

# Inside Image

Winter 2007 Newsletter: **Volume 6 Issue 2**

## Compassion



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**Daniela Mastragostino**

## PRESIDENT'S MESSAGE

*Welcome back everyone from the holiday season; I hope you're refreshed and ready to begin this New Year!*

It is my ritual at the beginning of every New Year to make note of the previous year's experiences and journeys and be thankful for everything that occurred; good times, challenges, surprises, and successes. There is one major success that stands out from the rest of my accomplishments in 2006...I've become more aware of who I am and I've accepted myself with open arms. A trickle effect has come from the acceptance of me, and it is the acceptance of others as they are; without question or judgment. In other words, once I learned how to be compassionate towards myself, showing love and understanding towards others came easily. In 2006, I contributed my time to non-profit organizations including Dress Your Best, Woodgreen Community Services, and Employment

Centers across Toronto. I met people uncertain of their futures, people not knowing where their next meals would come from, and people that were severely depressed. When I taught them about image consulting or styled outfits for them, I hoped to, for those 1-2 hours, create a world for them different than the one they lived in. This world had love, compassion, an abundant amount of jobs, and most of all...hope. Even if it was just a smile, the amazing responses I received from individuals felt better than a pay cheque.

I leave you with a quote by science fiction author, Lois McMaster Bujold: Try to give away what you want yourself...

I wish all of you a spiritually and financially prosperous and successful year.

*All the best,  
Daniela Mastragostino  
AICI Chapter President-Canada*



**Leah Morigan**

## EDITOR'S MESSAGE

Buddhists believe that life is suffering. If life is indeed suffering, we can help each other by observing compassion to alleviate other's suffering, which will in turn lift some of our own suffering. While researching for this edition, I came across the Dalai Lama's version of compassion which encourages us to see that compassion offers a kind of liberation, the ability to rise above the prison of the self and see that our problems are small compared with those others face.

Here in January, we have some things working against us in our quest for compassion, namely the dark, cold, bleak Canadian winter that can depress us and drive us into hibernation. And yet it is exactly this mutual seasonal suffering that makes a fantastic

opportunity to exercise compassion: I suggest that we make an effort to make it a little better by spreading some joy into the world! Spreading joy is easy: you could remark on the blizzard you're sharing with the stranger at the bus stop and make the storm a little more bearable. Asking a passer-by how her umbrella is holding up during the wet Ontario winter. Smiling at the people who live on sidewalks will give them a little joy and maybe a little hope too. It doesn't take much to send a flicker of joy to another person, and it can mean so much.

Here's to a fabulous 007!

*Leah Morigan  
Editor, Inside Image*

# CLEAR AS A BELL

## COMPASSIONATE CONSIDERATIONS

*With each New Year, successful business owners make plans involving marketing strategies and business development options. As image consultants, we have an opportunity to make significant differences in people's lives, and the presentation of our services can express the concern and compassion we feel towards our clients:*

- Do we do colours, or are we showing people how to appear more healthy and vibrant?
- Do we identify style lines, or are we applying the elements and principles of design to their beautiful, perfect bodies so they look taller and more slender, or shorter and fuller?
- Do we build wardrobe capsules, or are we saving people money so they can donate it to a children's snowsuit fund?
- Do we go shopping, or are we giving our clients the gift of time so that they can spend it with their families?

- Do we perform closet audits, or are we showing people how to use their existing wardrobe in new ways, giving them permission to release the seldom-worn pieces to be used at **Dress Your Best**, or similar programs?

We will all be faced with a multitude of requests for donations of our services in 2007; is it better to give that colour analysis to a golf tournament attended by business people who could well afford our services, or to someone in a women's shelter who is wondering where her kids are going to sleep next month?

The choice to make a real difference in people's lives is yours! Choose wisely how you invest your volunteer time, so that you are indeed showing compassion to people who are in most need of your help.

