

INSIDE IMAGE

WINTER 2010

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GIVING BACK

We know that giving makes the world a better place...and you've almost certainly felt the personal benefits of giving. During the holiday season we become more aware of the needs of others, and how giving, no matter how small can make an enormous difference. As Albert Einstein once stated, "The value of a man resides in what he gives and not in what he is capable of receiving." We hope you enjoy the inspiring articles our colleagues have so generously shared with us.

PRESIDENT'S MESSAGE

With the season of giving upon us and the associated various seasonal celebrations, it has given me time to pause and reflect on the importance of what I am grateful for. I am grateful to be working in a profession that I truly love and helping people achieve great strides of self-fulfillment. I feel grateful to be associated with a professional organization that supports my work. I feel grateful to be working alongside a Board comprised of an amazing group of women who give so generously of their time. They honour us and our profession by giving with what I like to refer to as "pure intent". That is the love of their profession and our association.

As your Chapter President, I feel proud of not only working with these women, but of how we work together. I have found that when you give freely of yourself and your time, you gain much more. In taking on this leadership role, I have been given the opportunity to meet and engage with greatness in both the leadership of the Board and from the members I have met.

The Giving theme is an extension of our Connections theme from last Fall, demonstrated by our colleagues who support AICI and our membership. I would like to take the opportunity to thank them for their time and efforts to share talent, education and opportunity. Thank you to our speakers Joshua Zuchter and Helena Chenn. Joshua Zuchter, an international inspirational speaker, business and life coach, and Helena Chenn, AICI CIP, who is an industry leader in the field of wardrobe, styling and wardrobe design. Both of our events took place at the Verity Club in beautiful Downtown Toronto, thanks to one of our very own members, Wendy Buchanan, owner of Perceptions Eyewear. It was through Wendy's membership and offering that AICI Canada/Toronto was able to host our events.

I wish you all a wonderful season of sharing time with family and friends. With 2011 around the corner, I look forward to sharing a New Year filled with more exciting events, programs and educational offerings. ❖



Michelle Horne, AICI FLC
Putting It Together
Image Consulting
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Michelle is known for her thoughtful, thorough, but always fun approach to helping clients take ownership of their authentic images.

TRUE HOLIDAY SPIRIT

It's the holiday season and as we know it is a "time for giving". I love this season because people are cheerful and in a wonderful mood. I've found that working with the public, the elevation in mood around this time is unmistakable. Maybe it's because people get time off from work and they love parties and decorating, or it could be because they are connected to the spirit of the holiday season. When there is a connection with spirit, what is it and where does it come from?

This spirit is a sincere feeling of generosity and kindness toward humankind. I believe it is at the very core of human nature, something that brings us closer to our divine being. It's very heart-warming to feel a festive spirit; it is certainly a beautiful feeling that would benefit human-kind if it were 'all' year round and felt towards 'everyone'. I don't mean that we should put ourselves in debt

by continuing to dole out material gifts all year long. Seeing gift giving as a material act of kindness only will not bring us joy but despair. Real giving comes from acts of kindness. Those gifts can be as simple as offering a smile to a stranger, expressing genuine thanks, lending a helping hand, giving sincere compliments or giving our customers more than they expect. For example, a few months ago when I first launched an addition to my business I received an email of inquiry from an image consultant who most certainly has the quality of giving. Reading her email I felt a sense of calm and genuine graciousness that left me thinking, "This is a person I'd like to know". Imagine the effect she has on her customers.

Whenever we give generously from the heart, with gifts of kindness and without any expectation of being rewarded for our efforts - it feels

fantastic! I don't know why this is true; I just know it is. To understand how this feels you simply have to think about times that you have given to your children. Making them happy brings so much joy. So much so that we have to hold ourselves back sometimes when it comes to material things. When we give more love, more gratitude, more kindness, more hope, more laughter, etc. to everyone we meet, we receive as well. In fact, we receive much more than we give. Giving is the foundation for a happy life.

Make a commitment to yourself, as I will, to extend the 'season of giving' to the 'year of giving' and then continue. You'll be surprised the difference it will make in your life.❖



Sheila Dicks

fashionexpertsnetwork.com

Sheila Dicks is a Dating and Style coach and founder of the Fashion Experts Network. She helps women enhance their style and attract more of what they want.

INVESTING IN THE NEXT GENERATION

As Image Consultants, we are in a privileged position to help people reach their goals whether personally, professionally or both. I enjoy *giving back* by helping young people. I have provided fashion and etiquette seminars for a great group of campers for two years in a row. These seminars help the young women transition into adulthood with a skill set able to handle situations that will occur in their future lives. Further ideas that I am working on include interview

coaching along with image tips for young single moms.

