

# Inside Image

Winter 2004 **Volume 4 Issue 1**

## **The Philanthropy Issue:** *Celebrating the charitable contributions of our members nationwide.*

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## PRESIDENT'S MESSAGE

*They say "Time flies when you're having fun". Well, I've obviously been having lots of fun. My first few months as President have just whizzed by. The holiday season is here again and a new year just around the corner. Zayna Mosam, VP Programs was right about our fall programs. They were fun and informative! Members and guests learned about working with the media, resolving conflict, received a refresher on colour analysis, had fun and also had a chance to network. There's more to come in 2005 so watch your email. Thank you to everyone — the board, members and guests who made our fall season so successful.*

part of AICI Toronto and gets as much as they can from their membership. Angèle was also instrumental in initiating, developing and maintaining our relationship with Dress Your Best (see pages 6, 7). Merci Angèle!

Traditionally, this is the season for giving and sharing. What better time for Inside Image to feature members who are "giving back" to their communities? As image consultants, we are constantly giving and sharing with our clients. Yet we still find time to volunteer with community groups to give and share with people who don't have the resources to hire us. I know you'll be amazed and proud when you read the articles.

At this crazy time of year, I'd like to encourage you to "give back" to yourself. Be selfish. Have lunch with a friend, treat yourself to afternoon tea, go for a walk, have a facial or buy yourself some Belgian chocolate (my personal favourite). You deserve it!

Best wishes for the holiday season. Joyeux Noël et Bonne Année à nos membres francophones et leurs familles.

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

### *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.*

### **CHANGE OF ADDRESS**

Please contact  
*Daniela Mastragostino*,  
VP Membership  
Phone: 416-833-7061  
[daniela@noveimage.com](mailto:daniela@noveimage.com)

The chapter is growing. We now have 45 members—up from 38 at the end of July. Most of those new members are from Western Canada, and *Joanne Blake*, AICI, has been doing a terrific job of keeping in touch with them. Thank you Joanne for keeping the communication flowing. Speaking of communication, thank you also goes to Angèle Desgagné, AICI, CIP, for becoming our French liaison. While our Western members felt alienated by distance, our French members felt alienated by language. When Angèle approached me with the idea of forming a francophone group, I fully supported her. We need to do whatever we can to make sure that everyone feels a

# HOLIDAY PARTY ETIQUETTE

## HOW TO BE THE PERFECT GUEST

*The Holidays... that special time year when we get together with friends, family and co-workers to celebrate and spread holiday cheer. Although holiday get-togethers should be enjoyable and memorable, sometimes we would like to forget them. This holiday season why not try the following tips:*

### RSVP

Don't confirm on the day of the party, or just show up assuming that the host is expecting you. RSVP in a timely fashion, in the specified time frame.

### Confirm Who's Invited

Spouses, partners and children aren't always on the guest list. It's better to confirm this before hand than when you arrive.

### Arrive on time

Especially if it's a sit down dinner. If it's a cocktail party, fashionably late means not more than half an hour after the starting time.

### Bring a Gift for the Host

A bottle of wine, a Poinsettia, a small wrapped gift, a homemade gift, etc. Unless the invitation has clearly stated BYOB, if you bring wine this is considered as a gift to the host, not meant to be served at the party.

### Introduce Your Significant Other

Be sure to include your significant other in conversations and introduce them if necessary. Also, if you are talking in a group be sure to include others as they approach the group.

### Don't Gossip

It will usually come back to haunt you.

### Don't Smoke Without Permission

If you don't see an ashtray, don't smoke. Most non-smoking hosts will usually try to accommodate smokers by providing ashtrays in a designated area.

### Don't Get Drunk

Know your limitations and try to stick to them. However, if you think that there is even a chance that you might over-indulge, plan ahead to take a taxi home or have someone drive you. At the office party, spending too much time at the bar can be a career killer. Pace yourself.

