

# Inside Image

March 2003 Volume 2 Issue 3

## PRESIDENT'S MESSAGE

*Angèle Desgagné, AICI CIP*

*Que le temps passe vite! I am amazed at how fast time is going by. We have just past the mid-point in this AICI year and perhaps we don't realize it, we have learned a lot from our guest speakers. And there is more to come. We still have many wonderful things on the horizon.*

You'll notice that we have changed the name of our newsletter. We found out just recently that Image Insights has been copywrited by Jill Bremer in Chicago. Our thanks to Zayna Mosam for coming up with the new name—Inside Image.

The board would like to invite AICI general membership to join us at the April Board Meeting. This Annual Board Meeting is your chance to get involved, vote and learn about AICI procedures and by-laws. You can find out what goes on at board meetings, perhaps get involved or simply share your ideas. Although we take our responsibilities seriously, we also take the time to enjoy a birthday or two along the way. RSVP your attendance by email to [angele@imageliteinternational.com](mailto:angele@imageliteinternational.com) so we can appropriately plan the meeting.

I hope you will join me and many Toronto Chapter attendees at the May 2003 AICI Convention in White Plains, N.Y. Come and meet people from all around the

world, hone your current skills, and learn new ones. The Annual Convention is a must for anyone in the image industry. Your perception of the world and the image industry will be altered forever, for the better; all it takes is ONE Annual Convention to make you see the world in a brand new light. If you're still trying to decide, read the article from Holly Horning on page 3. You really can't afford not to go.

Our Toronto Chapter Year-End GALA Celebration will take place on Friday June 13, 2003. Circle this date in your calendar. Get out your dancing shoes; this is an evening you won't want to miss. As we get closer to the date, we'll need volunteers to help us make this event a success. Please let us know if you can help. We appreciate any contribution you can make.

It is already ELECTION TIME. We need to select our new Board of Directors for 2003-04. If you wish to help out and hopefully get involved, please contact any of the board members. We will be happy and honored to take you on board! Thanks to all of you for taking the time to show your appreciation by nominating a "Chapter Member of the Year 2003". The well-deserved member will be acknowledged at the Convention.

Happy Easter! Joyeuses Pâques!



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Toronto chapter  
[www.aicicanada.com](http://www.aicicanada.com)

International  
[www.aici.org](http://www.aici.org)

# CERTIFICATION SETS YOU APART FROM THE COMPETITION



*It was an exciting moment four years ago when I received my Certified Image Professional accreditation at Conference. The certification process initially appeared daunting, but as I began to examine the various sections of the application, I was pleased to find that after 21 years experience in the fashion and educational fields, I had all the experience necessary to qualify. All I needed was to pull the supporting documentation together.*

Many new image consultants have asked me if it is worth getting your “CIP.” My answer is always an enthusiastic “Yes!” Not only do you have your contact information listed on the AICI website and a designated area in the Membership Directory, but you are also able to serve on the International AICI Board, receive referrals from inquiries that come to the AICI headquarters and use “AICI, CIP” after your name. It is about this last privilege I wish to focus.

Often, I have been asked what “AICI, CIP” stands for when a business associate examines my business card. It creates an opportunity to speak about our industry and the fact that we have standards within our organization that recognize excellence and experience in our various fields. This accreditation can also set you apart from the competition when a potential client must choose between two image consultants.

As AICI members it is important that we maintain high standards, not only in the work we do but also in the proper usage of “AICI” in our corporate identity pieces. The following is a summary of the guidelines from page 16 our Membership Directory:

- “Associate Member of AICI” can be used under your name if you are an entrepreneur or corporate employee working in the field of image consulting or related fields and have been accepted as a member of AICI.

- “Active Member of AICI” can be used under your name if you have completed one year as an associate member, have served one year on a Chapter Board or an international committee and completed one Continuing Education Credit (CEU).

- “AICI, CIP” can be used **after** your name if you have achieved Certified Image Professional accreditation. To maintain this status, you must complete three CEU’s within every four-year period.

- “AICI, CIM” can be used **after** your name if you have achieved Certified Image Professional and Certified Image Master accreditations. To maintain this status, you must complete five CEU’s within every six-year period.

