

# Inside Image

Winter 2005 **Inspiration** Volume 5 Issue 2



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# Inspiration . . .

## PRESIDENT'S MESSAGE

*In Man and Superman, George Bernard Shaw said: "Marry Ann; and at the end of the week you'll find no more inspiration in her than in a plate of muffins". I have to agree with him. A plate of muffins is not inspiring. But this Anne does get inspired and that inspiration comes from her clients.*

When I go through someone's closet, I see not just clothes but possibilities — possibilities that I can share with the clients to inspire them to be the best they can be. To me, inspiration is sharing and

learning and growing. We don't stop being inspired or being inspiration. It's part of being an image consultant.

As we approach the holidays, I would like to wish you all a happy holiday season and wonderful new year. Joyeux Noel et Bonne Année. Things get a little crazy at this time of year so I'd like to pass on the best piece of advice I've heard in a while: "Don't forget to breathe". See you all in 2006.

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





Here I am in the costume inspired by this year's AIDS Walk for Life on September 18, 2005

## EDITOR'S MESSAGE

*Welcome to the Winter 2005 Inspiration Edition of Inside Image! As with last year's philanthropy issue, I am knocked out by the wonderful souls at AICI Toronto / Canada. There are enough warm fuzzies in this edition to easily heat the North Pole! Warm thanks to Joanne, Michaela, Debbie, Shelly, Maria, Patrice, and Alexandra for their contributions.*

Working as an editor is a very rewarding but very time-consuming job. I would like to ask the membership to please practice the following guidelines to make my life easier: respect deadlines (if you have deadline issues please contact *Anne Sowden* to discuss), check accuracy of facts, names, numbers, spelling, etc., use spell check and your best grammar, research your own articles, choose your own images, and be mindful of space: we have up to 68 members to share under 5000 words with per issue!

Keep in mind that newsletters are usually eight pages in length and each page uses 697 words (1/2 page: 333 words), excluding photos. The following newsletter submission dates are for the first half of 2006, themes to be announced when the muse descends: Spring 2006: February 6, 2006, Summer 2006: May 23, 2006.

*Happy reading and happy holidays to all from Inside Image.*

*Leah Morigan*  
Inside Image Editor

## AICI MEMBERS SPOTLIGHT

*Damon A. Allan* of *Alexander Steel Image Consulting*, contributed to what's hot and what's not for the Fall 2005 edition of *Hamilton Magazine's* "Style File" and recently wrote "Chit Chat Clothing" for *Urbanicity Magazine* where he is an ongoing contributor.

*Catherine Bell*, *AICI*, *CIP*, *Prime Impressions*, was profiled in October in North Leed's *The Review Mirror*, and in November in *The Kingston Whig-Standard's* "Women in Business" supplement.

*Joanne Blake*, *Style for Success*, wrote "The Power of First Impressions" for the Sept. / Oct. edition of *Alberta's Where* publication.

*Rebecca Chu-Rapovski*, *AICI*, *CIP*, will be featured in the *Toronto Star's* special

holiday insert in "Holiday Unique Gifts Idea – Image Consultation" on November 24th, 2005.

*Daniela Mastragostino*, *Nové Image Consulting*, worked with two models for a 10-minute Rogers Cable segment on Thursday Oct. 27th for Casual Professional dressing in the workplace.

*Zayna Mosam* of *Zayna Mosam Image Consulting*, discussed how to make good first impressions and how to schmooze with style, October 1 – 2, on CTV's "Good Morning Canada". She also explained the importance of image and featured examples of fashionable 'smart casual' clothing on Roger's "Daytime Toronto", November 4th.

## MEMBERSHIP REPORT

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

*Anne Winnington*  
Be Your Best Personal Image Consultant  
Fort McMurray, AB 780-791-4589  
amcoll@shaw.com

*Carmen Ramstead*  
Northern Lights Modeling  
Fort McMurray, AB 780-790-1541  
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*Jenny Kolishenco*  
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jennyk@comcast.net

*Krista Dudney*  
Krista Rose Image Consulting  
La Salle, PQ 519-734-1243  
mattdudney@sympatico.ca

*Daniela Mastragostino*  
Nové Image Consulting  
Toronto, ON



# OCTOBER EVENT:

## PROPOSALS WITH CATHERINE BELL, AICI, CIP

*On October 17, 2005 members of the AICI Toronto / Canada chapter attended a wonderful dinner and education night with our own Catherine Bell.*

On the Curve in Mississauga served a lovely 3-course dinner and Catherine presented a very informative Elements of a Proposal. As always, Catherine was cordial, professional, and a delight to listen to.

