

Inside Image

Spring 2008 Volume 7 Issue 3

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The Women's Issue



Daniela Mastragostino

PRESIDENT'S MESSAGE

Estée Lauder, the founder of one of the world's most respected and recognizable cosmetics lines taught me the emotional value that make-up and cosmetics provide to an individual. In her autobiography, A Success Story by Estée, she writes, "A woman in hard [financial] times would first feed her children, then her husband, but she would skip her own lunch to buy a fine face cream."

I share Estée's passion for make-up and cosmetics and with my knowledge of colour analysis, I have been able to open women's eyes and show them the difference that applying the correct make-up colours can make. Much like wearing the clothing colours of your palette, wearing your season's make-up colours helps the skin look bright and healthy, the teeth appear whiter, and the eyes 'pop', all adding to a polished appearance.

If you're still trying to get the hang of colour analysis, bring along swatches of your season's colours and match them up at the make-up counters. TIP - you should always try on a colour before purchasing it because the colour may look very different once it's applied on the skin. Take the colour brown for example, sometimes it's very ashy but you wouldn't know this until you tested it out. Also, some colours may have a deep appearance but go on sheer, making it appropriate for another season.

Until next time, have fun shopping for make-up colours!

Daniela Mastragostino
Chapter President
AICI Canada/Toronto
Nové Image Consulting



Leah Morrigan

EDITOR'S MESSAGE

I felt without purpose as I sifted through hundreds of cover image possibilities to represent the spring women's issue. I looked at symbolic images like spring-coloured high-heeled shoes, diamonds, flowers, and oyster shells bearing pearls, wondering if these were too obvious – or not too obvious for this special issue. During my online search, a wise and spiritual friend popped up on MSN and I asked him what he thought symbolized WOMAN. He simply said, "Lotus," then explained that like a woman, a lotus is a beautiful, multi-layered flower, **"something of great beauty that rises through the mud."** I thought this was a fantastic metaphoric image to set the tone of this edition: women, rising for centuries through the mud of oppression with perseverance, fearlessness, flexibility, and adaptability to bloom into love and beauty.

A man has every season while a woman only has the right to spring.
~ Jane Fonda

For this edition, our membership has opened up and offered wonderful and varied stories and articles about women for women, giving us *one spectacular issue*: women's takes on cosmetics, hair colour, eyewear, dressing for business, dressing for your shape, pregnancy etiquette, and two articles on brassieres! We are also treated to what I feel is a wonderfully powerful article by a first-time contributor about the nature of women. Also, our VP Conference reminds us of what we'll learn at the 2008 conference in Tampa.

Best wishes for a wonderful, colourful spring and happy reading!

Leah Morrigan
Editor, Inside Image
Leah Morrigan Image Consulting for Men

CLEAR AS A BELL

PREGNANCY ETIQUETTE & THE WORKPLACE

You've just found out that you're pregnant. How and when will you announce your pregnancy at work? What will you do with those prying questions that will come?

There are differing opinions about when to announce your pregnancy to your immediate supervisor and co-workers. At the very least, it's advisable to wait to announce your pregnancy until the second trimester, when miscarrying is less likely.

If you make the announcement earlier rather than later, your employer will be better prepared for the increased time off you'll need for medical appointments and any health emergencies that could arise. Also, your co-workers may be more understanding on the days when you may not feel well.

Before you tell your co-workers, set up a meeting with your direct supervisor and discuss the situation. You could agree on time off for medical appointments, a reduced workload or temporary transfer to another department if necessary, and the details of your maternity leave. Don't apologize for the fact that you may be inconveniencing your employer – you're having a baby after all, so simply deal with the matter straightforwardly.

When it's time to tell your co-workers, be sensitive. Some people may be challenged with fertility issues, have had a miscarriage or are childless for other reasons, so it may be difficult for them to share in your joy.

As soon you become pregnant, it seems that your personal space and privacy disappear. Perfect strangers will come up to you and pat your abdomen. If this bothers you could respond with: "Please don't wake the baby," or with something more direct, such as: "I don't appreciate you touching my stomach. I'm sure you understand."

Humour goes a long way to dealing with all the questions you'll encounter. One woman I know worked out

regularly during her pregnancy. When someone exercising beside her in the gym said: "You look like you're fighting a losing battle," she retaliated with: "At least when I'm finished, I'll have something to show for it!"

