

Inside Image

Summer 2005 Volume 4 Issue 4

The Canadian Content Issue!



The Canadian contingent at the 2005 Atlanta AICI Conference

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PRESIDENT'S MESSAGE

*Since the last issue of Inside Image, our Canadian contingent has spread across the country, making us **the third largest AICI chapter in the world!** It was great to meet so many Canadian members in Atlanta. Now I have faces to go with names! I hope to see many more of you in Las Vegas next year. The conference is the one chance we have to meet each other and connect, so start planning now for May 3-9, 2006 and see you in Las Vegas!*

Canadians made a big impact at the AICI Conference this year. Twenty-seven of us attended – almost half our membership. At the opening dinner, Alberta's *Joanne Blake* was right up front during the international welcome in her *Roots Canada* sweatshirt, baseball hat and wav-

ing her Canadian flag, and from Gatineau, Québec, *Jacinthe Malette* represented our francophone members.

Due to the size of our country, staying connected with members is a big challenge. In the past year, we've taken some steps to bring us closer, but we can still do better – that's where you come in. The best way to feel connected is to get involved, no matter where you are. And that's my challenge to you. Don't just think about it, do it – feel free to phone or email me, and let me know how you'd like to contribute.

Leadership doesn't come from the top. It comes from within.

*Anne Sowden, AICI, CIP
President AICI Toronto Chapter*



CAMILA

*Recently, I asked you how **Camilla Parker-Bowles** could alter her image for more public appeal. Research proved that Camilla is potent figure who generates paradoxical opinions: **CBC** regards her as a success in her circle, but is ahem, "consistent" in her look. A recent biography describes Camilla as not "particularly clothes-conscious... never spent much time on her hair or... nails", but at the same time, "she was a very sexy girl... always exuded a sexy confidence over men."*

I asked AICI members to expand on the Queen Consort.

AICI President, *Anne Sowden* admires Camilla for "having a lot of guts... What other woman would have waited 35 years for a man to marry her?" *Carol Robichaud* would like to see Camilla's hair updated, and *Mihaela Ciocan* answers with a fantastic hair alteration (at left).

AICI Canada / Toronto founder, *Donna Chevrier* reports that image consultants assisted Camilla with dental, hair, and clothing. However, "the difference was not striking, so I believe that she rejected some of the advice and maintained control of the outcome." Donna maintains, "Camilla's beauty is

not external... she will reveal her special "inner" appeal in the coming years. She will wisely find her own way rather than compete with a legend called Diana."

Resident British Royalist and AICI member, *Maureen Sutherland* tells me that Camilla is "far more attractive in real life...although an uplift bra would help! ... she is one strong woman with her own identity, and I think she will evolve and blossom in her own way and her own time." Maureen would like to see Camilla helping 50+ women realize their grace: "She always reminds me of a fluttering butterfly that does not know where to land. Maybe now she can land and enjoy being Camilla."

Thanks for your thoughts,

*Leah Morrigan
Inside Image Editor*



Camilla Parker-Bowles, pictured in the 1960s, received bare bottom canings at the strict English private school Dumbrells in Sussex.

NEWS WEST

Alberta is celebrating its 100th birthday, and luckily, we brushed up on image and etiquette at the Atlanta conference – the Queen visited Alberta in May (but didn't wear western garb). Many of our members fielded questions on protocol and dress while in Atlanta for the royal galas scheduled.

Speaking of conference, wasn't it great? Our western Canadian delegates chose the following as highlights to the conference:

- Many opportunities to network at various functions
- Conference gave the opportunity to share successes and challenges with like-minded individuals, and it was great to finally meet correspondences in person
- It was a great way to find out what's new in the industry, and gain knowledge and tools that will help

us stay current and move our business to the next level

- Several consultants found tremendous value in “Seven Entrepreneurial Skills”: this session helped to clarify their vision, create a niche, be clear about their value proposition, and learn to create win-win agreements
- Discussing fees can be awkward, but the “How to Set Your Fees and Get Them” session demystified the process and provided a formula to establish value in the customer's eye

The Atlanta chapter did us proud and it was great to see so many Canadians there. If you didn't have the opportunity to attend and would like CD's of recorded programs, contact National Conference Recording Services at www.ncrsusa.com.

Joanne Blake



Joanne Blake



Photo courtesy of Canadian Heritage

AICI CANADA / TORONTO 2005

MEMBER OF THE YEAR: DANIELA MASTRAGOSTINO!