### Don't Leave...Last

Pay attention to the time. If it's an open house stay for a short time or leave when the invitation says it's time to leave. At a formal dinner with no specified time the general rule is to leave about 2 hours after dinner unless something else has been specified in the invitation.

### Show Your Appreciation

The next morning send a hand written thank you note or card. It's just a nice thing to do.

When attending a party, the little things and the big things count. As a guest, knowing how to behave and what's expected can help you and your host, to relax and enjoy.

*Kimberly Law, AICI CIP*



*Kimberly Law is the first AICI Certified Image Professional in Western Canada, the Principal of Personal Impact International and she presently serves on AICI's International Board of Directors as VP of Membership. She is a speaker, consultant and coach and has over 20 years in personal branding and professional marketing. Contact Kimberly at [kim@personalimpact.ca](mailto:kim@personalimpact.ca) or by Telephone at 604.298.7228.*



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Jacinthe Malette and Martine Laforest attended the event and have offered their comments. Their messages are in their native language so that their true meaning would not be lost in translation.

« Voilà une rencontre absolument fantastique, où j'ai pu penser et m'exprimer à un rythme époustouflant, ce qui ne m'a jamais été possible de réaliser jusqu'à ce jour. Les questions et les réponses ont fusées de partout tout au long de notre rencontre, avec un enthousiasme délirant. Ça stimule et renforce mon appartenance au AICI ! Merci beaucoup Angèle pour cette super initiative ! »

*Jacinthe Malette,  
À Votre Image,  
Gatineau, Québec.*

« Dès le départ un climat de confiance s'est établi, ce qui a permis de partager, d'échanger et surtout de parler de nos besoins et de nos ambitions. L'entraide était au rendez-vous, les trucs, les conseils, les références, les découvertes, ...et plus. Pour moi cette rencontre a été vraiment un beau moment de partage. Je crois que chacun dans son travail vit différentes situations, mais n'a pas la chance d'échanger avec des confrères ou consœurs de même profession. Il y a plusieurs ordres professionnelles qui favorisent ce type d'échange dans le but de se solidifier dans sa profession et également de faire avancer la profession elle-même. »

*Martine Laforest,  
Flair Image & Style  
Inc., Prévost, Québec*

## SOMMAIRE DE LA RENCONTRE AICI FRANCOPHONE/FRANCOPHONE AICI MEETING SUMMARY

*As the only Canadian Chapter, one of AICI Canada/Toronto's challenges is to maintain it's membership number, while retaining and accommodating our French-speaking members in a primarily English-*



*Angèle Desgagné, Martine Laforest,  
Jacinthe Malette in Gatineau, Québec.*

*speaking association.* Western Canadian members may feel disconnected *due to distance*, but our French-speaking members are feeling disconnected through a different kind of challenge...*understanding the English language.* As newly appointed French Liaison, I had the pleasure on November 5th to participate in the first Francophone AICI meeting in Gatineau, Québec. This informal luncheon meeting was an open forum for attendees to exchange and share ideas, working experience, knowledge, successes, challenges, tips and more in a **totally French** environment.

We all felt that it was a success on all accounts although only three members were able to attend. The energy, feedback and ideas were plentiful. As one of our attendees, Martine Laforest said so well: "*The only drawback to this meeting was...that is was too short. In fact, we liked it so much that we decided right then and there to continue this exchange and meet again next January.*" The next Francophone AICI meeting will be on Friday January 14, 2005 from 11 AM-4PM in Brockville, Ontario (weather permitting). The exact location is to be confirmed.