For more information on pregnancy etiquette and how to choose clothing so that you look like a working woman who is pregnant, rather than a pregnant woman who happens to be working, check out *Managing Your Image Potential: Creating Good Impressions in Business* found at www.prime-impressions.com.



*Catherine Bell, AICI, CIP
Prime Impressions*

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THE NATURE OF WOMEN

Woman speaks loudly a combination of powerful emotional states – love, care, jealousy, patience, expression, sensitivity. Her greatest emotional and physical quality is her adaptability in changing times, situations, and roles. She assumes many roles in her life – mother, wife, sister, daughter, best friend. The beauty of these relationships make women more responsible and cautious about fulfilling the responsibilities associated with each.



A high burn-out rate notwithstanding, women's affective and nurturing nature frequently leads them to careers in helping professions such as social work, teaching, and mental health. Despite these real life pressures both at work and home, women do not surrender; they rise up to the challenge and live through them with the patience and strength of character unique to their gender.

Even in dual-earning families, a woman still does the bulk of the

household chores and child care duties after completing her day at the office. Despite the enormous pressure that women face on a daily basis to meet the dual responsibilities of home and business, they continue to multi-task and attend to these duties with determination, courage and integrity.

As a woman I am proud of the women before me who began the journey of gaining basic rights. Some basic rights bestowed upon men at birth have been and continue to be denied to women even to this day, yet this discrimination and infringement does not stop women in their fight against oppression. Through determination and women's adaptability to multiple stressors in her life, women have changed their conditions throughout the world.

Mehnaz Sayal

Become an informed ethical consumer and be sure to use only cosmetics that are **not** tested on animals!

For more information visit:

http://caringconsumer.com/resources_companies.asp

EVERY WOMAN SHOULD KNOW ABOUT 'CRUELTY FREE' COSMETICS

As image consultants, we provide advice and guidelines to clients about fragrance free and hypo allergenic products, sunscreen, and cosmetics, and it is important to stay current and informed regarding their manufacture. A popular question today is, *Is it tested on animals?*

Have you ever noticed phrases like 'Cruelty Free', 'Not Tested on Animals' and 'Against Animal Testing' on the packing of moisturizers, perfumes, blushers and other cosmetics and wondered what these actually signify? Such statements by cosmetic manufacturers are a mere assurance that the *finished products* have not been tested on animals. This, however, does not necessarily mean that the *ingredients* have not been tested too.

WHAT DOES COSMETICS 'TESTING ON ANIMALS' MEAN?

All sorts of cosmetic and toiletry products and ingredients are tested on animals,

such as perfumes, shampoos, toothpastes, hair dyes, skin creams, make-up or deodorants. The most common tests are eye tests, skin tests and oral toxicity.

Almost all cosmetic ingredients have been tested on animals at some point of time, so cosmetic companies cannot claim that their ingredients have never been animal-tested. However, the usage of cosmetic ingredients with proven safety records can minimize such cruelty towards animals.

Many leading brands like Avon, Wella, Chanel, Gillette, Christian Dior, Citrus USA, Giovanni, Gucci Parfums, Nivea, Oriflame, St Ives, and Revlon, etc, manufacture and sell only non-animal tested products. All these companies do not test their finished products on animals but some of them may use animal-tested ingredients.

Joan Bachmeier, AICI



MINDING YOUR VISUAL “CUES & CLUES”

THE SINGLE BIGGEST MISTAKE WOMEN MAKE DRESSING FOR BUSINESS

Are your female clients sabotaging their career? It has been my experience through the past dozen years helping individuals, organizations, and corporations, that women do not look authoritative enough in the workplace. Many of my female clients still wonder why they are not moving ahead and getting promoted or not being taken seriously at work by their boss or colleagues and even by their staff.

Is it a wonder that the single biggest mistake women make dressing for business is neglecting to wear a jacket to work? As many companies offer a “business casual” dress code, more women opt to leave the suit and the jacket at home. If they are dressing down too much or wearing something inappropriate, they may be not be aware of the message their appearance projects, and that the little visual “cues and clues” they leave behind speak louder than what they do or say. They fail to realize that other people’s perceptions matter a great deal, and they could instantly lose credibility and personal power.

Here’s a great example that a client of mine was kind enough to allow me to share with you. Judy started a new job in a brand new field in January 2008. During the first week, she received an invitation to accompany her boss to a proposal round table for a new housing development. The audience were professional realtors and mortgage brokers looking for a lucrative mortgage contract. Once the official presentation started, an interesting thing happened: within ten minutes, Judy was on the receiving end of all forms of questions posed by the men at the meeting. All the men concluded she was the person in charge, when in fact this was her first official day on the job. Why?

