

PRESIDENT'S MESSAGE

On behalf of the Toronto Board, I am thrilled to announce that Irina Ermakova, Montréal; Barbara Goldman, Toronto; Teresa McCarthy, Ottawa; Maria Smith, Thunder Bay, and Shu-Hui Karen Yang have passed their FLC exams. Congratulations to all!



As we start a new AICI year, I would like to thank the Toronto Chapter Board for all their work this past year; I really couldn't have done it without you. It's easy being President when you know you have a group of dedicated volunteers: *Damon Allan, Joanne Blake, AICI, Angèle Desgagné, AICI CIP, Kim England, Nyla Ibrahim, Daniela Mastragostino, Leah Morigan, and Zayna Mosam.*

As Damon and Kim have retired from the board, *Katherine Hess, AICI,* and *Matthew King* have joined us. Katherine has joined as VP Marketing, and being in Calgary hasn't affected her involvement: she spearheaded the membership survey and is tabulating the results so we can make improvements to the Toronto Chapter. *Matthew King* has joined as Co-Chair Programs, working with *Zayna Mosam.* Coming up with new events is a challenge and Zayna and Matthew have done a great job (see Calendar on page 11). While it's not the

same for those of you outside of Toronto, we will continue to send you handouts of the sessions, and are looking at other ways of getting you the information.

Our event flyers always have an RSVP and a deadline. We know it means, "Répondez s'il vous plait" but very few of you do. We need to know if you are coming by the deadline so we can finalize catering arrangements. Last minute phone calls make it difficult to ensure a quality event. This issue of Inside Image focuses on Etiquette, and timely RSVP is good manners and good etiquette. So, please, RSVP. Thank you!

Anne Sowden, AICI, CIP
President AICI Toronto Chapter



Table of Contents

Business Etiquette:	
Gift-Giving	2
Fall Trends	3
Clear as a Bell	
Networking Etiquette	4
Members Spotlight	5
Personal Shopping Etiquette	6
Wine, Dine and Act Fine!	7
Guess Who's Coming to Dinner?	
10 Teenagers!	8
The Art of Email Etiquette	9
News West	10
Conference Schedule	11



Leah Morrigan

EDITOR'S MESSAGE

Hello AICI Toronto/Canada Membership!

I'm *Leah Morrigan*, your *Inside Image* editor. It is with great pride that I bring you the *Etiquette* edition, *stuffed absolutely full* of all sorts of image goodies, including our new column, *Clear as a Bell*, by our own *Catherine Bell*, etiquette articles on dining, email, business gift-giving, networking, personal shopping, even a teenage etiquette party story. Also featured in this expanded edition is Fall trends, News West, Member Spotlights, and to keep you on top of things, our 2005 – 2006 event calendar.

A conversation with *Katherine Hess* (VP Marketing) brought me to understand that the membership may not be clear on the newsletter protocol. I want everyone to understand that no matter where you live in Canada, and regardless of your writing skills, I am here to help you mold your piece into something

you'll be proud of. Please do not hesitate to send me your ideas and articles for upcoming newsletters, and if in doubt, drop me an email (leah@transformyourself.ca) or call me (416 960 8234). Don't be shy – *Inside Image* is for members *by* members.

As I have a thing for themes, now is a good time to reveal the theme of the Winter newsletter: *Inspiration*. I want to know what inspires you to do your image work; what drives you; what is your motivation to bring out the beauty in people? It could be a quote, an idea, a person, music, a memory, anything! It will be fun to learn more about each other and who knows... maybe we'll inspire each other!

Happy Autumn and happy reading!

Leah Morrigan
Inside Image Editor



Referenced from *Emily Post's The Etiquette Advantage in Business* by *Peggy Post & Peter Post*, 2nd Edition, Harper Collins, 2005

BUSINESS ETIQUETTE: GIFT-GIVING

GENERAL GUIDELINES

1. Business gifts should not be too personal – perfume, roses, or lingerie have obvious romantic overtones and should never be given in a business environment.

