

[INSIDE IMAGE]



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Balance



Summer is traditionally a restorative time when we kick back, enjoy and perhaps reflect on how we can maintain balance in our hectic lives. The theme of this issue is **balance**...and I hope we can help you to achieve it. I have spent the past three years serving as the VP Communication and editor of Inside Image. It has been an incredible experience and sometimes a challenge to balance my business, personal life, and board responsibilities. I begin my new position as President Elect and welcome our new editor Daphne Magna, featured in our "Up Close and Personal" article.

Mirella

President's Message

Finding balance in our busy modern life is always a challenge. So much to do, so little time to enjoy it all in the end. Like many of you, I get asked very often "How do you manage to fit in so much?" - running a business and a household, a six-year old (and a second child one on the way) and volunteer leadership. As cliché as it sounds: "where there's a will, there's a way"; one can find balance between working on business and working on life. Luckily, I have learnt to prioritize, set boundaries and say "no" from time to time.

The reality is that all relationships require time and attention. What has helped me tremendously has been setting aside "time away". The need for time away is fluid. It can be time away from business to focus on the family, time away from the spouse and kids to help more clients, or simply

time away from all of it to recharge. The result is feeling connected, free, motivated and grounded.

Your Board had a half-day strategic planning meeting at Conference in Arizona and is very excited to bring you a powerful event line-up for the coming year, starting in September. Please visit the website and mark your calendars - we look forward to connecting with you in person at the events. As image consultants, we share a great responsibility on many levels, the future of the industry is in our hands and we must drive the continued focus on improvement together. We need you to be part of this drive, participate, be active and show your passion for your profession and yourselves!

I hope you manage to enjoy some summer sun with family and friends and find



Mihaela Ciocan
AICI CIP

ImagePro International Institute
www.image-pro.ca

the balance that works for you. ♦

Warmly,

Meet Your New Board



PRESIDENT Mihaela Ciocan, BA, AICI CIP

A recognized leader in the image field, Mihaela Ciocan is the Founder and Lead Consultant at ImagePro International Institute (Vancouver). Working with a wide range of individual and corporate clients, Mihaela is known for her pragmatic approach in creating an image that is seen, trusted and remembered. An AICI CEU accredited trainer, Mihaela is committed to developing a new generation of image consultants who will shape the future of this industry. Recipient of the 2010 AICI Canada Chapter Member of the Year Award, Mihaela has served on the Chapter Board since 2008 and is AICI's former International VP of Certification.



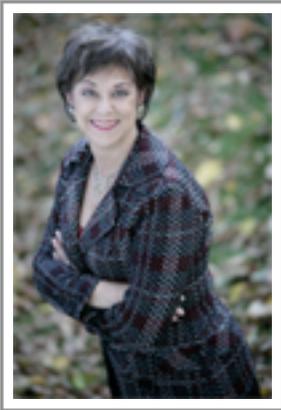
PRESIDENT ELECT Mirella Zanatta, BA, BEd, AICI CIP

Mirella has worked in education for most of her life. She began as a high school Mathematics teacher and guidance counsellor. When re-entering the work force after staying at home to raise her children Mirella realized working as an image consultant combined her teaching and counseling skills with her flair for fashion and innate sense of style. Her background in fashion, education and counseling along with her ease of communication and public speaking make her a sought after Corporate Trainer specializing in Executive Presence. In 2011-12, she was awarded AICI Canada/Toronto Chapter Member of the Year. She has just completed a three year term as VP Communications for the AICI Canadian Chapter.



SECRETARY Katherine Lazaruk, AICI FLC

Katherine Lazaruk (AICI FLC) has spent her life in image conscious careers, coming from a performance and education background with degrees in Music and Education. Katherine holds certificates in Image and Advanced Image Consulting from the International Image Institute (Ontario, Canada). She helps individuals and small businesses with all aspects of image, including appearance, behaviour and communication. Specializing in holistic image education and passionate about personal development and growth, she loves to help her clients shine. She volunteers regularly at Dress for Success and serves as the Secretary of the Canada Chapter Board of the Association of Image Consultants International.



TREASURER Carol Robichaud, AICI CIP

Carol Robichaud president of KCR Image Consulting is a certified Colour and Image Management Consultant for men and women. She is a graduate of the Fashion Academy in Costa Mesa, California and is a founding member and past president of AICI Canada Chapter. Carol, a native of Toronto, combines more than 20 years experience as a certified image management consultant and a speaker/trainer for diverse companies, organizations and individuals on the importance of developing strategies for self image, self discovery and personal branding. Major Toronto publications have quoted Carol on all areas of image management.



VP EDUCATION Angèle Desgagné, AICI CIP

Member of the AICI Canada/Toronto Chapter since 1997, Angèle Desgagné, AICI CIP currently holds the position of VP Education. She founded Imagélite International in 1996, and earned her Certified Image Professional Status in 2002. Angèle also held the position of Chapter Secretary from 2000-02. Former President of the Canadian Chapter, Angèle was the first president to serve a two-year term (2002-04). In 2003-04, she was selected AICI Canada/Toronto Chapter Member of the Year. Angèle also served as Community Liaison (2008-2010), and has held the position of CIP Certification Co-Chair for members outside of US since 2008 for AICI International.