On her arrival, Judy quickly noted that all the men in the audience wore either a jacket or suit, while the women dressed rather casually, including her female boss, who, despite looking nicely put together, had decided to wear designer jeans and a casual top. Since Judy had no experience and was getting trained on the job, she felt somewhat self-conscious about her lack of background, and decided to boost her confidence by taking the time to groom herself and wear a jacket and pant combination. She realized afterwards that she looked more authoritative, knowledgeable, and

professional than the two women coordinators representing the city, also dressed down and frankly, not looking professional. What an incredible experience that was for Judy ... she felt like a million after that!



Serious businessmen have long understood the power of the jacket. The business world has traditionally been a man’s world. Yes, it is slowly changing but it still is a man’s world. We must help our female clientele realize the importance of wearing a jacket in business. If women want to be taken seriously by their male counterparts, they need to learn the rules... their rules. The jacket is the most authoritative piece of clothing any man or woman can own. It is also the most flattering garment to wear for any body type or shape. It balances any figure, male or female. Plus, it frames the face beautifully and ever so powerfully.

Helping your female clients choose the right jacket can make a huge difference in their professional success. First, dress their personal image then adjust to suit the company’s image. The colour as well as the type of fabric, pattern, texture, and construction of the jacket must be taken into consideration. They must also consider the industry, organization culture, and finally their position or rank, and activities of the day. There are so many options available from the classic blazer to a fitted leather jacket. In my book, even a nice-looking fitted denim jacket is better than no jacket at all. In my earlier example, Judy felt like a million after her experience featuring a professional look with jacket and pant combination.

Ladies, put on a jacket – you deserve to feel and look like a million too.

Angèle Desgagné, AICI CIP

Women that have a strong professional presence take up just as much space as their male counterparts.

HOW TO ACT LIKE YOU MEAN BUSINESS

Many of us are not aware that image encompasses everything. In addition to dressing professionally we need to consider other factors such as voice projection and language use which contribute to making an excellent impression.

A facet of this that is often overlooked is how we use space and our bearing to denote confidence and authority. The following are a few observations I have made from working with women speakers, entrepreneurs and leaders.

Women that have a strong professional presence take up just as much space as their male counterparts. They do this at the podium, around a conference table in business meetings, or those quasi business/social events such as receptions, business mixers or wherever they have an opportunity to create visibility and shine. In meetings, they will be more likely to select a seat that gains them more exposure such as sitting in close proximity to the chair person. If there are a variety of seats available, the choice of seat is also interesting – they will select one with an armrest and place their arms on it to appear more confident and powerful. This doesn't

happen by accident – they will arrive at meetings a bit earlier to obtain the best seat and claim some territory by spreading their papers out in front.

When delivering a presentation, they don't hide behind a podium, but will stand in front of it or to the side of it. In terms of posture and bearing, they stand with feet slightly apart rather than shifting from side to side. When it comes to gestures, they aren't afraid to make bold expansive ones. They understand the importance of and utilize direct eye contact to communicate rapport, authority and credibility.

Women who are less sure of themselves select a seat in a corner rather than front and centre; they tend to take up less space by crossing their legs or ankles and folding their hands, and make smaller hand gestures so as not to stand out. These mannerisms serve to make them appear invisible. Often they won't be called upon for their opinions, and if they are, their opinions may be discounted.

Women that make the most of their bearing and space get noticed, heard, and remembered. This involves making a conscious effort to eliminate any manners and mannerisms that can sabotage their success.

Joanne Blake, AICI CIP

LOOK AS GOOD AS YOU SEE!

Ladies, create your look of sleek sophistication with eyewear in classic shapes combined with feminine contours, circle patterns, or professional pinstripes. On the weekends, indulge your playful side with frames decorated with flirty swirls or mixes of bright colours.

This season's hottest frames are offering wild and wonderful patterns and designs. 'Temples' offer bold two-dimensional angles, dangerously sexy curves, and chic prints in energizing colours of lime green, orange and red.

*Wendy Buchanan,
image consultant and licensed optician*



LOOK THINNER THIS SPRING!

Spring is here! And with it the warmer weather brings the desire to show more skin. For many of us this can be a chilling thought – if you gained a little weight over the winter or you're sagging were you were once firm, don't despair! Although body shape perfection may seem a long way off, you can instantly look slimmer by applying the magic of colour, contrast, and focal points.