2. Avoid giving wine and liquor as a business gift – this could send the wrong message and may be offensive to some.

3. Business gifts should not be too expensive – here are some ideas:

■ **items for the office:** attractive wall calendar, paperweight, picture frame, unique desk caddy, magazine rack

■ **travel items:** travel clock, high-quality folding umbrella, tote bag, leather passport holder, portable fitness equipment

■ **perishable gifts:** flowers (general bouquets, easy-care potted plants), food (store-bought or personally prepared)

■ **general items:** golf/tennis balls, books, movie/theatre tickets, CDs, cooking utensils

4. Ensure the gift is carefully packaged and presented – have it creatively wrapped at the store or do it yourself, attaching a gift card.

Lisa Penny

FALL TRENDS

Colour Story

The **Pantone Color Institute** sees Autumn 2005 “awash in a sea of austere **Atmosphere gray** – the overcast sky, the concrete sidewalks, the metal of buildings – mirrored into infinity by miles of glass windows”. Pantone Executive Director, Leatrice Eiseman explains that this season’s direction is to *combine colour*: “**Glazed Ginger** and **Moroccan Blue** with the accent of **Moss**; or **Rattan**, **Gloxinia** and **American Beauty**... Blue Turquoise, spring’s dominant color, has matured into Moroccan Blue – a deep, vibrant teal. Rich browns are also extremely important for Fall ’05, from spicy shades like Glazed Ginger to darker chocolates. Meanwhile, Rattan exemplifies yellow’s new, burnished direction.” www.pantone.com

Fall Trends Make Up Report: Daniela Mastragostino

Ahh...Fall, my favourite time of the year (not because Autumn is my home season) but because it’s a reason to be bold (with make-up that is)! Forget last season’s baby pink gloss – for Fall 2005 it’s **colour** on the lips; **smokey eyes** for the evening, and adding **metallics** to your bronze summer hues.

This season’s **lipsticks** apply sheer to give a deep and rich yet transparent colour finish. Try Clinique’s Colour Surge Butter Shine in any shade or Dior’s Ultra Shine line.

TIP: For a longer-lasting application, blot some powder over your lips as a primer

Mysterious and intriguing, **smokey eyes** for the evening are back in a big way! Dress up your eyes in this Fall’s hottest colours of deep purple, blue and green.

TIP: To create more drama, try metallic eye shadows

When the weather gets cooler and crisper your foundation needs to be heavier / creamier, opposed to summer’s

lighter texture. Try *Maybelline’s* Creamy Mousse Foundation for dry or combination skin types, carried at Shopper’s Drug Mart stores. Oilier skins may like *Clinique’s* Superfit foundation, comprised of more parts water than oil.

Holt Renfrew’s Theme Focus

Autumn 2005 features *Austere Romanticism Grown Up*, *Made in Folk*, and *Pump Up the Volume* at Holt’s. *Kara Dahl*, Personal Shopper at Holt Renfrew, Sherway Gardens, uncovers this season’s Twelve Most Wanted Items:

- **The Voluminous Coat... velvets**
- **The Admiral’s Coat... belted, fur**
- **The Knit Cardigan as Jacket**
- **The Romantic Blouse or Victorian inspired shirt**
- **The Lean Pant... knee length knickers, cargo styles**
- **The Full Skirt**
- **The Knit Tunic... fluid jerseys**
- **A Piece of Fur... hat or scarf**
- **The Knit Cape**
- **The Stick Pin**
- **The Extra Long Glove... for red carpet dressing, short and sweet styles**
- **The Satchel with Attachable Extra Long Shoulder Straps**

Holt’s very luxurious accessories will accent Fall’s romantic aspects:

Hats...cap, beret, Cossack styles...

Scarves...masculine, decorative, fur, skinny georgette...

Hair...hair bands, deep coloured velvet hair corsages...

Belts...waist sash, equestrian, wide corset style, chain belt...

Jewellery...chains, folk tassels, broaches, pins...

Bags...framed, large hand held satchel, clutch...

Legs...hosiery and shoes...

Beauty...doll face...

Enjoy Fall 2005!