*Le seul Chapitre canadien, l'un des défis du Chapitre Canada /Toronto est de maintenir stable le nombre de ses membres tout en encourageant ses membres francophones à profiter au maximum des bénéfices d'une association de langue*

*anglaise.* Si nos membres de l'Ouest du Canada se sentent isolées dû à la distance, les membres de langue française se sentent isolés d'une autre façon...la compréhension de la langue anglaise. En tant que Liaison francophone, j'ai eu le plaisir le 5 novembre de participer à la première rencontre francophone d'AICI à Gatineau, Québec. Cette rencontre informelle a été un forum ouvert qui a permis aux participantes d'échanger et de partager leurs idées, expérience de travail, connaissances, réussites, défis, conseils dans un milieu **totalemt français.**

Nous considérons cette initiative des plus réussies malgré le fait que seulement trois membres ont pu y assister. L'énergie, les commentaires et les idées y abondaient. Comme l'a dit si bien Martine Laforest, l'une des participantes : « *Le seul élément sombre à cette rencontre,... elle fut trop courte. Alors d'emblée nous avons décidé de poursuivre nos échanges et nos partages dans une prochaine rencontre en janvier prochain.* » La prochaine rencontre francophone d'AICI aura lieu vendredi le 14 janvier 2005 de 11 heures à 20 heures à Brockville. L'endroit est à confirmer.

*Angèle Desgagné, AICI CIP*

## AICI PHILANTHROPY: TEAM, 1997-2001

*In Sept. 1997-2001, AICI Toronto Chapter joined forces with the TEAM: Teen Education And Motherhood, a program designed for expecting and teen Mothers to complete compulsory and optional courses to obtain their secondary school diploma.*

The AICI Toronto Chapter members graciously volunteered their time, money, and expertise to educate these young women, providing them with interviewing skills, etiquette, and the knowledge to dress for success.

Once a month, AICI volunteers worked with dedicated young women who wanted only the best for themselves and for their children. Participating AICI members felt fortunate and inspired to have worked in this rewarding program. AICI members who volunteered said working with TEAM opened up their minds to be the best they could be; challenging themselves as educators, better consultants, mothers, teachers and friends.

I keep in contact with Ashley Quinn, who has been so kind to share her life after T.E.A.M and where she is today:

I became pregnant when I was 16 and delivered Sebastian when I was 17, on March 19, 1999. When I left TEAM, I started at the University of Toronto in September of 2000. I began in the general arts program, and I am now in my fifth and final year and will be graduating with an Honours Bachelor of Science. I specialize in Exceptionality in Human Learning (a more specialized area of Psychology), with a minor in Linguistics and a minor in Women's Gender Studies.

In my specialist program, I have been placed at Peel Behavioural Services, working with developmentally delayed people of all ages, and assisting various Behavioural Therapists as they help people with developmental delays and their families.

I have applied to the McMaster School of Medicine, and the Masters of Education program, focusing on Counselling Psychology, Masters of

Social Work, and Masters of Audiology. I have so many passions that it is hard to decide which one to pursue!

I want to revolutionize Women's Medicine. My dream is to be a doctor for Women, incorporating holistic plans of treatment. I believe that so much of what happens to our bodies is interconnected with our minds. I have a special interest in Women's mental health and addictions. I applied to Audiology because there is a special place in my heart for the deaf and hard of hearing population. I also have experience with the aging population and Alzheimer's disease. Oh, there is so much that needs improvement in our world, where do I begin?

AICI really made a difference in my life. Carol Robichaud and the AICI volunteers had a profound impact on the way I view others and society at large. Through them, I realized how important first impressions are, and how I can use every first impression to my advantage. Carol taught me the power of honesty and speaking from my heart. AICI taught me how important it is to help others in the community, and at their Gala dinner, I realized the power of connecting with others. Carol helped me get involved with volunteering for the Mississauga Rotary Club, and taught me how to get connected and retain my contacts.

I believe that all of the girls at TEAM benefited from AICI's knowledge and expertise, and their encouraging PEP TALKS. Many of the girls in the program lacked mentors and successful people in their lives, especially women, to whom they could look to for guidance. AICI provided these women to us. Most of all, AICI helped us realize our own power to achieve our goals and the motivation to go after them, as I have with my own life. One day I hope to give back to others what AICI gave to me.

