

Inside Image

Summer 2006 **Volume 5 Issue 4**

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Keeping it fresh!

The 2006 AICI Conference in **Las Vegas**



Anne Sowden

PRESIDENT'S MESSAGE

COLOUR ME WOWED

The time I went to "have my colours done", I bought Color Me Beautiful by Carole Jackson, and read it cover to cover. Dog-eared and dated, this great reference book still graces my bookshelf. I think it was Carole Jackson's book that sowed the seeds of image consulting in me.

Few people know about Carole's pioneering involvement in the image industry and especially **AICI**. She was a member of AFIC (Association of Fashion & Image Consultants), belonged to one of the founding associations of AICI, and was part of the merger committee that formed AICI in 1990.

When I read that Carole was going to be the opening keynote speaker at the AICI Conference this year, I had to go — Carole is an icon, and seeing her alone was worth the conference registration fee. She was amazing, honest, funny, down-to-earth and willing to share her experiences with us all, including her four top tips for success:

1. Discover what you love. Ask yourself "what part of my business do I enjoy the most?" Don't do things you don't want to do.

2. Hire people to do things you are not good at. Don't be afraid to fire people if they aren't doing a good job - including you.

3. Think of your life as sections. Sometimes you will devote your time to your business, sometimes your family. Do what's important to you at that time, and never regret the time you spend with your kids.

4. Act on your ideas. If you have an idea, don't leave it on the shelf for later. Take it down, dust it off and do something about it. If you don't know how, ask. That's how *Color Me Beautiful* got published.

As I end my term as Chapter President, the third tip really resonates with me. My two year commitment has been a great experience; I have watched our chapter and AICI grow, I've worked with some amazing people in our chapter and internationally, whom I've got to know, and whom I respect and admire for their professionalism and their friendship. I encourage you to get involved with the chapter, and think of it as a section of your life. You won't regret it.

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

EDITOR'S MESSAGE

Thank you, AICI Toronto / Canada membership - it is my absolute pleasure to receive the 2006 Member of the Year award! To be acknowledged as eligible for this award alone is an honour, but imagine the honour of receiving an award for having fun!

Inside Image allows me to regularly exercise language and grammar, and sharpen my communication skills by writing and editing; I'm able to think thematically, explain the subject matter's significance, and read how you have interpreted my intentions; I have the opportunity to use my creativity, imagine the publication's organization, its visuals, and its impact on our chapter; I'm fortunate to work with a solid board, have the opportunity to understand the structural operations of our organization, and get a little cozier with all of you from coast to coast! I aim to always keep *Inside Edition* fresh! Special thanks to *Carol Robichaud* for the nomination.

*Leah Morrigan
Inside Image Editor*



Leah Morrigan

CLEAR AS A BELL: AS THE TEMPERATURE RISES, KEEP YOUR COOL!

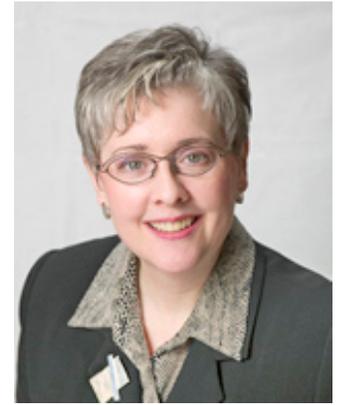
We need to pay particular attention to our etiquette and keeping our cool when the temperature rises, and be mindful of the challenges of peeling off layers of clothing as the mercury soars.

Pantyhose used to be required in business, no matter what the temperature, but now the choice is usually left up to the individual. A flowing, ankle-length skirt with **bare legs** and sandals works well in most business casual environments, however, I'll never forget one hot summer's day walking behind a colleague down a narrow sidewalk. She had on a beautiful pastel suit, no hose, and strappy high-heeled sandals. Hose would normally be worn with a knee-length tailored suit, and were it not for the razor stubble of her legs and flaky, dry skin covering her heels, bare legs would be understandable, given the

temperature. Ill-kept appendages are not a memory you'd want to leave in a professional environment.

Men struggle with their **ties**, which, if left on during a heat wave, are invariably loosened, conveying a sloppy image. Thankfully, many short-sleeved shirts with textures and subtle patterns in cotton and microfibre/cotton blends have replaced the short-sleeved dress shirt and tie! Fine-gauge polo shirts in either 100% mercerized cotton, or in elegant blends of acetate/cotton or silk/cotton also speak of quality.