Daniela Mastragostino has welcomed a great number of us into the AICI Canada / Toronto chapter as VP Membership. Daniela has amazed and delighted all of us by increasing our membership from 40 in September 2004 to 57 by March 2005. She is reliable, consistent, warm, and friendly. Here are some of the gushings about our Daniela that got her the recognition she deserves...

AICI member since 2004, *Matthew King* feels that Daniela “genuinely cared about making me comfortable and welcome” to the association, maintaining her “constant and consistent communication with the new members”. Western Canadian Liaison, *Joanne Blake* says that Daniela plays “a key role in keeping our membership united right across Canada by sending out regular correspondence

with updated contact information lists”.

Immediate Past President, *Angèle Desgagné*, acknowledges Daniela's hard work as VP Membership, who has not only developed a “Welcome Package” for new members, but a “follow-up procedures that will make the job of future incoming VP Memberships Chairs much easier and less overwhelming”.

Daniela has charmed all of us with her sweet nature: *Angèle* sees her as “warm, friendly and compassionate... a pleasure to work with”, and Chapter President, *Anne Sowden* plans to have her cloned: “A board of Danielas would be a dream come true for any President! She's organized, she's committed, she's professional, she's got great ideas, she's a team player and she gets things done! In addition, she's an absolute delight to work with.”



Daniela Mastragostino, VP Membership, Nove Image



Legislative building,
Regina, SK.



Photo courtesy of
Mr. Jim Tustian,
The Edmonton Klondike
Days Association.

CELEBRATING OUR NATIONAL MEMBERSHIP – LET’S GET TO KNOW EACH OTHER BETTER!

With members from Halifax to
Victoria, what are you doing for
Canada Day?

AICI Associate member, *Maureen Sutherland* of *Class Act Concepts*, says that in **Leamington, Ontario** (the most southern point in Canada), “we celebrate Canada’s Birthday at our award-winning Marina: beautiful baskets of locally grown flowers are everywhere, birthday cake, fireworks, and all.”

Province-wide, **Nova Scotia** hosts picnics, parades, concerts and fireworks for Canada Day. AICI Associate Member *Sharon Skaling* of *Panoply 3D Image Consulting* assures us that *Pier 21*, the historic “Gateway to



Canada”, will host a Multicultural Village Fair with music, dancing, and birthday cake.” Citadel Hill, another Halifax historical site ... will have the traditional noon cannon salute (we Halagonians set our watches by it)”. By the end of Canada Day, “everyone will be friends – you don’t stay a stranger long in our city”.

Originating from **Regina, Saskatchewan**, *Leah Morrison* of *Leah Morrison Image Consulting for Men* recalls the Canada Day tradition: “Everyone goes to Wascana park in the centre of the city to walk around the gardens, listen to local musicians, picnic, canoe, bike, see and be seen. However,” she warns, “industrial-grade mosquito netting is the preferred fabric if you decide to stay for fireworks that night.”

Celebrating continues post-Canada Day in **Alberta**, and getting into the spirit requires special clothes! *Joanne Blake* reports that most Calgaryans are in rodeo wear for the *Calgary Stampede* (July 8 – 17). Denim, boots and hats are everywhere!

For the gold rush theme of **Edmonton’s Klondike Days** (July 21 to 30), stamper gear can work, or a long skirt and peasant blouse can give a more elegant 1800’s look.

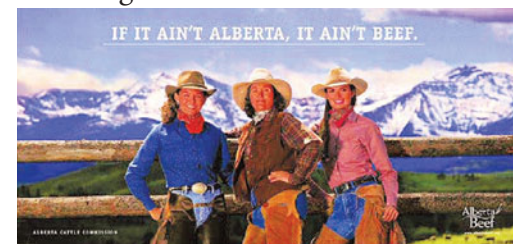


Photo The Alberta Cattle Commission

Aimeriez-vous aider votre clientèle à mieux comprendre le rôle important que joue l'image personnelle ? Êtes-vous prêt à rehausser votre carrière ? Est-ce que l'exploration de la découverte de soi est importante pour votre clientèle ?

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Angèle Desgagné, AICI CIP est **la seule** des dix imagistes-conseils canadiens ayant obtenu leur accréditation et titre de membre professionnel (CIP) de l’*Association of Image Consultants International* à offrir des services et formations **en français et en anglais** au Canada.

Angèle Desgagné, AICI CIP is the **only** internationally Certified Image Professional member by the Association of Image Consultants International to provide services and image training programs **en français and in English** in Canada.