*Carol Robichaud  
KCR Image Consulting*

*Visit our website*

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

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

*Carol Robichaud FACC, CIP is a certified image management consultant who is a speaker & trainer for diverse companies, organizations & individuals on the importance of developing strategies for self-image.*

*Proof that DYB brings joy to the world: a DYB client and Lisa Penny.*



*Leah Morrigan sizes tops in Ladies wear.*

## **AICI PHILANTHROPY: SPOTLIGHT ON DRESS YOUR BEST**

*Dress Your Best was formed in Toronto in 2000, the brainchild of Jessica Roelink. While volunteering at a local clothing bank, Jessica noted that the bulk of business clothing was not taken by clothing bank clients, which left a surplus of unused and used good quality business clothing. Jessica decided that people seeking employment could use this clothing for their job interviews. The Dress Your Best program was born out of a desire to offer free clothing and to provide a one-on-one service that gives clients support, encouragement, and confidence. Through Jessica's vision, Dress Your Best became established as a non-profit organization contributing to poverty relief and helping people acquire employment and success in their lives.*

Dress Your Best operates through the hard work of over 30 full and part time volunteers, and is governed by a board of four distinct, talented, and dedicated directors. Over 1850 men and women have been outfitted in appropriate business attire and gained employment through Dress Your Best.

Clients of DYB are quite diverse, ranging from age 16 to 65, with many coming from low-income families who seek independence of governmental assistance. Each client shares the commonality of seeking employment. Clients are referred to DYB by other not-for-profit organizations such as social assistance groups, job placement agencies, and shelters. Each client is provided with an average of five outfits (20 – 30 garments plus shoes and accessories), chosen to suit the individual client's needs and style by DYB's wardrobe coordinators. With a new wardrobe, clients are given the confidence boost necessary for a successful interview and subsequent employment.

While searching for appropriate philanthropy partners for AICI, Philanthropy Co-ordinator Angèle Desgagné located Dress Your Best, noting their mission statement: ... to help our clients look impressive and feel confident.... "It is the perfect fit for AICI!" Angèle proclaimed, and made arrangements with Jessica to have the Toronto chapter image consultants sign up for volunteer shifts.

Jessica is very grateful to the AICI image consultant volunteers who have been donating their time to her program, and to Angèle who has done so much to organize the partnership. “Image consultants lift the bar for the quality of service. AICI’s participation has greatly contributed to a more professional and effective service.”

**The following are testimonials from AICI members who have volunteered time to Dress Your Best:**

“I had the immense pleasure on Wednesday, September 15 to initiate and participate to our new philanthropy. Everyone made me feel so welcome. I was amazed by the hard work and dedication of all the volunteers at DYB. I had the chance to help out two women who needed to polish their professional image. They were both very grateful that I was able to help pick outfits that fit and looked great on them. In fact, I got so involved that I didn't leave DYB till 8:15pm when I was supposed to be finished by 6. It truly was a rewarding experience and an exciting challenge to put to the test my expertise and knowledge in a restrictive environment. It is the perfect fit for AICI!”

*Angèle Desgagné, AICI CIP  
Philanthropy Coordinator  
Immediate Past President*

“Working with the team at Dress Your Best was an honour. I respect the volunteers who are so dedicated to making a positive change in other people's lives. It made me realize how lucky I am and how important it is to be grateful.”

*Daniela Mastragostino  
VP Membership*



“... most clients are hesitant when they first arrive... [but as] you greet them with a smile and ask a few questions about the type of work they are interviewing for, it’s fun to see some of their hesitations begin to melt away.

It’s so rewarding to see your client’s face light up when they first step in front of the full length mirror to see how they look in the clothes you’ve selected. They can’t help but begin to think of themselves in a new way. At the end of the session, without fail, they are beaming and ready to take on the challenge of presenting themselves to prospective employers.”

*Lisa Penny  
Future member*

“I love sharing my enthusiasm about clothing and wardrobe care with DYB clients. I think the one-on-one interactions between volunteers and clients make the clients feel special, which translates into a heightened sense of confidence, giving them momentum behind their interviews and future employment.”