Fall Trends Report:
Daniela Mastragostino



Paul Smith



Vera Wang



Catherine Bell, AICI, CIP, owner of Prime Impressions and author of *Managing Your Image Potential: Creating Good Impressions in Business*. www.prime-impressions.com

CLEAR AS A BELL

During a recent museum visit, I was coughed and sneezed at numerous times and realized that although not a pleasant topic, a piece on "Bacteria Etiquette" was in order. It wasn't that people struggled with colds and allergies, but that they made no attempt to turn away from the people nearby or cover up their noses and mouths, thus broadcasting their germs. As with any etiquette, bacteria etiquette boils down to showing regard for others. Keep these tips in mind heading into the fall:

- Have several clean facial tissues on hand, and discard them after each use. The small packets are best because the tissue will emerge in good condition - a clean but rumpled tissue will not make the best impression.
- Sniffing is not acceptable. If blowing is the only relief for you, leave the room.
- Avoid loudly clearing thick mucus from your throat in public.
- If you have a cold, avoid shaking hands, explaining that you wish the other party maintains his/her health. The best solution of all is to stay home.



- Mention if you have allergies so that others will feel more at ease.
- Use lozenges to reduce coughing. If you have to be in public, keep a safe distance from others so that they can't smell them in your mouth.
- Properly wash your hands after touching your face or blowing your nose, or carry anti-bacterial hand cleanser.
- If you are surprised by a cough or sneeze, after attempting to shield others from your germs, a simple "excuse me" is in order.

SARS is currently under control, but anti-biotic resistant viruses are present in most hospitals, and the Avian Flu looms. Having good bacteria etiquette is not only polite, but it will help you maintain a healthier work environment and good business relationships.

Email your image questions, involving etiquette, networking, appearance, presentation skills, the elements and principles of design, or even textiles, to Catherine Bell, AICI, CIP (catherine@prime-impressions.com) who will address them in future columns.

NETWORKING ETIQUETTE

Networking is the exchange of information or services among like-minded people. The following tips will help you become more comfortable and successful in the art of networking:

- **Make eye contact and use a firm handshake.**
- To better remember a name, **repeat the name of a new acquaintance** within 30 seconds of hearing it, and use it three times in your conversation.
- **A networking conversation should last no longer than ten minutes** – only if you are both interested in talking. Do not monopolize other's time.
- **Aim to meet two or three good contacts at an event**, and exchange business cards with them.

- **Use your business card wisely.** Keep your card clean and neat and hand out only when asked to.
- Always **follow up** by sending an email or hand written note to someone you connected with. If you promised to send an article, CV, or other information it should be sent within three days or it is too late.
- **Dress appropriately for the situation.** Business attire is recommended for most networking functions and association meetings. Dress in something you feel good in because people will sense your confidence and want to know more about you.

Networking can provide an abundance of business connections over time.

Continued on page 5

AICI MEMBERS SPOTLIGHT – SEPTEMBER 2005

Angèle Desgagné (AICI, CIP) of Imagélie International, Oakville, provided instant confidence boosters in the July issue of *Chatelaine*, for “Wear the Part” in the magazine’s “Girlpower” section. Angèle was again nominated for the Chambre Économique de l’Ontario (CEO) 2005 Phénix Awards in two categories: “Women Entrepreneur” and “Small Enterprise”. The Phénix Award represents not only a symbol of will and perseverance; it also highlights the strength and dynamics of the French-Ontario economy. Winning enterprises are celebrated for their innovation, risk taking, ability to overcome obstacles and their capacity to develop highly competitive products and services.

Anne Souden, AICI CIP was quoted in *FP Weekend* in “Dress Code still in force though it’s stinking hot”; about John Irving’s image in *Macleans*: “If looks could kill: John Irving glowers up a storm while promoting his new book”; discussed body language in job interviews for the *The Hamilton Spectator*: “Lies: It’s the smile-too much or too little can skew the job interviews”; Explained how tow truck drivers can improve their image in *The Toronto Star*’s “Three ways the towing industry can get a boost”; and in *Employee Benefit News Canada*’s “Firms help employees get fashion makeovers” with Joanne Blake, AICI.

Shelley Williams of The Style File, Victoria, recently featured in the *Victoria Times-Colonist* and the *Vancouver Sun*; and radically made over a reporter often confused for the paperboy! Later in September, Shelley will appear on a local television program, A-Channel, to report on fall fashion must-haves.

Zayna Mosam of Zayna Mosam Image Consulting, Toronto, was featured on CityTV’s Breakfast Television on August 11th, discussing dating strategy and etiquette on a segment called The Dating Game. She was also interviewed about *Jessica Simpson* and the Daisy Duke shorts trend for the *Windsor Star* on August 8th, 2005.

Continued from page 4

Take the time do it right so you can network your way into a ‘new start’.