*Catherine Bell, AICI, CIP*



*Catherine Bell, AICI, CIP,  
owner of Prime Impressions*

## MEMBERSHIP REPORT

*Welcome to our newest Associate Members:*

*Daniela Cataldo*  
Toronto, ON

*Aurea Crotty*  
Coutura image Consulting Inc.  
Toronto, ON

*Najares K. Estimati*  
Molook Design  
Montreal, PQ

*Tamara L. Glick*  
Trademark Image Consulting  
Toronto, ON

*Joyce Kar Yin Lau*  
Joyce Lau Image Consulting  
North Vancouver, BC

*Jennifer Martinez*  
Jennifer Martinez Image Consulting  
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*Neal Martin Pedder*  
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*Janise Faith Schmode*  
J3 Image Consulting  
Toronto, ON

*Elena Gennadievna Soklova*  
Moscow, Russia

*Wendy Woods*  
Brampton, ON

*Shelley Williams,  
VP Membership*

## DRESS YOUR BEST NEEDS YOUR HELP!

**Dress Your Best believes that every person deserves a chance to succeed.**

Dress Your Best, AICI Toronto / Canada's not-for-profit partner, is committed to providing an empowering service for men and women seeking employment. AICI members are strongly encouraged to volunteer as stylists with DYB to help their clients gain confidence and employment through an appropriate wardrobe for their workplace. Since its opening in 2000, DYB has helped more than 3000 men and women look impressive and feel confident.

DYB founder, Jessica Roelink, understands that volunteering at DYB is a win-win situation: DYB clients are attended to by image professionals who know their stuff and consultants can practice their skills on real models, become better acquainted with designer

cut and fits, and above all, feel good that they are contributing to the relief of poverty and to the confidence of another human being.

Dress Your Best is expanding and there is a higher demand for consistent AICI volunteers: "Since 2005, the number of clients and the amount of clothing donations have doubled," Roelink explains, "not only do we need more stylists, we need volunteers to sort, size, and hang the stock."

For AICI members in the GTA who are capable of volunteering, Jessica asks for only four hours, one mere Wednesday a year from each of us. Please consider donating an afternoon to Dress Your Best in 2007 to make someone's life better and feel good about yourself while you're there!

*Leah Morriagan*  
Editor, *Inside Image*



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# COMPASSION

*Compassion: a shared sense of suffering, most often combined with a desire to alleviate or reduce such suffering; to show special kindness to those who suffer... compassion is essentially empathy, though with a more active slant as the compassionate person will seek to actually aid those they feel compassionate for (Wikipedia).*

We have a wonderfully compassionate AICI membership in Canada and for this edition, I asked you to tell me about your volunteer work in 2006. I received some lovely responses from members who donate time and energy to various healthcare agencies, and social and community programs:

**AIDS Committee of Toronto (ACT)** is a community-based, charitable organization that provides support, HIV prevention and education services for people living with and at risk for HIV/AIDS. **Leah Morigan** of Leah Morigan Image Consulting for Men, organized the route of her eighth AIDS Walk for Life in September, and motivated her pom-pomed route monitors to cheer on the 6000+ walkers, supporters, and corporate sponsors who helped raise over \$455,000 for the AIDS Committee of Toronto (ACT) and its Community Partners Fund. Leah is proud to support those infected and affected by HIV / AIDS.

The **Look Good Feel Better** program through the Princess Margaret Hospital in Toronto is a national public service program helping women living with cancer manage appearance-related side effects of chemotherapy & radiation treatments. For the last fifteen years, **Alexandra Wilson** of Premier Impression, Inc., feels blessed and fulfilled by teaching cancer patients skin care and makeup, helping them to look good and feel better!

**Rethink Breast Cancer** is a national, volunteer-driven charity helping young people concerned with and affected by breast cancer. With a bold and enterprising approach, the agency offers support through innovative breast cancer education and research. **Aurea Crotty**, of Coutura Image Consulting Inc., helps with a variety of events for this charity, and brainstorms and shares ideas about how to market the agency. Aurea has donated a colour analysis package

for auction at the annual “Booby Ball”, and provided free image consultations at Rethink’s launch party in downtown Toronto.

Aurea says, “[Having lost] my mother this year to breast cancer and [knowing] several people... who have breast cancer, it makes me feel good to know that I am supporting an organization that is committed to finding a cure and educating women on this horrible disease.”

The **Ontario March of Dimes** helps people with disabilities live independent, productive lives. Beginning over fifty years ago to find a vaccine for Polio, the agency has expanded to include any disability, and offers programs such as independent living, housing, stroke recovery, acquired brain injury, employment resources, conductive education, textile recycling, camping and recreational programs. **Catherine Bell** of Prime Impressions sits on the Kingston Board of Directors as Chair of the Business Advisory Committee, supervising two new and vintage retail clothing outlets and conducting workshops for low-income people looking for employment to help them network and make a prime impression!

Until disbanding in 2006, **Chicks for Charity** were a group of Thunder Bay community business women who met monthly to socialize and network at a local host business, and raised funds for charities. Chick **Maria Smith** of Image Impact explains that “during the social the Chicks could make purchases from [the host business]... and the business would give a percentage (10% or 20%) of sales... to our group to give to a charity of our choice. It was a win-win situation where the business would have an opportunity to showcase their business, the Chicks could network, and under-funded charities would receive a donation.”