*Upper left: Catherine and Matthew King, Co-Chair, Programs*

*Top middle: AICI Toronto / Canada attendees*

*During the event, Daniela Mastragostino was presented with a handsome 2005 Member of the Year award for her role as VP Membership.*

## SURVEY RESULTS

*Katherine Hess, AICI, wanted to know members' perceptions of their AICI membership, and created the **Member Feedback and Evaluation survey**. While most comments were positive, a call for improvement in communication, cohesion, and exposure of AICI Canada was noted in nation-wide comments.*

Katherine created a marketing committee to support AICI Canada's objectives and address member needs, based on the results. A great representation of Canada, the committee includes *Amy Casson*, London, ON, *Patrice Casey*, Oakville, ON, *Maria Smith*, Thunder Bay, ON, *Shelly Williams*, Victoria BC, and *Caren Crisp*, Calgary AB. The committee is looking for a member from the Francophone group to accurately represent our French culture, and a translator for *Member Minute - Canadian Style* into French. Please contact Katherine at [katherine@enhancedimpressions.com](mailto:katherine@enhancedimpressions.com) if interested.

*Katherine Hess VP Marketing*

*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 ?*

Would you like to help your clients recognize the powerful role that image plays? Are you ready to enhance your career? Is clients' self-discovery important to you?

### PROGRAMMES DE FORMATIONS PROFESSIONNELLES BILINGUES

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- Comment outiller votre entreprise pour un bon démarrage



Angèle Desgagné

### BILINGUAL CERTIFICATION TRAINING PROGRAMS

- Image Management
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- Outfitting your image consulting business for success

Angèle Desgagné, AICI CIP est la **seule** des dix imagistes-conseils canadiens ayant obtenu leur accréditation et titre de membre professionnel (CIP) de l'Association of Image Consultants International à offrir des services et formations **en français et en anglais** au Canada.

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 **en français** and **in English** in Canada.

*Pour de plus amples renseignements, veuillez contacter :*  
For program and registration information, please contact Angèle  
B 905-469-1889 C 905-601-5929 Fax: 905-469-9950

E: [angele@imageliteinternational.com](mailto:angele@imageliteinternational.com)  
[www.imageliteinternational.com](http://www.imageliteinternational.com)



*Catherine Bell, AICI, CIP, owner of Prime Impressions and author of Managing Your Image Potential: Creating Good Impressions in Business. [www.prime-impressions.com](http://www.prime-impressions.com)*

## CLEAR AS A BELL

*The holiday season is upon us and numerous invitations to open houses, cocktail parties, and other social events abound – some obligatory, some a pure joy to attend. Of course, you need to skillfully move about a crowded room, engage with people in interesting conversation, gracefully take your leave and start the process over again. However, before you arrive, spend a few moments to assess the overall purpose of the gathering, because it will guide your behaviour and obligations.*

- Each office party, neighbourhood meet-and-greet, or fundraiser requires a different behavioural code. The casual fun that you can have with close friends will not be appropriate at a formal charity affair where donors are present. In all cases, you need to be sensitive to the time allotted on the invitation, so that you don't arrive early or overstay your welcome, unless of course the host is urging you not to leave.
- Making food the centre of your attention will not create a positive impression, especially if a huge mound of shrimp

tails bear witness to your voracious appetite! Remember, you are not there to eat dinner and there are others still to arrive who may want to nibble.

- Alcohol brings with it a special challenge at times of celebration, because it is easy to lose control of the situation. Promotions have been passed over many rising stars who could not resist the open bar at the office party, and gave the CEO a piece of their mind.

The world is watching with rapt attention, so make sure your presence is a gift to everyone this holiday season!



*Michelle Horne*

## THE INSIDE EDGE:

### IMAGE CONSULTING FOR THE TRANSGENDER COMMUNITY

*Anyone who is not completely comfortable with his or her birth assigned gender identity can be considered transgendered. The category includes transsexuals, cross dressers, transgenderists, and gender outlaws of all stripes and inclinations.*

*Miggi Alicia a.k.a. Michael A. Gilbert, Department of Philosophy, York University ([www.yorku.ca/gilbert/tg/index.html](http://www.yorku.ca/gilbert/tg/index.html))*

“Image consulting for the transgender is exciting and fun because the transgender individual has... experimented with all aspects of the visual services we provide,” *Michelle Horne, AICI*, explains about her special clientele. She began her image consulting work with the transgender community by a referral from her husband, then a consultant for the Federal Government, who was debriefed about an employee transitioning from male to female.