When dining out, if you arrive at the table with a jacket on, it shouldn't be removed. Planning your wardrobe strategy ahead will make for a more comfortable time and of course, you'll always make a prime impression!



Catherine Bell, AICI, CIP, owner of Prime Impressions and author of Managing Your Image Potential: Creating Good Impressions in Business.

AWARDS GALORE!

Members of AICI Toronto/Canada have been winning awards and gathering designations like crazy! Congratulations to all!



Award of Excellence for Education awarded to Catherine Bell

"[Catherine is an] image consultant who exemplifies credibility, innovation, and professional generosity... She is a mentor and friend to so many, because she is one of the most knowledgeable and enthusiastic people in our profession. She is an esteemed AICI colleague and a true leader of the image industry."

-Zayna Mosam



CIP Designations awarded to (left to right) Joseph Rosenfeld, *Zayna Mosam*, Sandy Moore, Bev Dwayne, Christiane Dierks, Lillian Cook, *Joanne Blake*

FLC Designations have been recently awarded to Dawn Bolduc, Giselle Demers, Margaret Fothergill, Nyla Ibrahim, Lynda Jean, Matthew King, Jacinthe Malette, David Martin, Daniela Mastragostino, Hiromi Mikawa, Zayna Mosam, Ophelia Wang, and Lisa Penny.

2006 Chapter Member of the Year:
Leah Murrigan, Editor, Inside Image



TAKE IT FROM ME...

As a non-driver and seasoned walker, I know how important it is to take care of my feet, especially in the summer. So many times, I've made the mistake of sliding bare feet into my shoes, walking around, perspiring, and developing blisters from the friction.

Here are some tips to avoid summer foot discomfort:

- Carry **extra bandages** in your handbag to put something between your perspiring foot and your shoe – it could be what will get you to point B without limping
- Don't forget to slather **sun block** on the tops of your feet
- Sprinkle **baby powder** in your shoes to absorb perspiration, and for extra protection, wear foot bands, toe or **foot covers** to match your style of shoe (sling backs, mules, slip-ons, etc.)
- At the end of a hot day, treat your feet to a cool **foot bath**, simply under the bathtub tap or in a pan of water. The water cools swollen feet very nicely, and adding scented lather to clean the skin feels even better!

Other summer tips:

Keep cool and look stylish with an inexpensive folding paper or silk Chine fan – I carry a pink silk fan with a yellow tassel on hot days.



Lemon on everything! Fresh lemon is not only refreshing, it is rich in vitamin C. Keep a container of lemon wedges in the refrigerator to boost the flavour of food and drink – try in place of salt.



Use a **pretty linen hankie** to “dab” instead of “mop” the brow. It looks much more civilized than using the back of one's hand or sleeve.



The Joy of Essential Oil: I love natural therapies and remedies. Essential oil has medicinal properties, and is used in aromatherapy. Essential oils penetrate the lower skin layers, regenerate cells, reduce inflammation and puffiness, and destroy infectious bacteria and fungi.

Give these tips a try to keep cool:

- Six to eight drops of **Eucalyptus oil** in the bath cools the body in summer
- For a lovely refreshing **essential oil spray for face and body:** for each cup of water, 8 – 10 drops of oils like lemon oil and sweet orange, peppermint, lavender or camomile. Mix scents or stick with one favourite, but remember, keep your eyes closed!
- Sprinkle a few drops of **lavender** on your sheets to promote slumber, even on those unbearably hot summer nights

*Leah Morrigan,
Editor, Inside Image*



Katherine Hess, AICI

FLAG ETIQUETTE

ONE SMALL LEAF SENDS A MESSAGE OF PRIDE!

We make a special effort to ensure our wardrobe puts our best foot forward; we pay attention to the placement of silverware and which fork goes with each course when we dine out, but how often do we pay this level of attention to the one thing which speaks to the image of our country? Canada celebrates its 139th birthday this year and while the landscape varies from coast to coast, one thing remains the same: the single red maple leaf that represents all Canadian citizens.

Surprisingly, no formal protocol exists on how individuals and organizations display the Canadian flag, which sparks long and heated debates over ambiguous flag display procedures, as in when and for whom to lower the nation's flag, and most recently, whether our flag should be lowered to half-mast when a Canadian soldier falls during military duty.