Those who are not yet ready to apply for your Certified Image Professional but are advancing in your business and level of knowledge and want to be recognized for this, now have an exciting opportunity. Holly Horning, AICI, CIP who is our VP Education, recently announced the new “**First Level Certification.**” Unlike the CIP Application, there are no pre-existing requirements of work or formal educational experience. All that is required to receive this certification is that you pass a written examination covering the fundamentals of visual, verbal and other non-verbal aspects of image consulting. This exam will be given on May 2, 2003 at our convention in White Plains, NY. Once this exam is passed, you will be able to use “AICI” after your name to set yourself apart from the competition and enhance your visibility and success as an image consultant. As Holly said, it is a win-win opportunity!

*Catherine Bell, AICI, CIP  
Prime Impressions*

# TOP TEN REASONS TO ATTEND THE AICI CONVENTION

*I know there are those of you who look at the Conference brochure and see “expense” instead of “investment” but please stay with me while I put this experience in its true perspective. Please take a minute to answer the quick 10-question self-quiz so you may accurately determine how important it is for you to attend conference.*

**1.** Have you considered your Return on Investment (ROI)? Excluding airfare, your investment for Conference is \$779 (with room share). How quickly will this money come back to you? Anywhere from one day to two weeks on average. That’s it. And as all the business magazines report, this is the very best time to fly – airlines are slashing prices dramatically. With uncertainty in the stock market, your best bet to increase your earnings is to invest in yourself and your business to produce your greatest “return on investment” of the year!

**2.** Have you considered the cost of NOT attending? Your competition will be there – gaining an edge and learning the skills necessary for advancing their business. They’ll leave this conference motivated and armed with the latest trends and tools to offer to potential clients. If you don’t attend Conference, how will you update your skills this year?

**3.** Are you in need of accredited education offering a minimal investment? The caliber of speakers we have selected are usually only available to the truly connected. The majority of our presenters would charge from \$5,000 to over \$10,000 per day for the same training AICI has arranged for you – at the bargain rate of \$479 for four days! That breaks down to less than \$120 per day!!!

**4.** Do you plan on “working smarter, not harder”? If you’re

not working smarter, you’re just working harder. We’ve got 14 programs which will show you how to work smarter, spend less time in the office, and maximize your earnings and profits. AICI continues to lead the way with three certification options to earn you greater recognition and enhanced fees. A class on how to get your image business up and running, as well as showing you how to avoid costly mistakes. Classes on branding, coaching, behavioral style, and answers for the digital age are the latest trends needed in order to offer your clients the products and services they are requesting. There are also classes covering direct sales and doctor alliances to add more zeros to your bank account balance. And of course, a class on raising your public image to gain you more clients. Sessions on how to initiate sales more easily as well as options on handling stress and developing organizational skills to enhance productivity. Even a class to help you determine how much you should be charging your clients!

**5.** Are you looking to expand your business? AICI again answers your needs by offering 16 options including concurrent and seminar sessions on showroom and product sales (2), makeup technique, coaching, working with corporate clients, etiquette (2), publishing your expertise, aligning with related industries (2), and body language. Additionally, there are classes on working with the growing maturity, menswear, and beauty markets. Even classes on how to expand your color focus and how to communicate more effectively.

**6.** Do you wish to be more effective and successful with your clients? If so, there are 7 sessions to assist you in making your job easier and your clients happier. They include developing a “voice of authority”, coaching techniques, and working effectively

with corporations. Learn how to be proactive in going after business you desire and overcome sales anxiety. Employing appropriate and confident body language, as well as learning how to communicate more effectively with your clients are also covered. And a veteran personal wardrobing consultant is eager to share her history of clients who return to her year after year after year...

**7.** Can you use new or updated products to make your work easier and to enhance your earnings? In addition to an expanded exhibitor hall and special resource presentations, there are at least 8 classes offering makeup tools, direct sales lines, publishing opportunities and resources, products for the mature market, digital cameras and online tools, wardrobing books, and behavioral/communication tools.