Sharon Skaling

Sharon Skaling, B.HEc., is a speaker, image coach, and author of “I Have Nothing to Wear! How to Make \$ and Sense of Your Business Wardrobe. Services include personal consultations, keynotes, corporate workshops and seminars. Contact her at (902) 431.0861 or email sharon@panopoly3d.com. www.panopoly3d.com

maximize your success!
ask us for our curriculum & product list



international
image
institute

imagine the potential

certification training

image management	human relations
colour analysis	image practical
image for men	personal change
presentations	make-up
etiquette	business

22 day program - a choice of 10 courses
authorized for Continuing Education Units

<p>“Karen, your training program is phenomenal and very deep. It was WAY beyond my expectation...I would highly recommend the entire program.” - Nyla Ibrahim, Pakistan & Canada</p>	<p>“I’ve run out of superlatives. The courses that I attended were the most complete and life changing that I have ever experienced...Your training has taken me to a whole new level of aspiration and expectation.” - Jan Fisher, New Zealand</p>
--	---

image products

workbooks	visual aids
booklets	power point slides
fabric samples	colour swatch wallets
audio-tapes	colour analysis drapes
business forms	colour flags

karen brunger, BHEc, AICI, CIP

award of excellence recipient
4 years as AICI’s vp education
20+ years experience

ph 905.773.6599 fx 905.773.6715
karenbrunger@imageinstitute.com
toronto . canada

www.imageinstitute.com



Board of Directors 2005 – 2006

President

Anne Sowden AICI, CIP
Here's Looking at You
info@hereslookingatyou.ca

Secretary/Treasurer

Nyla Ibrahim
Professional Edge Image
Consulting
nyla@professionaledge-
image.com

VP Programs

Zayna Mosam
Zayna Mosam Image
Consulting
zayna@zmimage.com

Co-Chair Programs

Matthew King
Matthew Alexander
Image Consulting
matthew_king@rogers.com

VP Membership

Daniela Mastragostino
NOVE Image Consulting
daniela@noveimage.com

VP Marketing

Katherine Hess, AICI
Enhanced Impressions
katherine@enhancedim-
pressions.com

Editor, Newsletter

Leah Morrihan
Leah Morrihan Image
Consulting for Men
leah@transformyourself.ca

Western Canada Liaison

Joanne Blake, AICI
Style for Success
joanneblake@stylefor-
success.com

Past President

Angèle Desgagné
AICI, CIP
Imagélite International
angele@imageliteinter-
national.com

PERSONAL SHOPPING ETIQUETTE

To help make your next shopping excursion a success while promoting a professional image for yourself and all Image Consultants, try the following tips:

1. Clients' Confidentiality

Are clients comfortable saying they need help to dress? Check prior to shopping if they would prefer to keep it between you and them. If so, consider telling sales staff that you're merely shopping with a friend, to maintain confidentiality. If the Sales Associates at specific stores know what you do, tell your clients to prepare them before you go in.

2. Ask Sales Associates For Assistance

Be kind, courteous, and especially respectful of their knowledge – you might learn from them and you could make a worthy new ally. Introduce yourself and your client, and engage them in a friendly conversation. Be clear about what you are looking for i.e. colours, styles, fabrics, etc. Since they know their stock, let Associates look for different sizes or colours. Be efficient and use this time to look for other items while clients are putting on the next outfit. The less time spent in each store, the more time to investigate other venues. Thank the Sales Associates before you leave the store.

3. Give Positive Feedback All Around

Use positive words to critique each outfit. If clients are using your services they most likely have enough negativity of their own – don't add yours. Help them see their own beauty and raise their self-esteem. Also, compliment Sales Associates for their good taste! Let Associates see how their chosen piece fits - if it's a winner, they will feel good they chose well and be more willing to help. If it's not great, say something positive about the item, and explain to the client (not to Sales Associates) why it doesn't work.

4. Change Room Savvy

Invite clients to step out of the dressing room once they have an outfit on, especially if it doesn't fit. It's as important for them to see what doesn't fit their body as it is for them to see what works. Train them to do comparison-shopping so they can make wiser choices. Tidying as you go along makes the experience more pleasant for clients and sales associates. Politely acknowledge the garments Associates bring to you, and decide quietly whether or not to pass it along to clients.