Hemlines automatically draw attention to themselves by creating a visual line of contrast. For a more slimming look, lengthen or shorten sleeves, shorts and skirts below or above the widest part of the arm or leg.

Clothing that is too small will emphasize your body shape, making you look bigger, while clothing that is too big it adds bulk and makes the wearer look frumpy. If fit is a challenge, have clothing altered for a better fit – it will instantly make you appear slimmer!

Shiny fabrics and light and bright colours reflect light making the area appear bigger. When worn on your better half, they create the illusion of a more balanced upper and lower body.

Although we tend to think of black as the slimming colour, any darker or muted colour will have a similar effect and may be cooler to wear in the seasonal heat.

To look slimmer around the middle choose monochromatic colours or similar tones for top and bottom. Use contrast or details close to the face to draw attention away from the waist.

A low contrast print with a darker background or a non-descriptive pattern with no background can fool the eye and provide camouflage. When working with prints, keep the overall effect in mind for better balance.

Accessories and details like pockets, trim, buckles and contrast create focal points. When strategically placed, focal points attract the eye, drawing attention away from challenging areas.

By applying the magic of colour, contrast, and focal points, it's easy to fool the eye for a slimmer look.

Kimberly Law, AICI CIP

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Angèle Desgagné, AICI CIP est la seule imagiste-conseil canadienne ayant obtenue son accréditation et titre de membre professionnel (CIP) de l'Association of Image Consultants International qui offre des services et formations en français et en anglais au Canada.

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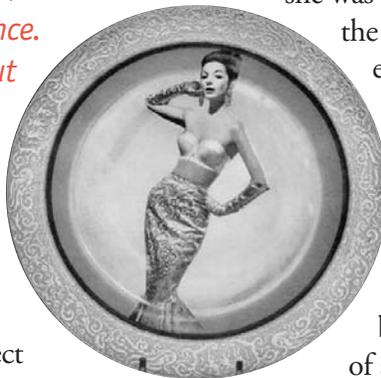
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THE PERKS OF THE IMAGE BUSINESS

*While I was out with friends recently, one of them looked at me and asked, “how did your b***s get so perky?” As you can imagine, a lot of laughing and joking about age and size followed the question, but eventually things got serious. She really wanted to know what I had done, so I told her: I was wearing a new bra. She was amazed that something as simple, or as complex, as a new bra would make that much difference. But it did. Of course, it’s not the bra but how it fits that makes the difference.*

Over the years, I have gone through many bra-fitting exercises (and yes, I was wearing the wrong size). I like to try the specialty stores to learn about their selection and prices, find out how they work with clients, whether they respect your modesty, and how they measure you. But this was the first time I’d gone through the process and had someone comment on how I looked, so I wondered what was different.

When I bought my latest bra, I was given a lesson in how to put it on properly. I learned that you need take time to adjust it, making sure the band is parallel to the floor, checking the straps every time, and even



how to wash it. So, I applied those principles to every bra I had in the drawer and it made an amazing difference, even with the old ones. So while the correct size is important, how you wear it is just as important. It takes an extra minute or two to get ready in the morning but it’s well worth it.

I worked with a client last week who had been for a bra fitting. As she tried on clothes, I noticed that while she was wearing a new bra, she hadn’t adjusted the straps. I asked her about her bra fitting experience. She had been measured, given a number of different bras to try on and bought a couple of them. But she hadn’t been given the “how to wear” lesson. We took a few minutes to make some adjustments and once again, the results were amazing – not only did she look better and her clothes fit differently, most of all she said she felt better, and we hadn’t even been shopping yet!

I always encourage my clients to go for a bra fitting before we assess their clothing but from now on, I’ll be making sure they get the “how to” lesson so they too can have their friends ask, “how did your b***s get so perky?”

Anne Sowden, AICI CIP

AICI’s 17th Annual Conference

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Renaissance Tampa Hotel,
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Questions? Don’t hesitate to contact AICI HQ or email me at kcimage@eol.ca.

THE INS AND OUTS OF IMAGE

Have you made plans yet to attend this year’s conference? We are anticipating the largest attendance from image professionals around the world this year! You will be listening and learning about the ins & outs of the image business: turning your business inside out, upside down and landing on your feet!