*Leah Murrigan  
Co-Editor, Newsletter*

*Our lovely Past President and Philanthropy Coordinator, Angèle Desgagné, straightening the goods at Dress Your Best.*

*Create a win-win situation: after a closet audit for a client, donate the unwanted clothing pile to Dress Your Best – your client gets more space and someone less fortunate receives a new wardrobe to get them on their feet, find work, and feel empowered!*

*For more information about Dress Your Best, please visit [www.dressyourbest.ca](http://www.dressyourbest.ca)*



*This and facing page: Jacinthe Malette with clients at the Women's Day Conference.*

## AICI PHILANTHROPY: OUR FANTASTIC AICI MEMBERS DOING THEIR PART!

*Catherine Bell, AICI, Prime Impressions, Kingston:* As a polio survivor, volunteering with the Ontario March of Dimes (OMOD) is ongoing for Catherine. The OMOD originally formed in the 50's to find a cure for Polio and their mandate has now expanded to creating a society inclusive of people with physical disabilities.

She chaired the Kingston Post-polio support group for several years and is currently chairing the Business Advisory Committee, supervising a reclaim textile operation and three second-hand clothing stores in Kingston. Catherine annually conducts in-store seminars on dressing on a budget for interviews. Using the store's clothing, she shows great outfits pulled together for less than \$25.00, and periodically conducts customer care training for the retail staff and makes presentations at the Job Finding Club.

"Also, 15 years ago, when I went from walking normally into a scooter due to Post-polio syndrome, OMOD funded some research involving Therapeutic Electrical Stimulation that I was part of. The results that I experienced were so dramatic, that I was able to donate my scooter to OMOD because I no longer needed it. Recently, when I was asked to join the Board of Directors of OMOD, I readily agreed to a three-year term as my way of showing them appreciation for my new-found strength and independence."

*Joanne Blake, AICI, Style for Success, Edmonton:* Joanne is an active board member for the Vocational Services Committee of the Riverview Rotary Club of Edmonton, where, for the last two years, she mentors seven financially and circumstantially challenged young women. The mandate is to support youths through regular contact to inspire and encourage the continuation of their education. Two young, single mums are attending university with the financial and emotional support of our Rotary Club.

Joanne has offered sessions on business etiquette, goal setting, and career coaching. Plans for 2005 include time management and job search seminars. As volunteering goes, Joanne intended to give back to the community, but has received so much more than that in return.

*Patrice Casey, of Inside Out Image Consulting, Oakville:* The Oakville Chapter of the Maycourt Charity group were treated to a fashion display supplied by the corporate retail giant, "Winner's", and arranged by Patrice Casey, on Monday November 15th, at John Knox Presbyterian Church.

Winner's manager, Katie Chiba, of the Winston Power Centre, Oakville, was enthusiastic to lend Patrice clothes for her talk. When Patrice met with three wary volunteers at the Winners store to shop for the event, "They were horrified to learn they were going to be dressing in the fashionable 'Granny Chic' mode," she remembers, "but once the women learned of the elegant elements of this style, they filled the shopping cart."

Speaking to the established, fundraising ladies, Patrice encouraged the group to dress their own signature style. Leslie Invidiata, of the Maycourt group who attended the display said, "We are all concerned about our appearance and Patrice spoke to that. This is an example of a community working together for the common good."

Winners showed it's corporate conscience (Patrice calls this a "Win - Winner's"), and the ladies were entertained while endeavoring to come up with grassroots fundraising ideas to help their community.

"When you look good you feel good," Patrice reminds us. "Everyone feels a little better doing something for someone else. We all win when people give of their time and service. Winners and Maycourt hold an example for the rest of us by their continued philanthropic work in the community."

*Donna Chevrier, AICI, Donna Chevrier & Associates, Mississauga:*

Experiences of personal vulnerability have profoundly impacted how Donna views those most at risk in our society; women, children, physical challenged people, and those unjustly discriminated against.