In addition, I volunteer with Making Changes Association of Calgary. This organization provides no-cost new & gently used business clothing for unemployed and underemployed women with financial barriers. I assist clients to choose 3 or 4 outfits including accessories for their business attire wardrobe. The women are happy to find quality clothing that will help

them succeed in job interviews leading to better employment. This means improved opportunities to look after their family in dignity.

There is tremendous pride in seeing women who have hope given back to them. I am grateful that my professional association acknowledges the efforts of its members to help build a better society for others.❖



Maria Doll
yourstylematters.biz

Maria's work experience has been in the fitness industry, retail, corporate along with raising her three children. Mentoring young people gives Maria an ability to relate well with people of all ages.

FIND US ON FACEBOOK!



AICI Canada/Toronto has just gotten friendly with Facebook! A great way to connect from coast to coast, we'd love to join our page and get interactive!

Click on icon to link to our page!



MEMBERS IN THE MEDIA

Jean L. Price - "The Trick to Loving How You Look", November 2010, *MacLean's Magazine*

Catherine Bell, AICI CIP - Article on the importance of dining etiquette, November 15, 2010, *Bankrate.com*; "Gifts for the Person That Has Everything" November 25, 2010, *Toronto Sun*

Karen Brunger, AICI CIP - "Holiday Party Do's & Don'ts", December, 2010 *Chatelaine.com*

UP-CLOSE AND PERSONAL WITH...

◆ **How long as an Image Consultant?** *I opened Trademark Image Consulting in May 2006; but with a career in retail and advertising, my career in image consulting has been in evolution for over 15 years.*

◆ **What do you specialize in?** *I am most often engaged for my wardrobing and closet skills, my personal branding and job skills training, and my ability to extend the image consultant's 'communication' forte into the written word from profiles to resumes and everything in between!*

◆ **Memorable quote from a client?** *"You MUST have a black belt in shopping!"*

◆ **Why do want to serve by being on the Board?** *I want to help the AICI, and Image Consultants in general, to reach their way into the public eye more frequently and in scenarios that promote our skills and offerings to the general public. My goal is to help the public convert their dream of having a someone to...shop for them/ clean out their closets/manage their professional or personal image/etc into a reality by learning that people who do this DO exist outside the realm of fame & celebrity, and that working with an Image Consultant is not only a truly accessible option, but it's also a great way to ensure you're getting the image help you need from a trained and talented professional.*

◆ **Describe your perfect day.** *I like to be able to do EVERYTHING! ALL THE TIME! So my perfect day would need to have a lot of hours in it. I'd wake up without an alarm, go to the gym for a great work out followed by a restorative yoga class, have a good long massage, and then get myself together for a day of fun. Lunch with my family (grandparents and cousins included!) followed by some wandering along the downtown shopping streets of Toronto. After a bit of down time at home, I would get ready for a dance performance or stage production followed by dinner & drinks with the girls. Finally, I'd take off my make-up (Sigh! Feels good!), get ready for bed and crawl in exhausted, happy, with a good book and a purring cat beside me.*

◆ **Do you have any hidden talents?** *Come on now. If I told you they wouldn't be hidden, now would they? ☺*

◆ **Do you have a mentor, if so what is the most important thing they have taught you?** *My family serve as mentors to me. My maternal grandmother continues to show me the kind of woman I aspire to be. She lives out LOUD! She is self-actualized, loving, community and family minded, intelligent and she leads me by her example.*

◆ **Any advice for new members?** *Take every opportunity AICI presents to connect with your colleagues and develop your skills. Our professional organization is made up of some wonderful and generous members who share a common feeling that the development of one another's skills is a boon to the industry overall. You will find a supportive environment here! ❖*

Tamara Glick
trademarkimage.ca



HIGHLIGHTS FROM PAST EVENTS:

- ◆ ARE YOU THE QUEEN OR THE GODDESS WITH JOSHUA ZUCHTER (OCT 25)
- ◆ ARE YOU HAVING A FIT ABOUT FIT WITH HELENA CHENN (NOV 19)



DON'T MISS OUR UPCOMING CEU EVENTS!

- ◆ Two-Part **TELECLASS** with Linda Thomas, AICI CIP - **worth 0.2 CEUs**, January 10th and 17th, “Who are the 4 Generations Here Today?” and “How to Sell to the 4 Generations”
- ◆ Full-Day Seminar with Brenda Kinsel, AICI CIP - **worth 0.6 CEUs**, March 26, “The Art of Relating to Clients” and “The Write Stuff: Creating Compelling Marketing Materials”

TOP THREE WAYS TO GIVE BACK THROUGH THE CANADA CHAPTER PHILANTHROPY COMMITTEE

Did you know that you are probably already a philanthropist for AICI? This holiday season we want to know what you're already doing that could be considered a philanthropic activity and we want to recognize your efforts!



Here are some of the ways you might already be giving back and some easy ways to get in on the action for those of you that are newer to philanthropy:

Volunteer for a charitable organization such as Dress for Success, the Cinderella Project or Look Good, Feel Better.