**8.** Would you like to learn from the most-recognized names in the world? While our AICI members who will be speaking are the very best in their fields, we are also thrilled to welcome: Dr. June Johnson – Last year’s most popular and best-reviewed speaker. The team from Trish McEvoy – Offering the most highly-recommended tools by professional makeup artists everywhere. The professors from FIT – The only university in the world specifically offering an image consulting program. Chic Simple – You’ve seen their work on all the major tv networks and in the pages of Allure, Vogue, and Instyle. And then there are those fabulous books... Nuff said! Rick Frishman – The author of the “Guerilla” marketing books. Those Guerilla books – the ones every marketing coach recommends. The “Beautiful People” – A visit to NY would not be complete without hear-

*continued on page 7*



## THE ILLUSION OF LINE

### CAROL ROBICHAUD, KCR IMAGE CONSULTING

*When Carol speaks, everyone listens. Her presentation on *The Illusion of Line* could have also been a talk on presentation skills. Her charisma, clarity and involvement of attendees made the evening informative and fun—an excellent and efficient way to present information to any group.*

An AICI Education Meeting is meant to teach and inspire people with or without experience in image consulting. With this in mind, Carol's goal was to show the group how to create the illusion of a taller and leaner frame by accentuating the positive and camouflaging the negative. Her presentation explained "the Ultimate" method from "toe to head". Starting with the feet, and the vamp of your shoes, Carol explained how you can create a long lean look right up to your head and the shape of your hair.

In her handouts, she shows the different body types and offers suggestions on how to create the "Ultimate" taller, leaner look for each figure. Carol also suggested that, as a starting point, we ask our clients "What would you change in your figure?"

Some of us have awareness or even specialize in line and body types, but it's always great to get a refresher and to learn a new way of thinking about something or looking at it from a different angle. Her presentation was very detailed and included a lot of valuable information. To further your knowledge, Carol can be reached at 905-278-1472 or [www.kcrimage.com](http://www.kcrimage.com).

*Johana Schneider, AICI  
dresscode image consulting and  
New Wave Salon and Clothing Studio*

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## SPRING INTO FASHION 2003

### TOP TRENDS

- 1. The Mini** – watch out girls the mini is back and shows no age boundaries. You got legs, flaunt them! And don't forget your platform shoes back from the 70's!
- 2. Colour** – Colours like pink and orange flock the runways.
- 3. Shine** – Anything metallic, satin or shiny is hot!
- 4. Feminity vs Hardcore** – Express your light or dark side this season from soft pretty prints and full flowing skirts (Ralph Lauren) or be a Diva in Dolce Gabanna with lots of hardware and attitude!
- 5. The cigarette pant** – Long and narrow or shorter worn as a capri.
- 6. Cargo Pants** – From cotton to evening satin, these pants are hot!
- 7. Sporty** – Sporty casual wear with great details, fabrics and colours that bring sporty from the gym to the street.
- 8. 50's Style** – The classic Chanel jacket and Jackie O style is here to stay.
- 9. Asian Influence** – Mandarin collars and brocade florals are seen in dramatic reds and subtle details in this season's fashions. This season's motto: Be brave, be powerful and most of all, be yourself!

*Johana Schneider, AICI  
dresscode image consulting and  
New Wave Salon and Clothing Studio*

# MORGAN & ZAYNA AROUND THE WORLD

## INTERNATIONAL ETIQUETTE: SPAIN

### HISTORY

Spain was originally settled by Iberians, Celts and Basques. Over several centuries, Spain gained colonies, then gradually lost them in a series of conflicts.

In 1939, Francisco Franco became dictator of Spain after the three year Spanish Civil War. He remained in power until his death. Franco designated Prince Juan Carlos as the future king of Spain in 1969 to try and ensure political stability.

Prince Juan Carlos became King of Spain in 1975. Spain is a “constitutional Monarch” and the King is the Head of State.

Spain granted autonomy to Catalonia and the Basque Country in 1980 but political violence continues mainly in the Basque region in the North where some Basques seek independence from Spain.

### LANGUAGE

Spain’s official language is Spanish, with the Castilian dialect used by the majority of Spaniards. It is the standard for business throughout every region of Spain. The Basques of the North, the Galicians of the Northwest and the Catalans of the far Northeast, all speak their own languages as well as Castilian.