Helping out has meant giving time, money, and sharing her skills for Donna. "Working toward a "common good" is empowering," she states.

Her philanthropic work spans from fighting for the life of a single tree, or acres of wetlands, demonstrating in the United States, and marching for social justice issues in Canada.

She has spent the past four years on fundraising efforts for Interim Place in Mississauga, a shelter for abused women and their children. Donna also supports AICI's Dress Your Best action. "Giving to others is really a gift I give myself because I experience satisfaction and pleasure in this service."

*Rebecca Chu-Rapovski, AICI, CIP, of Impeccable Image International, Richmond Hill:* Rebecca was involved in the York Region's Employment Resource Centre for their Career Week, from November 1st to 5th, 2004. This special week was created to offer different kinds of training programs, targeted at people preparing themselves for future work employments.

Themes differed from day to day, and included "Motivation", "Training", "Interview", "Self Discovery" and "Wellness". Rebecca delivered the following seminars on Interview Day: "Image for Interview", "Building Wardrobe with Clusters", and "Basic Wardrobe for Well-Dressed Men".

"This philanthropic activity turned out great and was listed in the Era-Banner newspaper in New Market and Aurora. I enjoyed helping and learned something myself while helping others.

I highly encourage our members to participate and join in activities like this," Rebecca advises.

*Katherine Hess, of Enhanced Impressions, Calgary:* Katherine's Enhanced Impressions has a renewed commitment with Alberta's Promise. The 2005 commitment includes delivering a 2-hour session for individuals who are in

the public eye and are responsible for fund development for their organizations. Katherine will also offer a play shop on manners and etiquette to a child and youth group, once in the winter and once in the spring at no cost.

In October, 2004, Katherine became the newest director on the board for The Hera Society, an organization providing therapeutic programming for girls at risk. She also chairs the fund development committee. As The Hera Society creates their new identity package, Katherine is an integral part of the marketing committee, consulting on colour, style and message of the Hera logo to the community.

*Martine Laforest, de Flair Image & Style Inc., Prévost Québec* donne en ce moment, à l'école élémentaire de son fils, des petites conférences sur l'étiquette sociale aux étudiants de 3<sup>ème</sup> année à 6<sup>ème</sup> année. Les élèves adorent ces petites conférences, ils sont très réceptifs et ouverts à comprendre et mettre en pratique les bonnes manières. Elle profite de cette occasion pour informer les jeunes filles et les jeunes garçons sur l'impact de certaines tenues vestimentaires à l'école.

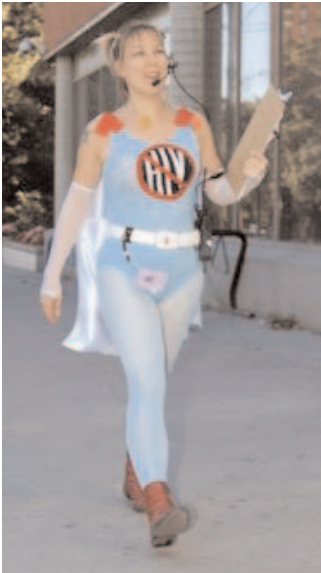
*Jacinthe Malette, de À Votre Image, Gatineau, Québec* a collaboré le 23 octobre dernier, à trois Métamorphoses pour la Conférence Jour de la femme (Women's Day Conference) initié par le Women Business Connection de Orléans, Ontario. Analyses des couleurs et du style puis magasinage avec chacune d'entre elles a permis de faire ressortir le meilleur d'elles-mêmes lors du dévoilement des Métamorphoses, après une journée remplie d'ateliers. Ce fût un succès sur toute la ligne! Autant les modèles que les participantes à la Journée ont été enchantées de l'expérience.

