Hirsch is the CEO of OnTheMark (OTM) Indoor Digital Advertising Network, a local veteran-owned business. OTM was started in 2018 in Long Beach CA with the intent to develop a private TV marketing network that could be utilized by small to medium-sized businesses so they could compete against the chains and franchises with unlimited resources. OTM serves Los Angeles and Orange counties and the Coachella Valley.

Neil is a transplant from New York City where he was born, raised and educated. Neil received his BS degree from the City College of New York in 1969 and his Medical Doctor degree from New York Medical College in 1973. He is retired from general medical practice and had been an ophthalmic surgeon for many years. He was commissioned as a Lt. Commander in the U.S. Public Health Service from 1973-1976. Neil owned a hearing aid manufacturing company for 6 years. Most recently, prior to starting OTM 8 years ago, Neil worked as a staff physician for the California Department of Corrections and Rehabilitation.

Neil and his wife, Dr. Norma, a practicing psychologist, live in La Quinta, CA with their standard poodle Fifi Marie, a rambunctious 5 year old with a PhD in Canine Sciences from the Sorbonne.



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# MEMBER SPOTLIGHT

## 2025 Impact Scholarship Recipient

### DIANA MARMOLEJO



My name is Diana Marmolejo, and I am currently a Licensed Vocational Nursing student with a strong passion for patient care and a clear vision for my future in healthcare. After completing my LVN program, I plan to start my career immediately after graduating, by gaining hands-on experience in a hospital setting while continuing my education.

My plan over the next four years, is to work towards obtaining my Registered Nurse license and Bachelor of Science in Nursing degree. My goal is to begin my career in the Emergency Department, where I can develop critical thinking skills, from experience in a fast-paced environment. As I grow in my career, I plan to transition into the Intensive Care Unit, where I can further refine my skills and prepare for advanced practice.

My ultimate goal is to become a Certified Registered Nurse Anesthetist within the next eight years and work in a hospital Operating Room. I am committed to continuous learning and professional development. I know that each step of my journey will prepare me for this role. I am passionate about providing high-quality, compassionate care to my patients and look forward to making a meaningful impact in the healthcare field. Through dedication, perseverance, and a commitment to excellence, I am excited to work toward achieving my dreams.

Maintaining a 3.81 GPA while balancing work and family responsibilities is a testament to dedication, perseverance, and my strong work ethic. Achieving this GPA has required countless hours of studying, late nights reviewing material, and discipline to stay focused in spite of a demanding schedule. Juggling my education with work and family life has not been easy. My commitment to success has kept me motivated. My GPA reflects not just my academic abilities but also the resilience, time management, and unwavering determination I have invested in my future and my family's future.

Balancing full-time school, work, and family life is not easy, but it is a challenge I take on with determination and love. As a mother to a three-year-old daughter in preschool, I know how important it is to be present for her, to give her the time, attention, and care she needs during these crucial years. No matter how busy my schedule gets, I always find ways to prioritize her- whether it's helping her with learning activities, reading bedtime stories, or simply being there to comfort her after a long day.

At the same time, I work as a caregiver, dedicating myself to helping others in need. Before starting nursing school, I spent seven years as a school bus driver, ensuring the safety of the children on their way to and from school. My journey has been filled with long nights, early mornings, and moments of exhaustion, but I push forward because I know that every sacrifice is for a greater purpose.

Even with my packed schedule, I remain committed to serving my community volunteering every Sunday at my local church passing out meals to the unhoused community. There are times when the weight of it all feels overwhelming, but my faith, my passion for nursing, and most of all, my love for my daughter keep me going. I want to show her that no matter how hard life gets, perseverance, kindness, and dedication can pave the way for a brighter future.



**Diana**

**Welcome to the Trendsetter  
Chapter of ABWA**



# MEMBER SPOTLIGHT

## 2025 Impact Scholarship Recipient

### ASHLEY SERRANO



My name is Ashley Serrano, and I am a woman on a journey to becoming a nurse practitioner. I decided to pursue a career in healthcare when I was in high school and I decided to obtain my associate degree in pre-nursing in college. Initially, I didn't know the exact what role I wanted to play in the medical field, but I knew I wanted to make a tangible difference in people's lives.