This Canada Day, display your flag with correct etiquette:

- **A flag's size is determined in relation to pole length.**

A 3'x6' flag would be properly placed on a 17'— 20' pole

"The flag is the symbol of the nation's unity, for it, beyond any doubt, represents all the citizens of Canada without distinction of race, language, belief or opinion."

Maurice Bourget, Speaker of the Senate, February 15th, 1965.

- For a **vertical display**, the flag should be placed so that the upper part of the leaf points to the left and the stem to the right from the point of view of the observer facing the flag
- A Canadian flag should not be used for a table cover or drape; never be written on or have anything pinned or sewn on it
- When carrying or passing by with the flag as in a **parade** it should not be on any angle less than 45° to the ground. Spectators should be facing the flag, men should remove hats and everyone remain silent
- When **disposing the flag**, it should be destroyed in a dignified manner by burning it privately
- When two or more flags are displayed, the Canadian flag should be on the left as seen by observers, and with three flags, it should be placed in the middle

For more information about Canadian Heritage visit www.pch.gc.ca.

Happy Canada Day!

FYI

This spring, *Joanne Blake*, AICI, CIP, and her husband, *Jerry Pithers*, were invited by a director friend who worked on their Business Dining Etiquette DVD, to attend the AMPIA gala presentation (Alberta Motion Picture Industry Awards – the equivalent of the Academy Awards in Alberta), where they found a great opportunity to meet media and peer-recognized artists, musicians, dancers, directors and actors.



KEEPING IT FRESH

It's easy to lose focus of our goals and our talents as we work on our businesses and find our time increasingly divided. For this edition, I wanted to make like we've been to a spa to revitalize our professional and personal selves: a deep-down cleansing to renew our visions and our focus, and an exfoliation to slough off the stresses and the barriers that might suppress us, keeping our attitudes and knowledge fresh! Please enjoy the following pages dedicated to this year's conference, filled with pearls of wisdom, dazzling photographs, and acres of enthusiasm!

Catherine Bell and Joanne Blake with the KING!



AICI CONFERENCE 2006 HIGHLIGHTS

This year's conference in Las Vegas exceeded expectations, with the largest number of attendees in the history of AICI!

- More than 288 image professionals from 21 counties
- Over 125 attendees wrote the First Level Certification (FLC) test
- 145 first-timers attended
- 37 workshops were conducted by speakers from the United Kingdom, Canada, the Netherlands, Germany, and the United States

"Elvis" in the house! Matt Lewis, the Original Legends Elvis performer, entertained at the elaborate "Gala" honoring AICI leaders



AICI MEMBERS' THOUGHTS ON THE LAS VEGAS CONFERENCE

I will always remember the Las Vegas conference, because I received my CIP designation there. It is indescribable to be honoured in this fashion by my peers from all over the world, to see friends from the Toronto/Canada chapter, and to be cheered on from my biggest fan, my husband Terry. The other highlight for me was the opportunity to connect with like-minded professionals to share experiences, resources and knowledge. After attending seven conferences, I know that it is a huge return of my investment of time and money.

*Joanne Blake, AICI, CIP
Style for Success Inc. Edmonton,
Alberta*

The FLC exam was an interesting experience. Although no one likes to write a difficult exam, its complexity reflects the high standards AICI has established for our industry. Whew – I'm glad it's over!

*Shelley Brown-Williams
The Style File Image Consulting
Systems, Victoria B.C.*

My experience in Las Vegas was amazing. The most important piece of information I learned from the conference is how imperative it is to focus your efforts. So many times we try to be too many things to too many people and we end up being ineffective. Image consultants need to identify one to two key markets in which they enjoy working (ie teens, business men, business women, stay at home moms, corporate Canada – break this

Continued on page 8

*Our collection of Canadian
lovelies in Las Vegas*



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Cocktails with Anne Sowden, Diane Brooks, Krista Dudney, and Teresa McCarthy

market down into sectors – finance, tech, manufacturing, etc) and concentrate all of their marketing efforts in those key markets. Thanks to the conference, I am more focused and energized than ever before.

Amy Casson
Polished Image, London, Ontario

I loved Conference! As a first-timer and relatively new to the industry it was inspiring to meet other image experts that were open to sharing experiences, stories and tips for the benefit of their peers and industry in general. The topics presented and speakers were also terrific, providing attendees the opportunity to “sample” many different areas of specialty and approaches to servicing clients. I was encouraged by the strong attendance, which demonstrated image consulting as a recognized, “legitimate” career path, providing proof that there is market demand. AICI gives credibility to the industry through the certification programs and continuing education – another true benefit to attending conference!