**WoodGreen** believes that everyone should have access to the essentials of life: a

roof over their head, a stable job, or child care they can trust. Every year, Woodgreen supports over 37,000 individuals and families, teaching them to become self-sufficient and live independently within their own communities. This holiday season, **Aurea Crotty** counted her blessings and decided to do something a little different by taking part in Woodgreen's Adopt-a-Family program. Aurea purchased household necessities, gift certificates for food, and personal gifts for two impoverished families, giving them a Christmas to remember.

"No words can describe how good this has made me feel," Aurea says, "[knowing] I can help a family enjoy the holiday season and provide them with some bare essentials that will make such an impact in their lives. Given that both families are part of the immigrant settlement and assistance program and have only been in Canada for 3 years, it makes me feel good to know that I can help in a small way to help better their future in this country."

**Rotary** is a philanthropic organization dedicated to supporting local and international social programs. **Joanne Blake**, of Style For Success, is passionate about mentoring and helping young women succeed; she recently hosted two young women in the **Rotary** exchange program in her home: Tin Tin arrived from the Philippines in September, speaking little English. She is in grade 11 and is becoming quite fluent, her confidence building daily. Fabi, from Brazil, is in her first year of law studies and is spending her "summer holidays" in her favourite place, Edmonton, Alberta ("she loves snow!"). Two years ago, Joanne presented an etiquette for youth program to Fabi and five other young women she mentored; Fabi remembers her lessons well: "whenever I meet someone new, I remember to look them in the eye, smile and shake their hands firmly". Now at 18, Fabi is a confident, proud young woman. "I'm delighted to have played a small part in her confidence," Joanne says.

This month, the **Toronto EarlsCourt Rotary Club**, with **Adoptionworx Canada**, is hosting Angel Ball: An Evening in Albania, a fundraising event supporting two Albanian state-run orphanages. These institutions are poorly operated and maintained: the walls are crumbling, water and electricity are sporadic, and medical supplies and basic necessities like formula and diapers, are at a premium. Babies are often changed only once, or at best, twice a day. This fundraiser will hire more caregivers to positively affect the lives of the orphaned children. In their fundraising efforts, this event is holding a silent auction in which **Leah Morigan** has donated a colour analysis package, in an effort to make some young lives better and help spread the joy of colour!

Thank you all for your thoughts and experiences.

*Leah Morigan*  
Editor, Inside Image

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# MEMBER SPOTLIGHT

1. *Catherine Bell*, AICI, CIP, article, "And What are You Getting Your Boss This Year?" was published in *Your Workplace* magazine, December, 2006.

2. *Joanne Blake*, AICI, and her associate, Terry Pithers, provided dress, image, and demeanor tips for the *Edmonton Journal* in the "You're Hired" column, aimed at young adults in the business world on December 2. Joanne and Terry gave tips for the mingle phobic in "Don't be shy" in the *New York Times* on December 3, and interviewed for "Business Mingling at the Holiday Party" on Sirius Satellite Radio on December 12. Joanne discussed holiday party career-enhancing moves in "Toeing the Party Line" in the *Edmonton Journal* on December 16.

3. *Karen Brunger*, AICI, CIP, discussed women with short hair for *The Observer* on October 10, the image of mortgage

brokers for KMI Publishing October 12, interviewed for *The Liberal* in "Copper hair; casual clothing make perfect 905 candidate", and for *Metro* in "Men taking better care of themselves" October 31. Karen interviewed for the November 4 *National Post* article, "Accessorize for success", the November 9 *Contractor's Magazine* for "Listening to body language", and *Flare's* "Seasonal Disorders" article December 1. She discussed how to shine at your office party on CTV News also on December 1 and Stephane Dion's image on 640 AM radio on December 4.

4. *Donna Chevrier*, AICI, CIP, wrote an article discussing how to develop effective networking and relationship-building habits, published in the December issue of the *Mississauga Board of Trade* magazine.

5. *Leah Morrigan* discussed Liberal leadership candidate images in the November 25, 2006 *Ottawa Citizen* article, "The STYLE factor: How the Liberal leadership candidates stack up on our charisma quotient". Her business was spotlighted in the *Toronto Sun's* Job Boom section, in "Building Better Men" on December 6. She interviewed for the *Regina Leader Post*, in "Former Reginan specializes in transforming men" on December 30, 2006, reprinted in numerous newspapers and websites via Canada.com.