5. Cell Phone Practice

Turn off your cell phone prior to the shopping excursion. Your clients are paying for your time and expertise...not for you to chat. If you must leave it on, put it on vibrator, and discreetly check who is calling and only answer for emergencies.

6. Energy Conservation

Plan breaks every 2–2^{1/2} hours for refreshments, restrooms. You'll feel more rested and the excursion will be more pleasurable. Encourage clients to comment on the clothes they tried. Avoid carrying bags full of merchandise. Put the first suitable items "on hold" for the day freeing your hands to look through racks at other stores. These become the platform from which to compare other items. If the first items "on hold" turn up to be great, finish shopping and pick them up at the end of your excursion.

Delightfully bilingual in French and English, Angèle Desgagné, AICI, CIP is a Certified Image Professional Member of the Association of Image Consultants International and Immediate Past President of AICI Canada/Toronto Chapter, and owner of Imagélite International, an image consulting firm that offers services and trainings on Personal Image and Personal Brand Management, Style and Colour Analysis, Wardrobe, Etiquette, Body Language and Networking Skills.

www.imageliteinternational.com

WINE, DINE AND ACT FINE!

Catherine Bell, AICI, CIP, and founder of Prime Impressions, led members to Wine, Dine, and Act Fine in January at the Wardrobe Workshop, Toronto. During our interactive workshop and with the help of our tablemates, we set our own places for soup, salad, main course, dessert and rolls. Here are some tips we learned for each course:

General

- inform staff/host of food allergies ahead of time
- napkins sit on your lap, not in your shirt collar
- dropped your napkin? ask the wait staff for another one
- wait for your host to begin eating
- lift your arm and bring the food to your mouth, not your mouth to the food
- eat with mouth closed throughout the entire meal

Soup

- no slurping!
- spoon soup away from yourself so as to not spill

Salad

- eat with knife and fork
- generally, it's better to fold lettuce rather than cut it
- olives with pits: the pit exits your mouth the way it went in

Main Course

- season your food after tasting it
- once used, utensils don't touch the table

- pasta is not meant to be cut with a fork
- cut one piece of food at a time
- pausing? place utensils in a 'V' shape
- finished? place utensils diagonally across the plate

Dessert

- dessert spoon and fork are over your main plate
- use the spoon to cut through fruit, then to push it onto your fork
- cake slices should be served on their side

Bread Rolls

- person closest to the basket passes it to the person on their immediate left, takes one for themselves, then passes to their immediate right
- break off bite-sized pieces and spread butter on each as you eat
- if butter is wrapped, remove the butter and leave wrap on the side of the plate

The entire evening was fun and informative, and the meal was delicious. Thanks again Catherine for the wonderful presentation!

Daniela Mastragostino

WOW! AICI FRANCO GRANDIT...

La section Francophone d'AICI Canada/Toronto a augmenté de 50% depuis sa conception en novembre 2004. Les rencontres genre « table ronde » permettent aux membres francophones d'échanger et de partager leurs idées, expérience de travail, connaissances, réussites, défis, conseils dans un milieu français.

Pour de plus amples renseignements, veuillez contacter Angèle par courriel angele@imageliteinternational.com ou téléphone 905-469-1889.

WOW! AICI FRANCO IS GROWING...

The French division of AICI Canada/Toronto has increased by 50% since it started in November 2004. The round-table meetings allow Francophone members to exchange and share ideas, working experience, knowledge, successes and tips in a totally French environment.

For more information, please contact Angèle via email angele@imageliteinternational.com or call 905-469-1889

APRIL 1ST 2005
MEETING IN ORLEANS
RENCONTRE DU 1ER AVRIL
2005 À ORLÉANS

« Je participe aux rencontres AICI Franco depuis avril seulement. Je me suis sentie tout de suite très à l'aise dans ce groupe de femmes énergiques! Elles m'ont fait voir qu'elles avaient besoin de moi autant que moi d'eux! Elles ont su partager avec beaucoup de transparence leur début dans chacune de leurs entreprises, leurs limites et de leurs forces. Elles ont été ouvertes à toutes mes questions et elles avaient le souci de bien me répondre. On était toutes au même niveau : Des femmes qui ont le souci du bien-être et de la beauté de tous leurs clients. Je suis très heureuse de faire partie de cette équipe car l'unité et le partage font la force en chacune de nous! »

Suzanne Frère,
Suzanne Frère Image
Consulting, Gatiwea Qc



Patrice Casey

GUESS WHO'S COMING TO DINNER? 10 TEENAGERS!