### BUSINESS/DINING PRACTICES

- While you should be on time for all business appointments, Spaniards are not always punctual. Be prepared to wait up to 30 minutes.
- Always make business appointments well in advance and confirm them by letter just before your arrival.
- Businesses in Spain have quite different working hours from our Country. Siesta time varies in each region, but it is part and parcel of everyday life.

- Do not schedule a breakfast meeting before 8:30 AM
- Siesta lasts from around 1:30 to 4:30 PM
- Lunch will occur around 1 or 2 PM
- Appetizer time-called “Tapas” occurs around 5 or 6 PM
- Dinner is not served until 9 or 10 PM
- Lunch is usually a good time to discuss business but wait until after coffee is served.
- Business can be conducted over meals, but many Spaniards go home for lunch. Do not be surprised if your invitation is politely declined
- The Continental style of dining is utilized in Spain.
- Many Dining establishments close for a month of vacation.
- Always invite Spanish clients to excellent restaurants, since many Spaniards are very knowledgeable about gourmet food and vintage wines.

### PROTOCOL

#### Greetings

- A handshake is a normal greeting
- You will note that among close friends, Spanish men will add a pat on the back or a hug to the handshake
- Women lightly embrace and touch cheeks while kissing the air.
- One kiss near or on each cheek during a greeting is the norm, even when meeting someone for the first time in social situations.
- People with professional titles should be addressed using their title and surname.

- Persons without titles should be addressed as:  
Mr. = Senor  
Mrs. = Senora  
Miss = Seniorita  
along with their surname

### ATTIRE

The Spanish are very style conscious when it comes to dress. This goes with their concern for projecting an impression of good social position

The men dress conservatively in well made clothing in subdued colours. Women dress with elegance and style. Both men and women frequently wear designer clothes.

### INTERVIEW

Zayna’s favourite aspects of Spain include the beautiful scenery and architecture in certain locations and the warmth and hospitality of the local people. Let’s not forget their passion for fun and entertainment... everyone dines late and parties until 5 or 6 in the morning.

Morgan’s favourite aspects of Spain include fabulous restaurants and fabulous golf courses. The Costa Del Sol area is called the “Myrtle Beach of Europe” because of the great numbers of courses available along that stretch

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## CANADIAN NETWORK OF MAKE-UP AWARDS (CNoMA)

*The first annual Canadian Network of Make-up Awards (CNoMA) will be held at the John Bassett Theatre, Metro Toronto Convention Centre, on May 25, 2003. These prestigious awards will honour, acknowledge and celebrate Make-up Artists from all aspects of the industry across Canada along with Film/Television/Theatre Hair Professionals who are being recognized by their peers for their creativity, work excellence and achievement in the past year.*

The award categories encompass all areas including motion picture, television, fashion and beauty. Some award category highlights are: Best Make-up Artist for a Feature Film; Best Make-up Artist for a Television Series, Mini Series or Movie of the Week; Best Hair Styling for Motion Picture; Best Hair Styling

for Television; Best Editorial Beauty Make-up Artist; Best Make-up Artist for a Salon or Spa--to name a few. There will also be two special achievement awards: Artist & Entrepreneur which will both be given in honour of Ruth Hiscott.

The evening ceremony will be presented by The Canadian Network of Make-up Artists, its' event sponsors and special guests. This is definitely an event not to be missed!

Tickets are \$50.00 (plus GST) and are available in advance only. The award ticket also includes admittance to a special one-day advanced training symposium being held on Monday November 10, 2003 also at the Metro Toronto Convention Centre. For more information, contact Jayne or Maddy at [Jaynemaddy@aol.com](mailto:Jaynemaddy@aol.com)

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## MEMBER SPOTLIGHT

### AICI in the Public Eye

*Catherine Bell, AICI CIP* was the guest of Dave Stephens on the phone-in portion of his Ontario Today show. The question posed was: "How does the image you present at work affect your success?"

*Karen Brunger AICI CIP* was a guest on CBC's Andy Barrie Show in January. She was asked to comment and advise new NDP leader Jack Layton on his image.