6. *Anne Sowden*, AICI CIP, examined Liberal leadership candidate, Michael Ignatieff's image on 640 AM Radio, September 28, considered whether to as someone to stop swearing in a restaurant on October 21 on the Christina Cherneskey Show, Newstalk 1010 CFRB Radio interviewed about the images of the top three Toronto mayoral candidates on Newstalk 1010 CFRB Radio October 27, and discussed holiday party etiquette on the Christina Cherneskey Show, Newstalk 1010 CFRB Radio, December 17, 2006.

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# IMAGE INDUSTRY LEADERS IN CANADA SHARE THEIR KNOWLEDGE



Whether you're new to image, thinking about image, or looking for a refresher, there's nothing like learning from industry leaders. This fall, Carla Mathis, AICI, CIM, offered her eleven-day Body Beautiful Stylist training in Montreal, leading participants from Canada, the US, and the UK. She shared her over 30 years of study and consultation in personal image, style and colour; coached, encouraged, and made us all feel beautiful:

Carla has an exceptional talent for passing on her knowledge and making sure everyone is as passionate as she in their pursuit of their Image Consultant career. It was truly an amazing experience and I am grateful to have met such dynamic and utterly beautiful ladies in the process... Kathleen Gran, Montreal

[Carla Mathis'] specialized training... is definitely a highlight in one's personal [s]tylist career. It transforms your image of yourself, your outlook on life and most of all, your soul... Diane Tétreault, Montreal

It was a privilege to be with all of those amazing women. I would like to give a heartfelt thanks to those who participated and to our trainer, Carla Mathis... Narjes K-Esmati, Montreal, AICI Canada/Toronto member

Carla's Body Beautiful training is incredible! I... will remember... Carla's passion for image and for people. She teaches, coaches, encourages, and mentors, helping you become the best you can be." Anne Sowden, AICI CIP, Immediate past president, AICI Canada/ Toronto... Carla Mathis's training in Montréal was totally amazing from start to finish. It was hard work but fun and entertaining; learning... new techniques and a whole new set of skills from one of AICI's leading Certified Image Masters was awesome.... Angèle Desgagné, AICI CIP.

*Anne Sowden, AICI CIP*

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## AICI TORONTO CHAPTER EVENT SCHEDULE

# 2007

DATE & TIME	ACTIVITY	TOPICS & SPEAKERS	COST	LOCATION
Monday, February 19 Networking – 6 PM, Event – 7 PM	<b>Education Event</b>	Six Strategies For Six Figure Income: Learn How To Earn More! Cathleen Fillmore <b>416-532-9886</b> <a href="http://www.speakersgold.com">www.speakersgold.com</a>	M-\$45 Is-\$50 Nm-\$55	Verity Club 111 Queen St East Toronto <a href="http://www.verity.ca">www.verity.ca</a> <b>416-368-6006</b>
Monday, April 16 Networking – 6 PM Event – 7 PM	<b>Education Event</b>	Enneagram: The Latest Personality Test For Style Karen Armstrong, Inside Out <b>905-863-2781</b>	M-\$45 Is-\$40 Nm-\$65	George Brown College Casa Loma Campus 160 Kendal Avenue, Toronto Kendal and Davenport Bell Center Room# C426
Thursday, May 17 – Monday, May 21	<b>AICI International Conference</b>	Check Out The Website for Details & Costs: <a href="http://www.aici.com">www.aici.com</a>		Hyatt Regency Minneapolis, Minnesota <a href="http://www.minneapolis.hyatt.com">www.minneapolis.hyatt.com</a>
Monday, June 18 Networking – 6 PM, Event – 6:30 PM	<b>General Event Kick Off To Summer!</b>	Gala Party Guest Speaker TBA Thank You For A Great Year Please join us for a fun Summer Send-off !	M-\$35 Is-\$40 Nm-\$45	The Boiler Room Distillery District 55 Mill Street <b>416-203-2121</b> <a href="http://www.thedistillerydistrict.com">www.thedistillerydistrict.com</a>

Contact *Savka Jaurasi* for directions at [savka@sympatico.ca](mailto:savka@sympatico.ca) M = Member, NM = Non-Member, IS = Image Student

## 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

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*Shelley Brown*,

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Business Card	\$ 40	\$ 50
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1/2 page	\$105	\$190
1/2 page (outside back cover)	\$160	\$235

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



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

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

**She has over 25 years experience in the fashion industry and is celebrating her 11<sup>th</sup> successful year with The Style File™.**