Participate as a group (just 3 or more members in one event constitute a Chapter Philanthropic project) in a walk, ride or run for cancer research, the liver foundation or any one of a number of charitable organizations.

Give a complimentary seminar or services at an employment center, senior's group, or youth center.

All of these activities are part of philanthropy and can easily be added to your schedule once a month or more often if you feel moved to give. In

“Just three or more members in one event constitute a Chapter Philanthropic project.”

addition, you can also use the record of these kinds of activities towards your FLC, CIP or CIM portfolios and by volunteering on a committee, gain leadership points. If any of you are familiar with BNI, you know their philosophy is 'Givers Gain' and I think the same is true for AICI Philanthropy through the Canadian Chapter.

There are two important things you need to do be-

fore the new year! Please send a record of your activities to our Chapter Secretary, Katherine Lazaruk (katherine@icuimage.com) and she can work with our Communications VPs to get the message out. If this is exciting to you, please consider a role on the Philanthropy Committee. We are also looking for a motivated and generous person to head up that Committee for our chapter. You can contact Katherine for more details.

We look forward to hearing how you're giving back this season and all year. Best wishes for the holidays. ❖



Katherine Lazaruk
icuimage.com

Katherine Lazaruk, owner of ICU Image Consulting based in Vancouver, holds certificates in Image Consulting and Advanced Image Consulting from the International Image Institute.

INSIDE OUR NEXT ISSUE

Start putting your thinking caps on for our next Spring issue of *Inside Image*. The theme will be Inspired Living - living with balance, intention and fulfillment. We look forward to your submissions!



FASHION'S PASSION FOR A GOOD CAUSE

After twenty five years as a Teacher Librarian, I embarked on a career as an image and wardrobe consultant. I was overwhelmed by the generosity of spirit I encountered from those in the business and fashion world. Building a successful and sustainable business was important but something else happened.

Three years ago I donated goats to a family in southern Sudan on behalf of my daughter for Christmas. With that as her inspiration, my daughter eventually set out for Kenya to work with Sudanese refugee students. As the plane carried her to East Africa, I was in the midst of planning my annual Spring fashion event.



The worlds of fashion and refugee education collided months later

when her Gr. 11 students told her they couldn't graduate because there was no Gr. 12 class. Some had survived slavery, others being child soldiers, but they couldn't imagine not graduating.



Confronted with the immense challenge, Kellee started a blog to chronicle their stories. Meanwhile, my fashion volunteers and I recounted these details to my retail supporters. The silent auction items began to pour in. Tickets sold out early. In the midst of my Spring fashion event, a video clip from the students had the audience in tears, laughing, feeling hopeful and inspired.....the students have since graduated!

Two years and three fashion events later, Personal Style is privileged to empower more

people than it's day-to-day clients. Using funds raised at my events, my daughter worked to provide a clean water system, a science lab and all of the necessary resources to establish a Gr. 12 class - there is now the opportunity for all 300 students to graduate.

I adore my career as an image consultant. I feel especially fortunate that I found a way to combine the two driving factors in my life: following my passion and *giving back*. My business has allowed me an avenue to reach people - people who care, who want to give back but don't know where to start, if it would impact.

Never in a million years did I think the quote that hung in my classroom for years would be so relevant and literally a part of who I am today: ***It takes a village to raise a child.*** In helping those wonderful students, the beauty is, they also helped me.❖



Sue Jacobs BA, MA, B.Ed.
personalstyleconsulting.com

Susan knows that image is not only about looking your best - it's about giving your best. Her fashion events have raised over \$50,000 for various projects.

CHAPTER CORNER

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MISSION STATEMENT

To support the professional development of image consultants through education, resource sharing, camaraderie and community involvement. To set standards for the image industry that promote professionalism, credibility and recognition.

FEEDBACK

We would love to hear from you!

Please send your thoughts to:

Co-VPs Communications
Mirella Zanatta or Miranda Wulf.

CHANGE OF ADDRESS

Please contact:
Shelley Brown, AICI FLC
VP Membership

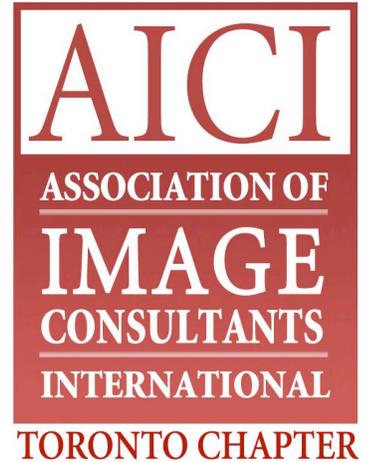
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1/4 page	\$95.00	\$195.00
1/2 page	\$165.00	\$265.00
1/2 page	\$250.00	\$350.00 (outside back cover)

For more information about advertising, please contact Mirella Zanatta, Co-VP Communications.

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

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