From a practical point of view, Michelle says that if a client is in gender

transition and has not had surgery, the fit of a garment may become an issue, however, she provides education and coaching to “personalize... colour, style, wardrobe, and shopping experience.... [to increase] self-esteem and confidence” and accurately reflect the individual.

Michelle is honoured and privileged to help all of her transgendered clients discover their true and best self, and “perhaps for the first time in their life, [they are assisted] in defining who they feel they are on the inside [by] truly reflecting [themselves] on the outside” - an important gesture for self-acceptance.

**For more information on the transgender community, please visit [www.xpressions.org](http://www.xpressions.org)**

This periodic column will focus on an AICI member serving a unique market or who has a unique business plan, etc. Please send in your suggestions, keeping in mind that I reserve the right of choice as per the integrity of this periodical.

*Leah Morigan  
Editor, Inside Image*



## NEWS WEST

*Christmas is the time of year when our thoughts turn towards ways to recognize those that have contributed greatly to our personal and business success. Members in western Canada share unique ways to nurture relationships with clients.*

*Michaela Ciocan, ImagePro Image Consulting, Vancouver, B.C.* knows that in the universe, every person is unique and deserves to be their best self, making the process of becoming confident, happy, and successful, an inspiring and extremely rewarding challenge. Michaela is excited to be part of the transformations that bring people closer to self-actualization.

*Debbie Desjardins, Premiere Communications Co., Abbotsford, BC.* says, Christmas is my favourite time of the year. I love the TV commercials that show families and friends celebrating in a warm ambience around a beautifully decorated tree, a Talbots catalogue featuring a hostess in a sequined silk georgette blouse, Bobbi Brown's glacier shimmer wash eye shadow, and classic red lipstick on the cover. Christmas is about giving and clients should be at the top of the list. I like to give a Christmas tree ornament, scented candle or dessert plates or glasses for entertaining. These items are always a hit and add a touch of beauty to everyone's holiday season.

*Shelly Williams of Style File Image Consulting System Inc., Victoria, B.C.* hires a professional decorator to spruce up her studio and offers different vendors such as a hairstylist, an eye lash technician, and Style File consultants for hand massages and eye make-up for the holidays. Their 'coffee lady' comes by with special coffees and chocolates. Admission to this special open house is a pair of warm socks to go to a shelter. Clients know they are thought and cared about individually. Shelly says "it's about servicing [our] clients genuinely and sincerely, one client at a time – it is amazing how the process mushrooms!"

*Joanne Blake, Style for Success Inc., Edmonton, Alberta* believes it's the personal touch in business that gets noticed and is remembered and appreciated. "I keep track of conversations and interests expressed by my clients (as I don't always trust my memory), [and] consider gifts that clients and their families can use that certainly don't need to be expensive. I'll send tickets for special events I know they will enjoy, books by authors they have shared with me, subscriptions to magazines on subjects that they have an interest in. Because people are individual, a personalized 'gift giving' approach is most effective and appreciated."

*Joanne Blake, Western Canada*

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"Karen, your training program is phenomenal and very deep. It was WAY beyond my expectation... I would highly recommend the entire program."  
- Nyla Ibrahim, Pakistan & Canada

"I've run out of superlatives. The courses that I attended were the most complete and life changing that I have ever experienced... Your training has taken me to a whole new level of aspiration and expectation." - Jan Fisher, New Zealand

### image products

- |                        |                    |
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**karen brunger, BHEc, AICI, CIP**

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## AICI FRANCOPHONE

Our November 11 session,  
"Understanding the Enneagram" was  
presented by new AICI member,  
Suzanne Frère and her guest Monique  
Aubé. Une excellente présentation, very  
informative and so engaging that  
participants decided to continue on  
that same topic for the next AICI  
Franco meeting which will take place on  
Friday, January 13, 2006 (January 20  
in case of bad weather) at the Royal  
Brock Quality Inn in Brockville.

From left to right: Suzanne Frère,  
Suzanne Frère Image Consulting,  
Gatineau, Québec, Francine Rodrigue,  
Aloette Cosmetics, Orleans, Ontario,



Angèle Desgagné, AICI CIP Imagélite  
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Jacinthe Malette, à Votre Image,  
Gatineau, Québec, Elisabeth Augéard,  
Look Institute Montréal, Québec (new  
AICI member), Suzanne Roy-Love,  
Career Development Counsellor, Ottawa,  
Ontario, Monique Aubé, Coach de vie.