*Thank God for manners! After my daughter Taryn ran late and had a full-on clothing crisis, the dog began to bark. The first guest arrived fashionably early, and my volunteer friend, Elyse, arrived one hour late! But the show began. Each well-behaved guest arrived nicely scrubbed and polished, with a hostess gift in hand. They eagerly extended their hands to greet me, as if I were a foreign dignitary. **Wow, these kids have been coached.** One even put his hand on top of mine giving me more warmth than was necessary for a first time meeting. This young man was proud to tell me the off-white suit he was wearing cost \$15.00 at Value Village.*

***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.*

The kids were schoolmates and had no trouble getting into a comfort zone, despite their somewhat formal conditions. They amused themselves with beverages and snacks until the final guest arrived. I saw an opportunity and thanked them for participating in the trial run Etiquette party. I then gave each of them a copy of the dinner menu to whet their appetites and help them visualize the evening, and invited them to offer me feedback and suggestions about the party.

Catherine Bell, of Prime Impressions gave me the idea to instruct the guests to set their own place. I thank her for her suggestion: it allowed me to prepare the first course while the kids engaged in the true co-operative spirit of helping each other “get it right”. Appetites in hand, I had them work for their supper. “Now get your plates and cutlery and set your own place setting.”

The menu allowed the guests to utilize their manners for a variety of difficult foods: proper soup spooning, cutting meat without it sliding off of your plate, and the correct way to sip, not “chug” a glass of wine.

To keep the little darlings busy while Elyse and I cleared and served, I distributed a series of “fortune cookie” style conversation topics. Each table had an appointed host who opened the topic and began the discussions about such subjects as “teenage violence” and “do you miss the NHL?” I hardly got a word in once the topic of “my bad” made the rounds: a controversial reference to the “loose” grade 9 girls, who steal away willing grade 10 boys (apparently one of the “willing boys” was at the table and he just happened to be my daughter’s “ex” – Taryn should have been ready earlier in order to edit the topics).

The party was a great success and children behaved beautifully. They tried their very best to compliment their host, sit up straight and use “please and thank-you” whenever appropriate. They even asked permission to use the washroom - this allowed me the opportunity to teach them what to do with their napkin when leaving the table.

So two weeks to prepare, two days to clean up, all for the low price of \$20.00. Yes I’d do it again, but a price increase to include a caterer would be easier on the host. I had a great time and so did the kids. I have received two “thank-you” notes since the party and positive feedback from parents as well as the kids who attended. What better endorsement can you get from a teenager than; “Mrs. Casey, It was better than I thought I’d be”?

WHEN ELECTRONIC WORDS FAIL TO CONVEY YOUR MEANING:

THE ART OF EMAIL ETIQUETTE

Email is an excellent and efficient way to exchange information, but can be easily misunderstood.

Electronic communication lacks tonality, an important vocal element to vocal communication, therefore, words and style formats used in email need to be carefully considered before clicking the send button to avoid embarrassment or future negative consequences.

Common courtesies of face to face communication are diminished in electronic dialogue. A good rule of thumb is to ask yourself if you would be comfortable saying in person what you have written in your email. If the answer is yes, then send it. If no, reconsider the language or use a different method of communication.

Email is not always private and can be innocently and unintentionally forwarded, so be careful when exchanging personal and confidential information. To avoid any future negative consequences for you and possibly others, be aware that there is always a copy of your email even if you or the recipient deletes it.

Tips to get your point across electronically

1. Copy only those who need to be copied.

2. Always use a subject line. People may not give your email priority if they don't know what it is regarding, and the inclusion of a subject line makes it easier to search for your email later on.

3. Use spelling and grammar check. Use the same methods of proofreading you would a business letter you would send in hard copy.

4. Always use a signature showing your first and last name and contact information. In cases where you have established an electronic relationship, it may be appropriate to informally sign off your email with your first name only, but in business, sign off the way you would do in a letter.

5. When you send an email to a distribution list, ensure that those on the list have given their permission to have their email addresses displayed. Also, nicknames or first names only may get your email filed into the wastebasket before being read.