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MENSWEAR COMES OUT OF THE CLOSET WITH A SPLASH OF COLOR AT MENSWEAR FASHION NORTH

The synergy of movies, television, magazines, and our changing attitudes towards men's fashion supports the demand for luxurious, upscale casual clothing. Ageing boomers and upcoming metrosexuals are driving the need for edgier upscale men's dressing in a wide array of colour. This trend was evident at the inaugural Menswear Fashion North Show (February 2005) at the Toronto International Centre, Airport Rd.

Since *Mode Homme* closed its doors in Montreal 2003, Canada had been without a menswear show until **Ralph Weil**, president of Meteor Show Productions, was approached by **Gary Waters**, of *Gary Waters Menswear* and chair of Menswear Fashion North. **Weil, Waters**, and a group of Canadian retailers decided it was time to host a premier showcase of everything that is new and exciting in the Menswear Industry.

Standing out like wild flowers on the side of a dark grey highway, these Canadian retail entrepreneurs are driving the demand for the men's upscale casual look:

With a head of untamed creative curls, premium denim jeans, and a signature heraldry shirt, **Jordan Lipson**, located in Etobicoke, and 3rd generation of the **Lipson Shirtmakers** dynasty, signifies a changing of the guard. The fine tailoring of a Lipson shirt combined with the creative energy of pattern, logo and colour puts Jordan's **DAGR** shirts (www.dagr.com) at the forefront of what men want in their dressing.

A distribution company for many men's brands of luxury sportswear in



Burlington, **Throat Threads Apparel** (www.throatthreads.com), is truly a success story. **Russ Fearon** began designing and distributing neckties from his basement in 1993, and now runs one of Canada's fastest growing companies, as noted by *Profit 100* magazine for the third year in a row. **Fearon** has developed excellent supplier-retail relationships with retailers like Tommy Hilfiger, Chip & Pepper and Nat Nast, and with other young fashionistas, promotes casualization of the workplace. Russ predicts more premium denim, technical fabrics mixed into woven wear, and lots of colour is in his Fall 2005 collection.

Exciting yellow, pink and green styrofoam noodles provided an excellent backdrop for the message of colour **Vince Magri** of **Eros Ties**, in Woodbridge. "You want to be safe, go to the Bay, or buy black. You have to offer the customer something different. Colour, not too much, just a touch, you have to take a risk," says Vince, who represents another Canadian fashion success story. When asked how he got into the necktie business, Vince replies, "I went to Del La Salle and wore ties all through high school". He now sources the finest of fabrics directly from the mills in Europe.

Look for the Eros label in middle to high-end menswear in the southwestern Ontario region, such as *Garveys & Per Lui* of Oakville and *28 Southside* in Hamilton.

The Fall **Menswear Fashion North Show** was a huge success and will be repeated for the Spring 2006 forecast in August 14th-16th 2005 (www.fashionnorth.com).

Patrice Casey



Patrice Casey

dagr



DAGR shirts



Shirts by Eros Vince Magri @ Eros



DINING CANADIAN STYLE

In today's increasingly global environment, knowing what's expected when you sit down to eat can be challenging. In Canada, our multicultural society creates even more diversity as each culture brings its own rituals to the table. This can be confusing even for those individuals who are well travelled. However, in western society there are two distinct dining styles. The American Dining Style and the Continental or European Dining Style.



European Dining... with Style



Distinctly American Dining

First Things First

Whether you are in Europe or the US, after you are seated, place your napkin on your lap. The host leads the way. Guests should follow. There are two different napkins: a luncheon napkin and a dinner napkin. The luncheon napkin is small and is placed on your lap, opened all the way. The dinner napkin is large and is placed on the lap (over both legs) in half with the fold towards you.

European Dining... with Style

The fork is held in the left hand with the tines facing down. The knife is held in the right hand with the index finger along the back edge of the knife with the blade facing the plate. The food is cut and speared or pushed onto the back of the fork with the knife. The knife remains in the right hand while eating.

Distinctly American Dining

When cutting food, hold the fork in the left hand and the knife in the right hand, in the same way as the European method. After one piece of food is cut, the knife is placed at the top right corner of the plate, with blade facing the plate. Transfer the fork to the right hand. Food is eaten with the tines facing up. The right hand stays on your lap.

Taking a Break

If you want to take a break, but don't want your plate taken away, signal this by placing the fork and knife at right angles on the plate, tines facing down. When dining American style hands go on the lap. Wrists, arms and elbows stay off the table. Europeans keep their hands and wrists above the table at all times.

Signal You're Finished

When the meal is finished place your fork and knife on the plate diagonally like the 10:20 position on a clock. The knife sits above the fork with the blade facing toward it. Napkin goes to the left of the plate...never on it.