YOU WILL LEARN:

- How to build a successful image consulting business
- How to create you own marketing materials
- How to develop quality training programs
- Creating a product from production to profit
- How to develop a mega-marketing plan

From beginners to veterans, this conference will take you to the next level; the workshops and concurrent sessions are designed to

energize you personally and professionally. For those just starting out in business, don’t be intimidated – the conference brochure provides guidelines to direct you to areas and levels that will meet your professional needs and match your level of business savvy. You will leave with a new perspective of the industry and its infinite opportunities.

Let AICI take you to new heights by gaining top quality information along with making new friends and contacts for life!

I encourage you to start planning now for an experience you will never forget. We look forward to greeting, meeting & entertaining you throughout your stay. Bring your significant other and extend your trip to prolong the warm, southern experience.

*Carol Robichaud, FACC,
AICI CIP – VP Conference*

THE NEW AGE OF THE BRA

I was invited to speak to a group of forty women ranging in age from 20 to 65, about a topic of their choice. As I always do, I emailed the audience, asking them what concerns they have about dressing, and if there were any specific topics that they would like covered. To my surprise, they chose bras – nine out of ten women expressed how difficult it was to find the right bra. The women wanted to know how to get a decent fit, how to know what buy, how to enhance or play down their natural curves. I took that as a challenge and headed straight to the mall and lingered in the lingerie department for two hours!

I know how to properly measure for a great fit, what bras work with what fabrics, and what kinds of bras to recommend to my clients, but to be honest, it had been a while since I really took the time to find out what is current – I was not as aware of all the newest ‘inserts’, ‘accessories’, ‘extenders’, ‘tapes’, and ‘stick-ons’. Really, I thought, what good is a great colour, clean lines, and fantastic cuts, if our clients don’t feel good in the layer most intimately close to their skin? At just one small store, I was able to purchase six different sized ‘cutlets’ to insert into various bras for various effects. When I brought this ‘kit’ to the presentation and started passing out the various bra accessories, the women loved it! So many said that they would normally be too embarrassed at the stores to open the packages to see these various products on their own. After the session, all the ladies were on a hunt for a new bra, new ‘attachments’, new ‘inserts’, and basically, new confidence in a new bra!

So here is a little piece of advice: go in search of the newest in bra developments. Have samples. Show your clients the options they have in the privacy of their personal session with you. They will thank you, and you will be confident that you are truly offering them a complete picture of how they can enhance their unique bodies!

Sarah Prosser



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MY LIFE AS A BLONDE

I'm not sure that blondes have more fun, but I can say that they get more attention. Blonde hair can be difficult because the human eye is first drawn to lighter colours, and blonde can't be turned off until we do something permanent. I wore blonde hair for several years and recently had it coloured dark brown. When I walked out of the salon that day, my life changed dramatically.

It may sound like a cliché, but now as a brunette, I believe I am taken more seriously, I get more respect, and I am not approached by strange men 90% as much of the time. While blonde, men talked to me all of the time in all sorts of places – using the bank machine, waiting in line at the grocery store, in restaurants, bars, and on the street.

I think it was merely a reaction to the hair colour, not necessarily to me.

New psychological research shows that men's intelligence falls a notch when blond women are around, other research finds bloneness related to beauty, but not to sincerity, and a 2005 UK opinion poll deemed **brunettes** as intelligent, independent, and competent, **redheads** as fiery and temperamental, and **blondes** as friendly and approachable, but needy and lacking independence.

The common social stereotype of blondes being cute, playful innocents is well known – the affinity for bloneness might be due to the feminine, child-like appearance the vision conveys. Indeed, in "The American Image of Beauty", we are reminded that "In Paradise Lost, Milton's Eve, the original symbol of feminine sexuality, possessed "golden tresses" and "innocent princesses often have long, golden hair" with good characters of angels, saints, goddesses, and fairy godmothers. Conversely, the evil witches and villains are shown with dark hair.

Then there is the question of intelligence. Tom O'Keefe, executive creative

director of an international marketing communications company says **dumb blondes** are funny, self-deprecating, and therefore approachable. "Guys feel like they can talk to these women," he says, "They seem to be nice." Alec Foege, in "The Return of the Dumb Blonde" states, "Being dumb and blonde may just be a smart way of getting noticed." Richard Laermer, president of a U.S. PR company, goes as far as saying that today's authentic dumb blondes must be "very, very smart," putting singer **Jessica Simpson** into this category, believing her blonde reputation is her meal ticket. Entertainer **Carol Channing** made a

career out of playing the quintessential dumb blond: "I didn't have to be bright; I wasn't expected to," she said in 1955. "All I had to do was be blonde."