6. Avoid electronic communication to deal with a situation that already has a negative emotion attached to it. Verbal communication is always best in this situation to avoid any further misunderstanding.

7. If you receive an email that you think would be better handled by someone else, offer this information to the sender before forwarding their email to another contact.

8. And finally, respond to emails in a timely manner. Usually 24 – 48 hours is appropriate. Consider an auto reply message if you will be away from your office.

By carefully considering the way you construct your emails, you can be certain that they will be received with the highest level of respect, and your point will be well received.

*Katherine Hess, AICI
Enhanced Impressions,
Calgary Alberta CANADA*



Katherine Hess, AICI

MEMBERSHIP REPORT

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

*Elizabeth Augéard
Look Institute
Montreal, QC
514.845.1005
elisaquebec@msn.com*

*Manuel J.
De La Loza
Matthew Alexander
Image Consulting
Toronto, ON
416.707.2129
info@maimassage.com*

*Daniela Mastragostino
Nové Image Consulting
Toronto, ON*



NEWS WEST

One of the advantages of an image consulting career is the flexibility it offers. For many of us, summertime is an opportunity to de-compress, spend time with family and friends, and take that much needed vacation. It is also time to plan and prepare our marketing strategies for fall. Some of our western colleagues shared their information with me:

Heather Elrick of Vancouver, has found her niche and is enjoying a management career with Optionelle. Heather says, selling “a fashionable clothing line affords me the opportunity to use my image knowledge in assisting plus size women find their best looks”. Her marketing strategy is based on word of mouth marketing, repeat business, communicating regularly with her clients, and inviting them to view new collections in her studio. She sends mailers and directs clients to the Optionelle web site to educate them about new products and events. Heather believes that being accessi-

ble to women who are stretched for time, and making it easy for clients to do business with you will win their loyalty.

Shelley Williams hails from Victoria and has been in the image business for 25 years. She runs Style File, a thriving image consulting firm for men and women. Shelley believes that hiring the best people (i.e. her office manager) to do the work that she doesn't have time to do contributes to the tremendous success and growth of her company. It seems to be working; recently, her firm was featured in an article “Age up Makeover”, syndicated in a number of publications across Canada.

Debbie Desjardins, founder of Premiere Communications Co. in Abbotsford, B.C. is finding success by getting involved in other organizations. She joined the Valley Women's Network and was asked to do publicity for the Abbotsford Chapter. The Network's coordinator, involved with Kind Acts, asked Debbie if she would manage public relations for the World Kindness Concert. Debbie's business card is now a part of the sponsorship packages being seen by companies and individuals around Vancouver.

As for myself, *Joanne Blake*, owner of Edmonton's Style for Success Inc., I'm finding that my favourite part of the business is speaking and training because I enjoy the group dynamics. Speaker colleagues stress the importance of having a product to promote and sell, providing residual income and increasing the profile and credibility of the speaker. For the past year we have been busy creating a broadly-appealing DVD called Metropolitan Manners: North American Dining Made Simple, to be available around Christmas time for international business travelers wanting to do business in North America.

We define success individually, and finding your niche and ways to grow your business will lead to personal success. We are fortunate that image consulting and AICI affords us freedom to pursue different paths to our dreams.

*Compiled by
Joanne Blake, Western Canada*

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

Would you like to help your clients recognize the powerful role that image plays? Are you ready to enhance your career? Is clients' self-discovery important to you?

PROGRAMMES DE FORMATIONS PROFESSIONNELLES BILINGUES

- Gestion de l'image
- Analyse des Couleurs
- Étiquette: conventions et bonnes manières actuelles
- Comment outiller votre entreprise pour un bon démarrage



Angèle Desgagné

BILINGUAL CERTIFICATION TRAINING PROGRAMS

- Image Management
- Colour Analysis
- Etiquette and Civilities for Today
- Outfitting your image consulting business for success

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.

Pour de plus amples renseignements, veuillez contacter :
 For program and registration information, please contact Angèle
 B 905-469-1889 C 905-601-5929 Fax: 905-469-9950
 E: angele@imageclicinternational.com
www.imageclicinternational.com

PRETTY IN PINK: A FUTURE WITHOUT BREAST CANCER

Calgary, Alberta transformed into "the greatest outdoor show on earth" this July with the excitement of rodeo, midway, pancake breakfasts, a ten day party, and the hunt for the perfect accessory. Cowgirls and cowboys chose from various colours, styles, sizes, and fabrics, to find the most fitting Western hat for their personalities.