Leslie Davies
Impact Image Essentials Group,
Calgary, Alberta

I was amazed at all the different ways that people run their businesses and brand themselves to attract that specific niche of client. It has given me food for thought in terms of how I want to build my own client base, brand myself, and my vision for the future.

Klara Kroupa
Savant Style - Image and Wardrobe
Consulting, Vancouver, B.C.

This was my first conference, and I was very nervous, excited, and unsure of what to expect, but was pleasantly surprised. The women I met were all very dynamic, warm, beautiful, and more than willing to share their experiences. I wrote my FLC exam and am anxiously awaiting my results. I also took the one day course “The ABC's of Running an Image Consulting Business”. The instruction and the input from experienced consultants in attendance was inspiring and helpful. Overall, I had a wonderful time, I thought the conference was extremely well-organized, the speakers provided invaluable content, and I will definitely be at the conference next year.

Laura Komianos
Inside Out Wellness, Calgary, Alberta

When I first started going to conference, my primary reason was to upgrade my skills and learn about new products that I could incorporate into my business. Each year I continue to take full advantage of the learning opportunities at conference and I still come home with my suitcase filled with new books and tools. Las Vegas was my 7th AICI conference, and as always, I really enjoyed the meetings, workshops and tradeshow. But the part I will miss the most (other than Elvis and t-dancing) are my friends from the Canadian Chapter and around the world.

Kimberly Law AICI CIP,
Personal Impact Image
Management Burnaby, BC

MEMBER SPOTLIGHTS

1. *Katherine Hess* discussed how senior citizens are “younger” now, and their appearance should reflect their youthful spirits, inspired by “Giving thought to your wardrobe pays off” by Frances Dennis, in May, 2006, for the *Kerby News*, a newspaper aimed at seniors 60+.

2. *Anne Souden* discussed “What employers want” on CTS’ On the Line, March 13, 2006, what women should wear on casual Fridays on ROB TV, March 7, 2006, and in February for the *Investment Executive*, “Avoid foods that might spill”.

3. *Wendy Buchanan* featured in “Projecting the Image You Want with Your Eyewear” on Breakfast Television with Liza Fromer on February 20, 2006.

4. *Joanne Blake* explained the benefits of baby boomers appearing current, and ways in which they can create an experienced-looking visual image for Winnipeg’s *The Prime Times*, May 1st, 2006, in the cover story, ‘The Mature Workplace...Boomers Dress for Success’. She also gave tips for creating a powerful and effective first impression, and the seemingly small details that can instantly sabotage us, in the “First Impressions Count” in the *Edmonton Sun*, May 21st, 2006.

MEMBERSHIP REPORT

It is my pleasure to welcome our newest Associate members to the Association of Image Consultants International, Toronto/Canada chapter:

Karen Loren Agustin
Universal Style Etiquette
and Image Consulting

Shirley Borrelli
Looking Your Best

Diane Brooks
Creating Charisma

Raisa Critchley
RC Image & Design

Leslie Davies
Impact Image Essentials
Group, Inc.

Claudia Del Rossi
Eugenia Ertel
Epiphany Image
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- Nyla Ibrahim, Pakistan & Canada

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Left, Angèle Desgagné at "Accepting ourselves, & others", March 2006. Right, Carole Aveline.

AICI FRANCOPHONE

THE CAROLE AVELINE EXPERIENCE



Members of AICI Franco took part in voice coach, *Carole Aveline's* workshops earlier this year. "Finding your true speaking voice" was held in February, 2006, and "Accepting ourselves, and others" in March. The following testimonials reflect Carole's second course which took place on March 25 & 26th 2006 in Gatineau, Québec.



Jacinthe Malette, AICI

UN ATELIER GRANDEMENT APPRÉCIÉ

Trois de nos membres (*Angèle Desgagné, Suzanne Frère* et moi-même *Jacinthe Malette*) ont participées à un atelier avec Madame *Carole Aveline*, tenu les 24 et 25 mars dernier à Gatineau, Québec. Pour ma part, ce n'est pas la première fois que je participe aux ateliers de celle-ci et à chaque fois, cela s'est avéré un tournant dans ma vie. Madame Aveline a le don d'aller directement et efficacement, à l'essentiel. Ces formations sont d'une grande efficacité dans un laps de temps tout de même assez court.