*Jacinthe Malette* a également fait une Métamorphose initiée par le Réseau des Femmes d'Affaires et Professionnelles de l'Outaouais (RÉFAP). Cette expérience lui a permis de démontrer aux femmes d'affaires qu'il est possible d'augmenter sa crédibilité et de s'ouvrir à de nouvelles possibilités dans le monde des affaires en rehaussant son image personnelle. Ce fut

*Continued on page 10*



*Jacinthe Malette flags a client at the Women's Day Conference.*



Leah Morrigan as a powerful HIV-fighting superhero, 2004.

*Continued from page 9*

également un bonne façon de faire connaître davantage le métier d'imagiste-conseil auprès du Réseau.

**Leah Morrigan, of Leah Morrigan Image Consulting for Men, Toronto:** Leah became the first woman in the history of the AIDS Committee of Toronto (ACT) to volunteer for and shape the gay men's outreach program, spending 5 years as a front line safer sex educator. She helps organize the annual AIDS Walk, raising \$\$ and support for those infected and affected by HIV/AIDS. Leah is a costume designer by education and creates a costume each year to lead the walkers.

Leah also sits on the board of the Federation of Metro Tenants, promoting tenant rights, assisting and educating

tenants in their plight for fair rents, and lobbying governments. Leah began volunteering for Dress Your Best this fall, and is working out the details of doing a "monthly men's day" with DYB in 2005. She also supports the Toronto Humane Society and Greenpeace monthly.

**Anne Sowden, AICI, Here's Looking at You Image Consulting, Toronto:** Anne got involved with the downtown YMCA's SEB program (Self-Employments Benefits) in 1999. Four times a year, Anne volunteers on the Business Panel for people "graduating" from the program. Her time with SEB helped her initiate her image consulting business. "The program helped me so much," Anne says, "that now I'm helping those who go through the program."

## 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 Damon Allan at [damon@alexandersteel.com](mailto:damon@alexandersteel.com), or

Leah Morrigan at [leah@transformyourself.ca](mailto:leah@transformyourself.ca)

## MEMBER SPOTLIGHTS

*Karen Brunger, AICI, CIP, International Image Institute,* Richmond Hill, was interviewed for the *Durham Region Business Times* on appropriate business dress, and for the Toronto Sun on office party etiquette.

*Donna Chevrier, AICI, CIP, Donna Chevrier & Associates,* Mississauga, and a client were interviewed for a party-hosting article in the upscale lifestyle magazine, *West of the City*. Donna provided etiquette coaching, and used the services of a table décor designer for the articles' photographic layout. Following an interview with a columnist for the *Urban Lawyer* newspaper, Donna was quoted on the significance of how image influences believability in the legal profession. For *Good Life* magazine, Donna presented her 10 best tips for avoiding party problems /disasters over the holidays.

*Rebecca Chu-Rapovski, AICI, CIP, Impeccable Image International,* Richmond Hill, was featured in the *Ming Pao Daily* Newspaper in October, sharing her experience on Judging for the Make-up Contest Charity Ball on "Making an impeccable Make-up application".

Rebecca was recently featured in Aurora/New Market's *Era Banner*

Newspaper for her training work at York Region's Employment Resource Centre's Career Week, sharing her "The Image for Interview" seminar. She is to appear in the upcoming "Holiday Etiquettes at Work and Office Parties" for the Toronto Sun.

*Angèle Desgagné, AICI, CIP, Imagélite International,* Oakville, was featured in the article "Do You Need An Image Consultant?" for the online magazine and virtual men's portal AskMen.com published on Thursday, October 21st, 2004 ([www.askmen.com](http://www.askmen.com)). Angèle teamed with Donna Chevrier, of Donna Chevrier & Associates, providing tips for the how to be a holiday "Host Extraordinaire" article, published in the 2004 Holiday Edition of *West of the City* magazine.

*Anne Sowden, AICI, CIP, Here's Looking at You,* Toronto, was featured in the article, 'Seniorpreneurism': A Growing Trend, for the Toronto Star on October 18, 2004. Anne was interviewed on CTS Television's "On the Line" program on October 28, 2004, and *Report on Business Magazine* in the article "Snoop, Sob, Start Again". Anne was featured on Careers TV, Canadian Learning Television (national) and other stations across the country in October 2004.