I became a medical assistant while in college and spent the next four years working closely with the doctors, nurses, and patients. This experience gave me a solid foundation in clinical skills, patient care, and as well as office administration. It was during these years that I realized I wanted to do more. I wanted to be a nurse practitioner, a role that would allow me to not only care for patients but also advocate for them, educate them, and be a source of support during some of the most vulnerable times in their lives. This is the reason why I decided to further my education and first become a licensed vocation nurse.

After I graduate from school as an LVN, I would like to apply to another nursing program in order to obtain my BSN, and then apply to graduate school in order to become a nurse practitioner.

**Southwest High School**, 4.3 GPA, Cum Laude honors  
**Imperial Valley College** , Pre-Nursing Associate Degree  
**CNEI**, Licensed Vocational Nurse, 3.68 GPA

**Innecare**, El Centro, CA June 2023-July 2024  
 Medical Assistant

Assisted in procedures such as EMB, Colonoscopy, pap smear and other cultures. Collected lab cultures such as GCCT, wet mount, urine culture, hCG, urine analysis among others. Performed vitals. documentation in patient's chart. Scheduled mammograms, ultrasounds, x-rays, and other visits for patients.

**ECRMC Outpatient Clinic**, Calexico, CA (5/2022-6/2023)  
 Medical Assistant/Scribe

Assisted the provider with chart intake, diagnostic orders, updating patient's chart, and any requested procedure.  
 Performed basic medical assisting procedures necessary to provide for care, comfort and safety of patients.  
 Assisted with vaccines and Injections administration  
 EKG performance.  
 Assisted in scheduling appointments and referrals.

**Dr. Suarez Medical Office**, El Centro, CA (12/2021-5/2022)  
 Medical Assistant

Escorted patients to exam rooms, interview patients, measure vital signs, including weight, blood pressure, pulse, temperature, document information in the patient's chart.  
 Ensured all related reports, labs and information is filled out and in patients' medical records prior to their appointment.

**Pathmaker Internship Program| Palomar Health**, San Diego County, CA  
 Intern

Clinically focused experienced which accessed to direct patient care.  
 Monitor patients for changes in clinical symptoms and treatment side effects or complications.  
 Alongside nurses and physicians participated in patient care tasks such as bathing, changing, and feeding patients rotating among different departments in the district.



**Welcome to the Trendsetter Chapter of ABWA**



## SPONSOR OF THE MONTH



This month we are featuring the sponsor who has been with us for longer than any other: Comfort Keepers. Comfort Keepers provides in-home care for seniors and adults who need assistance at home.

Our Trendsetter Chapter member Melissa McCaughey introduced Comfort Keepers to us after she joined ABWA in April 2013. Several of our members have used the services of Comfort Keepers and have spoken highly of their service.

Comfort Keepers elevates the human spirit for today's seniors and families through a unique, individualized approach to care that helps seniors thrive and achieve greater well-being with positive moments, connection, and a more purposeful life no matter their age or acuity. Their goal is to provide quality in-home care services that keep your loved ones safe in the comfort of their own home.

The caregivers are Comfort Keepers that have been screened and trained to provide a high level of care. They build relationships with their clients that meets both emotional and social needs.

Comfort Keepers understands the struggle that family members face when a loved one needs extra assistance in their home, and they are here to help. The caregivers relieve your stress by providing professional home care services with a personal touch.

Comfort Keepers caregivers build authentic, caring relationships and implement custom care plans that evolve with a senior's needs.

When you choose Comfort Keepers, families receive the support that includes specially trained caregivers, companionship, respite care, medication reminders, Alzheimer's and dementia care and individualized plans.

### **In-home Care**

By spending time with one of our caregivers, your loved one has a companion at the ready to help around the house, to support healthy habits, and bring joy to everyday moments.

### **Specialized Care**

Individualized plans of care for seniors are based on their needs and personality. They can provide Sitter Services, 24-Hour Care, Memory Care, Post Hospital Care, End-of-Life Care and In-Facility Care.

### **Alzheimers & Dementia Care**

Comfort Keepers understands the struggles families face when caring for a senior with Alzheimer's disease or dementia, especially when enabling them to live safely at home.