*Angèle Desgagné, AICI CIP CIP* had her television debut (en français) on Panorama, which aired on TFO-TV Ontario. She was also featured in The Globe and Mail in an article on how to wear Hot Pants/Cropped Pants on March 8.

*Anne Sowden* was interviewed by CTS TV's On the Line host Christine Williams about the importance of image when applying for a job.

Got your name in the public eye? Don't forget to let us know so we can add you to our member spotlight. Email the information to Anne Sowden at [anne.sowden@sympatico.ca](mailto:anne.sowden@sympatico.ca)

# AICI TORONTO CHAPTER DINNER & CONFERENCE SCHEDULE

2003

DATE & TIME	ACTIVITY	CONFERENCES & SPEAKERS	LOCATION
Monday March 17, 2003	General Meeting	To be confirmed.	Marriott Hotel
Monday April 14, 2003	Education Workshop	Karen Armstrong "Inside Out with the Enneagram"	Marriott Hotel
Thursday to Monday May 1 – 5, 2003	AICI Conference	Image Power	White Plains, New York
Friday, June 13, 2003	AICI Celebration Dinner		To be announced

Please R.S.V.P. to *Morgan Atkinson* at 905-474-1671 Email: [matkinson132@rogers.com](mailto:matkinson132@rogers.com)

*continued from page 3*

ing from the top experts from magazines, international makeup lines, and salons.

9. Are you in need of more fun in your life? Of course you are. Are you tired of getting that "yes, dear" look from your significant other whenever you need to talk about your business? Could you use a break from your spouse, your kids, over-inquisitive parents, needy pets, and image-challenged people? AICI is ready with the "city that never sleeps", Broadway, world class restaurants and stores, stores, stores. Best yet – eight meals you don't have to plan, shop for, cook, or clean up. Three or four cocktail parties. Who needs a spa? Even a class offering wine as part of the learning experience!

10. Are you unhappy with the money you are currently earning? At the end of your client consultation, do you feel well-rewarded? Or do you feel you are worth more? Do you need people to show you how to calculate your real worth and help you realize your true monetary value? The way to earn more money doesn't involve working longer and harder hours. It is learning how to stay competitive and how to vault ahead of your competition. It is learning about the trends and new ways of doing business. It is hearing different opinions and networking with others who have been on the road before you. It is about feeling recognized and confi-

dent in your abilities and the services you provide. It is about getting focused, motivated and re-energized. and new ways of doing business. It is hearing different opinions and networking with others who have been on the road before you. It is about feeling recognized and confident in your abilities and the services you provide. It is about getting focused, motivated and re-energized. Sooo... how did you do on the quiz? How many of these questions were you able to answer with "Yes"? I hope the above guidelines were helpful in determining your image needs as you consider and work toward your business goals. The more "yes" responses, the greater the need for you to attend Conference. Very simply, AICI Conference is the very best method and quickest way to increase your earnings, stay healthy and profitable, and connect with those who understand you best. I give as an example my first Conference ('94) which allowed me to double my business in just one year. I have not missed one Conference in 10 years as a result. I wish you all only the greatest success and on behalf of the AICI International Board of Directors, we look forward to seeing you in New York!

*Holly M. Horning, AICI, CIP  
International Board of Directors  
VP Education  
Association of Image Consultants  
International (AICI)  
Email: [HMHatIDG@aol.com](mailto:HMHatIDG@aol.com)*

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Save the date  
 June 13, 2003  
 for  
 AICI  
 Toronto Chapter  
 Gala Dinner  
 Fiesta Latina  
 Look for all the details  
 Coming soon

# MEMBERSHIP REPORT

*Michelle Horne,*  
 Putting It Together Image Consulting,  
 Ottawa, ON

It is my pleasure to welcome our newest Associate members to the Association of Image Consultants, Toronto Chapter. The Toronto Chapter membership is currently 28 members and growing!

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SIZE	MEMBER RATES	NON MEMBER RATES
Business Card	\$ 30	\$ 40
1/8 page	\$ 35	\$ 45
1/4 page	\$ 50	\$ 75
1/2 page	\$ 95	\$180
1/2page (outside back cover)	\$150	\$225
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