Brains are an asset, if you hide them.

~ Mae West

And so blonde becomes an identity, an unfair stereotype that can be trying and not necessarily true to one's character. "Being blonde is definitely a different state of mind. I can't really put my finger on it... Men really respond to it. I feel more ethereal when I have light hair, but more grounded when I have dark hair. It's unexplainable," says Madonna.

As a former blonde trying to grasp the social consequences of being blonde, I suggest that for those of you working with women who wish to be taken more seriously and command more respect, the solution could be as easy as a trip to the hair salon.

Leah Morrigan

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.

MEMBER SPOTLIGHTS

SPRING 2008

Joanne Blake, AICI CIP: appeared on **City TV** February 15 as guest commentator critiquing Alberta provincial leaders. Joanne featured in “Dressed for success? Party Leaders Sized Up” in the **Edmonton Journal**, February 17, and discussed The Lost Art of Etiquette on **Global TV**, February 25.

Karen Brunger, AICI CIP: wrote “Extending Your Winter Wardrobe”, January 1, and “Style File: Developing Individual Style”, February 1, for **B Magazine**. Karen commented on sex appeal in the workplace in the **National Post**’s “Are You Too Sexy for that Job?” February 13, and addressed the use of campaign songs in “Politicians Name That Tune”, in the **Calgary Herald**, February 15.

Leah Morrison: discussed men’s sweaters in the workplace in the January 21 **Globe & Mail** article, “Do Sweat the Details, Please”.

Carol Robichaud, AICI CIP: discussed “Appropriate Office Party Attire” in December on **CHTV Morning Live**. Carol commented on “Diversity in the Workplace” for the **Diversity Forum Newsletter** in January, “Wedding Wear for Bride & Groom, I Do’s & I Don’ts”, on **CHCH TV**, also in January. In February, Carol discussed our industry at the Home Show in “It’s all about Image Consulting”, mentioning certification, AICI, image consultant clients, costs, etc. on **CHCH TV**.

Anne Sowden, AICI CIP: commented on a “Dress Code for Vaughan City Council” on the Christina Cherneskey Show, **CFRB Newstalk 1010**, on January 27, was an in-studio guest on the same show February 17 discussing “Hillary Clinton’s image—does it matter?” Anne also quoted in “Watch out for your image”, in the **Globe & Mail** on February 18.

Don’t let the ship sail without you.



YTB International, the fastest growing travel agency in America launched its business in Canada on February 9.

YTB International, Inc. provides Internet-based travel booking services for travel agencies and home-based independent representatives in the United States, Puerto Rico, and the US Virgin Islands---and now in **Canada**.

In 2005, 79 million people booked their travel online. Similar to **Travelocity.com** or **Expedia.com**, you can provide online travel services too. Make your travel reservations and invite your family and friends to book their travel through your **YTB** travel website...and *you* will earn the commissions. More importantly, **YTB needs leadership in Canada!**

My Story: I opened my image consultancy in 2002 as a full time enterprise. I am a single woman. What that means to me is that when I don't work, *I don't eat!* I joined YTB in September of 2007 to reduce my travel costs. Soon, I began to leverage my time by introducing YTB to others. The four team members that I recruited have grown to 13 Power Team members (and growing). As my team members' businesses grow, my business grows—*that's leverage!* I am now averaging \$1,300 every 6 weeks working 2 to 4 hours/week and I am building consistent residual income.

For more information, **visit: YTB.com/marvagold**; (1) View the Company Presentation; then (2) Review the Comp Plan; and (3) Please contact me...Marva@marvagoldsmith.com. **Visit my travel portal:** ytbtravel.com/marvagold.

I hope that you will consider joining me and **introducing YTB to Canada!**

Marva L. Goldsmith, AICI, CIP
Marva Goldsmith & Associates, Inc.

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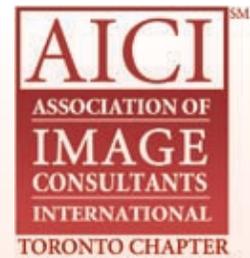
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The Style File Image Consulting
System Inc.
info@stylefilessystem.com

Western Canada Ambassador

Joanne Blake, AICI, CIP
Style for Success
joanneblake@styleforsuccess.com

Francophone Ambassador

To be determined
angele@imageliteinternational.com



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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Editor

Leah Morrigan 416-960-8234

Creative Direction & Layout
Côté Design 416-703-7936

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