### **Senior Health & Wellness**

Caring for the whole person is at the center of Comfort Keepers' Interactive Caregiving philosophy. It's a holistic approach that cares for mind, body, spirit, and well-being.

### **Veteran's Home Care**

Caregivers strive to give the elder veteran the care they need from the comfort of their home.

### **Respite Care**

With respite care from Comfort Keepers, your loved one receives quality care and you receive a well-deserved break.

**Comfort Keepers of the Desert**  
is located at

45445 Portola Avenue, Suite 6,  
Palm Desert, CA 92260  
760-340-2166



## Coffee Connections

Are you a new member of ABWA? Or do you need an ABWA refresher? If so, join us on August 20th at Noon or 6:00 pm (Central Time) for the next Coffee Connections, A New Member Orientation.

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 the 20th!

Here's the registration link to copy and paste: [https://abwa.site-ym.com/events/event\\_list.asp?](https://abwa.site-ym.com/events/event_list.asp?)



At ABWA National, we're always striving to enhance the member experience - whether through improved communications, meaningful engagement, or by simply saving you time.

That's why we're excited to introduce our new auto-renewal program, designed to ensure your membership remains uninterrupted and hassle-free.

## What This Means for You:

### For Existing Members:

Starting **July 1, 2025**, any member who pays with a credit card will be automatically enrolled in auto-renewal. When your next membership anniversary arrives in **2026**, your credit card will be charged for your national membership dues. You will continue to receive renewal reminders as usual.



### For New Members:

All members who join after **July 3, 2025** will automatically be enrolled in auto-renewal. Their membership will renew automatically in 2026 using the credit card on file.

## Managing Your Auto-Renewal Preferences:

You are always in control. To opt out of auto-renewal at any time:

1. Log into the [Member Portal](#)
2. Click **Payments & History**
3. Go to the **Membership** tab
4. Select the option to **Turn Off Auto-Renewal**

Rest assured, you will receive multiple reminders before any changes are made.

If you have any questions or need assistance, please don't hesitate to contact the ABWA National Office at 913-732-5100.

We sincerely appreciate your continued support and membership.

**Warm Regards,**

Elizabeth H. Johnson, CAE  
Executive Director



# • Save the date! •



AMERICAN BUSINESS WOMEN'S ASSOCIATION

## NATIONAL WOMEN'S LEADERSHIP CONFERENCE

NOVEMBER 12-15, 2025

Portland, Maine

The 2025 National Women's Leadership Conference will be a celebration of ABWA members and Leagues as we recognize accomplishments, learn from key business experts, and become inspired by others around us.

Hotel offering your special group rate:

The Westin Portland Harborview

\$199.00 USD per night

Last day to book at the ABWA rate: Monday, October 06, 2025

[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  
45445 Portola Avenue, Suite 6  
Palm Desert, CA 92270  
melissamccaughey@comfortkeepers.com

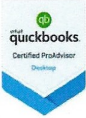


**CALIFORNIA NURSES  
EDUCATIONAL  
INSTITUTE**

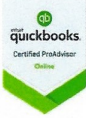
Edwina Dirk, RN, BSN  
Admissions Representative  
Community Liaison  
Nursing Instructor

72769 Dinah Shore Dr.  
Rancho Mirage, CA 92270  
Phone: (760) 416-5955  
Fax: (760) 416-1591  
edirck@cnei.edu

**qwikbooksgirl**  
Bookkeeping & Consulting Services, LLC



**Tammy Becker**  
714.478.9678  
email: tammy@qbgirl.com  
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 1  
Palm Desert, CA 92211  
Office 760-340-1441  
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CA Producer LIC 0L03423


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



Dominique Fruchtman  
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



**NEIL HIRSCH**  
NETWORK  
BUSINESS DEVELOPMENT

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NEIL@ONTHEMARKAD.COM  
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**NATALIE ANGRISANI**  
FREELANCE WRITER



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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



# SBMIEF

STEPHEN BUFTON MEMORIAL EDUCATIONAL FUND

Make a difference  
for the next generation  
of working women and  
women leaders

## 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)

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[facebook.com/ABWAPalmDesert](https://facebook.com/ABWAPalmDesert)

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