# AICI TORONTO CHAPTER EVENT SCHEDULE

2004 - 2005

DATE & TIME	ACTIVITY	CONFERENCES & SPEAKERS	LOCATION
Monday 5:30PM January 17, 2005	Education Event	Dining Etiquette Catherine Bell Prime Impressions 613.634.1820	Wardrobe Workshop Inc. 825A Yonge St. 416.250.0079 www.wardrobeworkshop.ca
Monday 6:30PM February 21, 2005	General Meeting	Networking Night Image Industry Professionals	T.B.A.
Monday 6:30PM April 18, 2005	General Meeting	Spring Fashion Trends In-House Fashion Experts	Holt Renfrew (T.B.C.) 50 Bloor St. W 416.922.2333 www.holtrenfrew.com
May 12-16, 2005	AICI Annual Conference		Crowne Plaza Ravinia Atlanta, GE

Please R.S.V.P. to *Kim England* at 416-605-6814 Email: kimengland@sympatico.ca

## IVANA KNOW ADVICE COLUMN

**Q. Is it really okay to wear white after Labour Day?**

**I used to go by the saying, "You can't wear white after labour day", but I am seeing more and more people wearing white nowadays. Are these people creating a major fashion faux pas, or have the rules changed, to include white in all seasons? Seeking help, VJ**

**A.** Let's start with a little bit of history, VJ. Originally, the rule was "only wear white shoes between Memorial Day and Labour Day". This makes sense because white reflects light and heat, and wearing white during the winter would make you cool, and thus should be avoided. But others suggest the rule stems from a class issue: Chief Curator and Director of the Museum at the Fashion Institute of Technology, Valerie Steele, notes that in the late 19th century and the 1950s, more people were entering the middle classes. These nouveau-riche folks were often unaware of the standards of high

society, so they were given specific codified rules to follow in order to fit in.

There are good reasons to adhere to most dress codes but this rule definitely needs some revamping. Everyone needs to be sensible when dressing themselves for the seasons.

General style guidelines can still help us today, although they are not as cut-and-dried as in decades past. The best rule of thumb is to wear what you think is appropriate and works well for you, your lifestyle, age and body type. Obvious warm-weather clothing like white shoes, linen, seersucker, straw handbags and the like are best avoided after summer's end, although an unseasonably hot autumn often lets us get away with summer fabrics and colours well past Labour Day, especially in a casual setting. While white shoes may not be best for October, white wool pants and sweaters can look gorgeous in December!

*Ivana*



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## A LOOK BACK AT AICI 2004 FALL/WINTER EVENTS

*This fall, the events organized by AICI Canada/Toronto attracted a wealth of new members and guests.*

The new season began in September at Verity, an elegant and functional new women's club in downtown Toronto. The first order of business was the changing of the board. *Angèle Desgagné* and last year's board were acknowledged for their service, and *Anne Sowden* took the floor to welcome the crowd for the first time as President. The evening consisted of networking, and a talk given by Seth Feller of Word of Mouth PR. He spoke about managing the image of clients who are moving into the public eye.

October's event was held at Superior Restaurant, in the city's original theatre district. Ed Shaul, a certified U of T social worker, specializing in Alternative Dispute Resolution, offered tips on dealing with difficult clients. United States and New Zealand members were in attendance.

We were fortunate to have *Karen Brunger* give a seminar on advanced colour analysis in November. The event was held at The Wardrobe Workshop, a custom clothing studio owned by Chris Mallman. Those in attendance enjoyed the presentation and had an opportunity to mingle, and get acquainted with each other.

Members and guests alike have expressed their enthusiasm for the variety of our event topics and locations. AICI Canada/Toronto is pleased to offer even more education and general events in the new year. Please refer to our chapter calendar...see you soon!

*Zayna Mosam*  
VP Programs

# AICI

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