Dans cet atelier, s'intitulant « Bien avec soi et avec les autres », nous apprenons que le sens du bien-être consiste à faire le « nettoyage » de nos émotions refoulées depuis notre enfance; « défaire nos nœuds ». Mme Aveline a de bons outils pour nous permettre de faire un travail « réparatoire ». Être bien avec soi est naturellement un pré-requis pour être bien avec les autres.

Comment guérir une blessure, quels sont nos mécanismes de survie, nos sources de contaminations et comment procéder au travail d'écriture « réparatoire » sont les étapes travaillées avec Mme Aveline.

Ils sont tout naturellement imbriquées avec les notions des relations interpersonnelles : l'analyse transactionnelle, avec son fameux triangle « Bourreau, Victime, Sauveur », le pouvoir éthique, l'affirmation saine de soi, les quatre conditions nécessaires à des relations interpersonnelles équilibrées... Tout cela est étudié et discuté avec exemples à l'appui et rendu par une démonstration de ses talents de comédienne avertie.

Je ressort de cette expérience grandie; la finale nous amène à faire une guérison personnelle selon la technique apprise, à faire un collage sur nos besoins non comblés et nos valeurs fondamentales et à se questionner sur notre contribution à la planète. Quoi de mieux pour terminer en beauté !

Visit our website

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www.aici.org

FIND YOUR TRUE SPEAKING VOICE & MAKE A SUCCESSFUL FIRST IMPRESSION!

This course helped me project the image of a more self-assured person. Through Carole's training, I discovered techniques to develop my true voice through breathwork, posture, diction and presentation techniques. I have the certainty that finding your inner-power is also in discovering your beautiful voice!!!

BIEN AVEC SOI ET AVEC LES AUTRES ! MARCH 25 & 26, 2006

The mission of this course is to help us to be more successful in our lives. We worked on self-acceptance, which ultimately brings us a winning image. Through different techniques, we learned the importance of discovering our true personality, and we became aware of how we unconsciously contaminate our relationships. We also received tools on how to prevent burnouts and how to better manage our time. This was a weekend of self-discovery and empowerment!



Suzanne Frère

« BIEN AVEC SOI ET AVEC LES AUTRES »

Le 25 et 26 Mars dernier, quelques membres AICI et invitées ont participé à un atelier avec Mme Carole Aveline intitulé « Bien avec soi et avec les autres ». C'est dans une atmosphère très relaxe, en toute sécurité et sans ridicule qu'il s'est créé un lieu de partage et de connexion entre les participantes.

Ce fut une fin de semaine de réflexion, remplies d'exercices et outils pour nous permettre de se découvrir (i.e. : notre type de personnalité) et apprendre comment s'améliorer face à soi-même et face aux autres... Cet atelier a été conçu également pour nous aider à identifier nos blessures et sources de contamination depuis notre enfance, les émotions que nous ressentons, ainsi que nous apprendre comment faire un travail réparatoire pour nous aider à défaire ces nœuds qui peuvent nous empêcher d'avancer dans la vie... On a aussi appris comment régler un conflit, ainsi que réfléchi sur nos valeurs fondamentales et ce qu'on veut dans notre vie.

Avoir passé une fin de semaine intense de prise de conscience comme cela, avec des gens qu'on connaît, nous inspire confiance et réassurance qu'on est là l'une pour l'autre au besoin – même après notre session terminée. Ces nouveaux outils sauront nous être utiles pour continuer à s'améliorer – afin qu'on aime ce que nous voyons dans le miroir, avec toute notre force intérieure – et vivre pleinement notre vie, étant « bien avec soi et avec les autres ».

Francine Rodrigue, Ottawa, ON
*invitée d'AICI Franco
– **Guest of AICI Franco*

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Angèle Desgagné, AICI CIP is the **only** internationally Certified Image Professional member by the Association of Image Consultants International to provide services and image training programs in **French, English or Bilingual in Canada.**

For program and registration information, please contact Angèle



Aimeriez-**vous** aider votre clientèle à mieux comprendre le rôle important que joue l'image personnelle? Êtes-vous prêt à rehausser votre carrière? Est-ce que l'exploration de la découverte de soi est importante pour votre clientèle?

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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.

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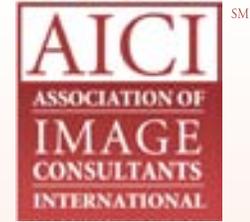
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Shelley Williams is a professional author, speaker & founder of The Style File™ Image Consulting System Inc.

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