## INSPIRATION...

- a) a supposed force or influence... stimulating creativity, ideas, etc.,
- b) a person, principle, faith, etc., as a source of creativity or moral fervour,
- c) a sudden brilliant idea (Oxford Modern English Dictionary)

Joanne Blake, *Style for Success*: My inspiration comes from a quote by Marianne Williamson's *A Return to Love: Reflections on the Principles of "A Course in Miracles"*: *Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightening about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It is not just in some of us; it is in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.*

Maria Smith, *AICI, Image Impact*: Each client inspires me to cultivate their unique essence and individual beauty: I

become their example, their role model, planting the seed of their own transformation. If they want to be more feminine or professional or sensual, I dress accordingly, always maintaining my own personality style, uniqueness, and professionalism.

I tell my clients that "everyone is beautiful"; I tell them that we all come in different shapes and sizes, predisposed by our own genetic makeup; I tell them to embrace and celebrate and love their unique body with all its beauty, promise and potential.

I also genuinely mention their best features and essence – this helps them to look at themselves in a different light. As if they had never been honestly complimented, a smile comes across their face and they begin to relax, feel pretty, and are generally more kind to themselves.

I encourage clients to write and verbalize positive affirmations to which their bodies will positively respond; they will look more beautiful and achieve their aspirations and goals due to the self fulfilling prophesy.

# INSPIRED BY CANADIAN FASHION

*Since transforming from tomboy to groovy 60s chick at 15, I've drawn my inspiration from the successes of Canadian designers, fashion magazines and fashion icons:*

Toronto fashion pioneer *Jeanne Beher*, bought her passion for fashion into Canadian homes with runway models and edgy street wear on Fashion Television; every Saturday night, *Don Cherry* flaunts his version of high fashion: the controversial dandy! Former Lieutenant Governor, *Hilary Weston* is beautiful, wealthy and has impeccable taste; former top model *Yanka*, is now a Toronto-based photographer and self-image coach; Emmy-nominated *Kim Cattrall*, continues to



embody the over-40 sex goddess from "Sex and the City"; *Wayne Gretzky* may have been inspired by his wife Janet Jones, now with his own clothing line through The Bay; *Sonia Bata*, of Bata Shoes initiated the Bata Shoe Museum and champions the plight of underpaid workers in India; *Michael Budman* and *Don Green* are the tireless designers of **Roots Canada**, and *Robin Kay*, president of the Fashion Design Council, intends to keep Canada on the map of the international fashion scene.

With support from Canadian publications like **Flare**, **Canada Elle** and **FQ**, I can be inspired by fresh Canadian designers all year around!



Patrice Casey



## HOLLYWOOD NEEDS YOU!

*This summer, Alexandra Wilson of Premier Impression, Inc. rented her Lake of the Woods boathouse to movie director and screenwriter, Matt Bissonette, for his feature film, Summer Babe (www.imdb.com), and had the opportunity to lend her image consulting skills to the production.*

As the barges of crews landed on the docks of the island, I was astonished at how many people and how much equipment was necessary for a project such as this. When production began, I realized that my professional image consulting skills could compliment the work of the art director and stylists, and took my idea to producer Brendan Sawatzky. He was convinced of the benefits and expertise I could provide, and suddenly I found myself caught up in the crazy and creative world of feature film production!

Image Consultants are not normally hired in movie productions, and my

involvement on this project went beyond my normal image consulting activity: not only did I work with the stylists and set designers to achieve the "look" for the film, put together last-minute wardrobe, assisted with make-up and hair, I even doubled for Molly Parker in a swimming scene! My passion for what I do enabled me to meet all the demands of the job. The patience, creativity, stamina, dedication and professionalism of director Matt Bissonette, actors *Molly Parker*, *Adam Scott*, *Lucas Hass*, *Wendy Crewson*, and R.H. Thompson, and the entire crew was amazing and contagious.

I believe that with our wide range of knowledge and ability to work creatively with people, image consultants can enhance the characters of a film. As more movie producers and directors understand what image consultants can bring to a project, I think more and more of them will seek out our services.



Alexandra Wilson



### Visit our website

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

### Mission Statement

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

### CHANGE OF ADDRESS

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

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Inside Image is distributed to all AICI Toronto Chapter members and AICI chapters around the world. It is also available through our website [www.aicicanada.com](http://www.aicicanada.com)

| SIZE                             | MEMBER RATES | NON MEMBER RATES |
|----------------------------------|--------------|------------------|
| Business Card                    | \$ 40        | \$ 50            |
| 1/8 page                         | \$ 45        | \$ 55            |
| 1/4 page                         | \$ 60        | \$ 85            |
| 1/2 page                         | \$105        | \$190            |
| 1/2 page<br>(outside back cover) | \$160        | \$235            |

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

# AICI

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INTERNATIONAL

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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All submissions are considered to be the views of the author and do not necessarily reflect the policies or views of AICI.

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

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