

**November 2025**

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# 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

*By Dominique Fruchtman, President, ABWA Trendsetter Chapter*

Happy November, Trendsetters! Or should I say Thanksgiving-Dinner-Tablesetters?

After all those triple-digit days, it’s finally the time when we trade flip-flops for fuzzy socks, pumpkin spice shows up uninvited, and those “I’ll get to it after the holidays” tasks start piling up. As your fearless chapter president, I’m here to encourage, connect, and semi-seriously remind you that this is no time to slow down. It’s time to lean in.

## What’s Happening at ABWA National

Our mothership, **American Business Women’s Association National**, continues to live up to its mission: “*Changing women’s lives... one woman at a time.*” [Visit abwa.org](http://www.abwa.org)

This month’s big event is the **2025 National Women’s Leadership Conference**, happening **November 12–15 in Portland, Maine**. We’re so happy that several of our seasoned members will be representing us there. It’s the perfect blend of education, inspiration, and lots of networking—with a side of lobster rolls and briny sea breeze.

## Why November Matters

December gets all the sparkle. But November is the unsung hero. It’s the time to **reflect** on what we’ve accomplished this year and **plot** what’s next. It’s when we **hunker down** on relationships: clients, members, collaborators, friends. It’s cozy enough to **dream big** (preferably while wrapped in a scarf and sipping fireplace beverages). Best of all, it’s still before the full chaos of *holiday-everything* takes over.

## Our Trendsetter Chapter

Our next meeting is on **Tuesday, October 21**. Bring your **holiday-season offer** or **year-end connection idea** to share. Let’s help each other finish strong. Finally, think about one woman you know who would thrive in our circle. Invite her! Let’s grow this powerful network one bold woman at a time.

## A Forward-Thinking Challenge

While everyone else slides into “let’s just survive until December,” let’s challenge each other to **thrive instead**.

- Pick one skill to focus on before January.
- Reconnect with someone you haven’t spoken to lately—for coffee, Zoom, or a quick check-in.
- Give your business a winter tune-up: refresh your website, audit your LinkedIn, sharpen your story.

When the new year hits, **we, the prepared, will sprint ahead.**



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.



**NOVEMBER**

- 11/11 - Veteran's Day
- 11/11 - Trendsetter Board Meeting
- 11/18 - Chapter Program/Dinner Meeting
- 11/27 - Thanksgiving Day

**DECEMBER**

- Board Meeting date to be determined
- 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



- November 7 - George Dirk
- November 18 - Pudge Erskine



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

- Vanessa Evans (1 year)*
- Pudge Erskine (5 years)*
- Gabe Tinajero (1 year)*
- Connor Spearman (1 year)*



American Business Women's Association  
Palm Desert Trendsetter Chapter



**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.

# Quartermania - October 4, 2025

It was a great afternoon with our members, family, friends, and Quartermania groupies. In addition to the verry happy Quartermania winners, there were raffle prizes with winners of items from the Quartermania vendors and us. Attendees also did some holiday shopping and EVERYONE had fun, fun, fun.

Mark your calendar for the next Quartermania on February 28, 2026. (location to be announced)





Help Us  
Reach Our Goal!



## 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**  
 ABWA is a non-profit organization under IRS Code 501(c)6 I.D. #33-0365298

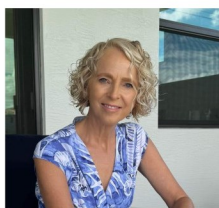


**BELIEVE. BELONG. BECOME.**  
American Business Women's Association

## Our November Chapter program

### Health and Wellness guest speaker Debbie Rapo

**Board-Certified Health & Wellness Coach  
Creator of the Soul Inflammation™ Method<sup>SM</sup>**



Hi, I'm Debbie, someone who knows what it's like to feel inflamed, exhausted, and out of sync. I help women feel energized, clear, and strong in their bodies by addressing health at the physical, emotional, and identity level.

After navigating autoimmune symptoms and burnout, I realized that feeling better had to go deeper than just food or exercise. Real wellness isn't only physical, it's also emotional and behavioral. That's why I created the **Soul Inflammation Method™** a framework that supports your body, reshapes your daily habits, and helps you feel clear, steady, and strong again.

I work with women who are ready to feel like themselves, without the fake quick fixes or one-size-fits-all plans. No shame. No overwhelm. Just compassionate, personalized support that's rooted in science and designed for real life.

Let's walk this path together.



**November 18, 2025  
Palm Valley Country Club  
39205 Palm Valley Drive  
(in the club house)  
Palm Desert**

**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.

## MEMBER SPOTLIGHT OF THE MONTH



### Neil Hirsch

Neil Hirsch is the CEO of On-TheMark (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 advertising and marketing network that could

be utilized by small to medium-sized businesses so they could successfully compete against the chain stores and franchises with unlimited resources. OTM presently serves Los Angeles and Orange counties and the Coachella Valley.

Neil hails 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 State of California Department of Corrections and Rehabilitation.

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



FIFI

### Natalie Angrisani



Since December 2014, I've been a resident of the Coachella Valley and I do enjoy the desert (even the heat).

I've had experience in a variety of industries that include: Recording; Film ; Retail; Consulting; Independent Living Centers, Non-Profits; Marketing, and Promotions.

I am particularly proud of working with the committee that established the guidelines for copyright legislation for recording artists. Also, I participated with local leadership on legislative preparation for the enactment of the Americans with Disabilities Act.

As a independent consultant I provided audits and evaluations of businesses, management/sales teams, entertainment venues, operations, customer services, and fine dining restaurants. Additionally, I've worked to promote the benefits of green technology with Eco-Friendly products. More recently, I've been doing marketing and communications; freelance writing, website management, establishing network connections and supporting local businesses in their brand development.

All of which led me to understand the value and importance of being involved in community and building relationships; and as a result I have:

- Served as a board member of the Desert Sands Educational Foundation.
- I'm on the Coachella Valley Committee of The Unforgettables Foundation.
- I have been a member of our local Chambers of Commerce and served as Ambassador for both the Palm Desert and Greater Coachella Valley Chambers of Commerce.
- I am currently the club President and the newsletter editor for Soroptimist International of Palm Desert.

There are times you will find me in an alley chasing the perfect game (as a Left-Handed Bowler). Other times, I'm a student of art and painting. The best facts to know about me are: I love my family, I love coffee, I love writing and I am loyal to my friends. I am a life-long student and I am most proud of the fact that I do know that I do not know everything and I still have much to learn.

I joined ABWA in July 2016.



**NEIL HIRSCH**  
NETWORK  
BUSINESS DEVELOPMENT

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

# 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 transferrable 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.



# We Appreciate Our Chapter's Sponsors




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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  
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760-880-2909 :: jmgodier@yahoo.com

*Helping mothers who have lost a child*



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Palm Springs, CA 92262  
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**ABWA**  
AMERICAN BUSINESS WOMEN'S ASSOCIATION

**Beverly Licata**

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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 4), 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:  
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