The Rodeo Rose, a pink straw hat inspired by *Tracy Durfy*, Manager, Retail Marketing for Bankers Hall, and *Michele McDonald*, Vice President – Growth, Scout Communications became my hat of choice. Partnering with Smithbilt Hats and Blues Womenswear, Bankers Hall donated \$5.00 from each hat sold to the Canadian Breast Cancer Foundation (Prairies/NWT chapter), to benefit breast cancer research and community projects in Alberta, Saskatchewan, Manitoba and the Northwest Territories. Rodeo Rose spoke loud and clear of her message to create a future without breast cancer.

Breast Cancer Facts:

- 21,600 will be diagnosed and 5,300 will die from this disease in 2005
- Breast cancer is the most frequently diagnosed cancer in Canadian women and accounts for an estimated 30% of all cancer cases.
- An estimated 150 men will be diagnosed this year and 45 will not survive
- Due to improvements in early detection, current mortality rates are at their lowest since the 1950s, and have decreased by 20% since 1986
- Lifestyle choices such as not smoking, eating healthy, and physical activity play an important role in reducing risk
- One in nine Canadian women will develop breast cancer at some point in her lifetime

For more information on breast cancer, please visit www.cbcf.org. Breast cancer statistics (2005) from the Canadian Cancer Society/National Cancer Institute of Canada: Canadian Cancer Statistics, Toronto, Canada.

Katherine Hess, AICI



AICI TORONTO CHAPTER 2005 – 2006 DINNER & CONFERENCE SCHEDULE

DATE & TIME	ACTIVITY	TOPICS & SPEAKERS	LOCATION
Monday 6:30PM October 17	Education Event	Writing Effective Proposals Catherine Bell, AICI, CIP Prime Impressions	On the Curve 55 CITY CENTRE DRIVE Mississauga www.hiprestaurants.com/curve
Monday 6:30PM November 21	Education Event	T.B.C.	T.B.C.
Monday 6:30PM January 16	General Meeting	Custom Lifestyle	T.B.A.
Monday 6:30PM February 20, 2006	Education Event	Personal Presence Marsha Gorbet Presence & Performance	MBS Performing Arts 100 A Ossington St. Toronto

Visit our website

Toronto chapter
www.aicicanada.com
International
www.aici.org

CHANGE OF ADDRESS

Please contact
Daniela Mastragostino,
VP Membership
Phone: 416-833-7061
daniela@noveimage.com

NEWSLETTER ADVERTISING RATES

Inside Image is distributed to all AICI Toronto Chapter members and AICI chapters around the world. It is also available through our website www.aicicanada.com

SIZE	MEMBER RATES	NON MEMBER RATES
Business Card	\$ 40	\$ 50
1/8 page	\$ 45	\$ 55
1/4 page	\$ 60	\$ 85
1/2 page	\$105	\$190
1/2 page (outside back cover)	\$160	\$235

For more information about advertising, please contact Leah Morrigan at 416-960-8234



AICI *Inside Image* is published four times a year as a forum for the exchange of ideas and information by its members and guests.

All rights reserved.

Editor

Leah Morrigan 416-960-8234
Creative Direction – *Côté Design*
Newsletter Layout – *Elisabeth Prosper*
416-703-7936

All submissions are considered to be the views of the author and do not necessarily reflect the policies or views of AICI.

AICI CANADA/TORONTO

Our System Is Totally Unique!

Train to Become a Style File™ Consultant



Shelley Williams is a professional author, speaker & founder of The Style File™ Image Consulting System Inc.

- ✓ Start building your business immediately
- ✓ All initial materials are provided; additional supplies can be purchased
- ✓ Step outside the box with the advanced Current Colours™ system
- ✓ Be a part of a nationally recognized system for personal style and colour
- ✓ Join a team of motivated women who are pursuing their passion for style & having fun!
- ✓ Visit us in Las Vegas in '06!

www.stylefilesystem.com
info@stylefilesystem.com
1-866-EZ-STYLE



Style File™ Know-How
By Shelley Williams

The Style File™ System...Don't Get Dressed Without It!