Here in Canada, although different, neither approach is right or wrong. Whether dining socially or for business, the meal is a time to interact and relax. Knowing the nuances of each dining style can help you feel more comfortable and at ease during your dining experience. Choose the method that you like the best...and enjoy!

Kimberly Law is the first AICI Certified Image Professional in Western Canada, the Principal of Personal Impact International and she presently serves as Vice President of Membership on AICI's International Board. She is a speaker, consultant and coach and has over 20 years in personal branding and professional marketing. Contact Kimberly at kim@personalimpact.ca

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MEMBER SPOTLIGHTS

Damon Allan, Alexander Steel Image Consulting, interviewed on "Acting and Looking Smart" for CBC Radio, in March, and in April discussed how to have a successful business in downtown Hamilton with the *Hamilton Spectator* in "Business Ambassadors".

Patrice Casey of Inside Out Image and Matthew King of Matthew Alexander had their first media appearance in April on *Rogers Daytime Toronto*. Representing the Learning Docks, a new lifestyle school offering image-based programs, the duo presented "Dressing for your global closet", with models displaying ethnic and Bohemian styles generously contributed by H&M and Winners. Look out for Patrice and Matthew in future media appearances promoting the Learning Docks!

Donna Chevrier, AICI, CIP, of Donna Chevrier and Associates, recently interviewed with an *Ottawa Citizen* columnist about the new Pope's image and the dark circles under his eyes.

Debbie Desjardins, Premiere Communications Co., commented on Paul Martin's image in his televised speech in April for the Canadian Press, and wrote an article about Fashion Fit Formula for Skate Canada's BC *Thin Ice* magazine in the spring/summer issue. As of May 2005, Debbie is the "Grooming" editor of AICI's *Image Update* magazine.

Katherine Hess, AICI, of Enhanced Impressions interviewed about perception management for *Calgary Herald* and the *Edmonton Journal* in 'Dress Like You Mean It' (April 2005), and was featured in 'Holiday Office Etiquette' in the April issue of *Simply Divine*.

Kimberly Law, AICI CIP, Personal Impact International, taped four feature segments with *Global TV* weekend news anchor Robin Stickley, including 'The Art of Introductions', 'Table Manners for Kids', 'Work Clothes that Work', and

'How to Take Off Those Extra Pounds...Visually', to air on *Global TV's BCTV Weekend Morning News*.

Kimberly Law, AICI CIP (Personal Impact International), Mihaela Ciocan (Image Pro Image Consulting) and Klara Kroupa (Savant Style), formed a guest panel on Vancouver's *CityTV Evening News*, to discuss party leaders' image issues during their May 3, 2005 debate for the BC Provincial Election 2005.

Carol Robichaud, FACC, AICI, CIP interviewed for the *Canadian Press* in April 2005, discussing how politicians could change their image to win votes.

Maria Smith, Image Impact, interviewed for Thunder Bay's *CKPR 580* radio in March 4 about her involvement with the interactive business event, Northern Women's Expo. Maria discussed the importance of dressing for the business culture, and how to assess what people should wear based on height, hair and colour with newscaster, Clay Young. The interview aired a second time on March 5.

Sharon Shaling, Panoply 3D Image Consulting: Progress Magazine, Atlantic Canada's best-read business periodical featured Sharon's entrepreneurial spirit in May. A regular in *Business Voice*, the Halifax Chamber of Commerce's business journal, Sharon is featured in 'Look Good, Feel Good' in the May issue and 'Professional Development IS Business' in June.

Anne Sowden, AICI CIP, featured in a series of professional image articles in the February, March and April issues of *Investment Executive*, and commented on Camilla Parker-Bowles' image in *Toronto One* in February. Her remarks about Toronto Mayor David Miller's body language featured in the *National Post's* "Miller scores higher on charm than deeds" in March, and her views on the image of a Ryerson SAC presidential candidate featured in *The Eyeopener's* "Political Cleavage".

Visit our website

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CALLING ALL REPORTERS IN HIDING

We encourage all of our members – especially those of you outside of Toronto – to write and share articles relating to image.

Please send your stories to Leah Morrigan at leah@transformyourself.ca.

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Mission Statement

To support the professional development of image consultants through education, resource sharing, camaraderie and community involvement.

To set standards for the image industry that promote professionalism, credibility and recognition.

MEMBERSHIP REPORT

It is my pleasure to welcome our newest Associate members to the Association of Image Consultants, Toronto/Canada chapter:

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AICI CANADA/TORONTO

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1/4 page	\$ 60	\$ 85
1/2 page	\$105	\$190
1/2 page (outside back cover)	\$160	\$235

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