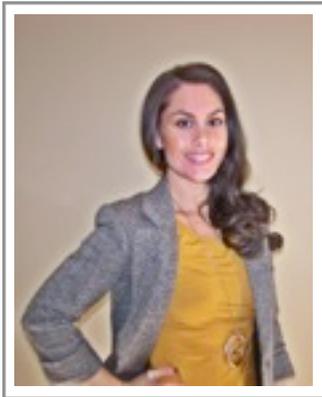


VP PROGRAMS Dominique Vaughn-Russell, AICI FLC

Dominique Vaughn-Russell is an expert in image enhancement specializing in both corporate and personal branding. Dominique maximizes wardrobe, grooming and etiquette potential for men and women on an individual basis, or in a corporate team scenario. She understands the importance confidence and executive presence plays in achieving career and personal goals as well as the value of perceptual management on a corporate level. Dominique is a dynamic international presenter. She is a graduate of the International Image Institute, co-author of an insightful image book 'Inspired Style', and has served on the Canada Board as VP Programs for two years. This year she was selected AICI Canada/Toronto Chapter Member of the Year.

**VP MEMBERSHIP Kirstie Kirkness**

Kirsti Kirkness, a Certified Image Consultant, is the founder and face of Kirkness Image Consulting. Kirsti received her certification from Image Pro International Institute under the mentorship of Mihaela Ciocan, AICI CIP. Before founding her image consulting company, Kirsti led a successful career in education. From the finely-tuned presentation skills she developed as an educator, Kirsti presents workshops and seminars that are dynamic, engaging, and suitable for adult learners' with various learning styles. Kirsti is a natural "people person" and has a warm and supportive demeanor. She thoroughly enjoys meeting new people and helping individuals and groups meet their personal and professional goals.

**VP COMMUNICATIONS Kaelie Forzani**

Kaelie Forzani is the owner of Impressions Image Consulting. Her background is in Political Campaigning, Business Management and Fashion Product Buying. She has been a member of BNI serving as "New Member Mentor" and "Membership Committee" board member of the Sequoia Chapter. She is also a member of "Worldwide Who's Who". Kaelie and her husband/Business Coach Greg Forzani recently relocated from Calgary to Vancouver. As a competitive runner Kaelie promotes the importance of goal setting, achieving and continual growth for personal/professional success and achievement. Kaelie's vision is to empower a positive and confident Self-image for every business and individual seeking image enhancement with supportive, personalized Image Management programs.

**VP MARKETING Kylie Martin**

As a stylist, Kylie uses her natural fashion sense to help individuals realize their true potential and feel their absolute best. She spent over 5 years working for magazines such as Elle Canada, Style at Home, MORE and Canadian Living but most recently has become a freelance stylist. She holds a bachelor's degree in jazz vocal studies from the University of Toronto and graduated from Ryerson Polytechnic University's Marketing program. She has also completed her study at George Brown College and is now a certified Image Consultant. Most importantly, Kylie is fun and energetic and brings her own unique style sensibility to every situation she's a part of.

Up Close and Personal

How long as an Image Consultant?

I've been working as a certified image consultant for the past 2 years after completing the Image mastery program with Karen Brunger of International Image Institute. I have recently launched my new website www.DCMagna.com.

What do you specialize in?

I specialize in personal branding and cultural relations for professionals and organizations in international markets, especially the entertainment industry. I have built on my public and cultural relations strengths by training on Cultural Intelligence with Valerie Berset-Price and becoming part of the Professional Passport team as a Canadian Global Bridger.

What has been your most rewarding experience as a consultant?

Having a client reach out to me about a very sensitive and personal issue. I was honoured that he felt comfortable enough with me to share something so intimate. It validated the fact that I made him feel at ease and not judged.

What made you join AICI?

I felt that having a network of mentors and successful entrepreneurs in my industry to draw from, work with and help in their endeavors would be the exact type of group that would encourage me to flourish and would furnish the tools and foster the abilities needed to be a knowledgeable and effective consultant.



Daphne C. Magna
Personal Branding &
Culture Specialist
Daphne@DCMagna.com

Why is it important for you to get your AICI FLC accreditation?

I think it's important for us to maintain a certain standard for ourselves and our peers so that we better progress and push our own companies, association and industry forward into an affluent status. It also helps challenge us to be uber professional and take advantage of the resources that AICI offers us.

Do you have any hidden talents?

I do! I'm a great basketball player, an eloquent poet and song writer and I speak 4 languages.

Describe your perfect day?

Hot yoga in the morning, fresh vegetable juice, new clients, creative program writing, client session on branding or CQ, dinner at a fabulous restaurant and a concert that leaves me wishing I were on stage!

What do you like best about where you live?

The Danforth village is lively and The Beaches are great for outdoor activity! So I have access to some of the best nature Toronto has to offer as well as the most authentic Greek, Indian and Middle Eastern food.

Do you have a mentor, and if so, what is the most important thing they have taught you?

I have many mentors, some don't know I exist and some know everything about me. I am an eternal student who continually explores truth, knowledge and my abilities to refine them as I go along. The most important thing I've learned from a mentor is that a "postulate" is the most powerful thing in this universe. A thought or decision one makes and the action they follow up with has more force, and life energy than anything physical.

Is there anything else you would like people to know about you?

I am an artist. And I've always dreamed big. I've decided to use image consulting as a vehicle to touch many people across the world and improve the aesthetic and communication of our planet because it's in dire need. My mission is to spread positive thinking (truth), beautiful living (balance) and cultural understanding (love). My mission is to embolden others to create their own canvas and speak their true voice.

What's Your Workplace Wellness Plan?

What's your workplace wellness plan? As an individual, it's important to balance your physical health alongside a busy work schedule. As a manager, you are accountable for providing options for your employees to maintain physical wellness inside and outside the workplace, which can fit within the schedule and demands of your company.

Physical health is directly aligned with performance in the workplace; its benefits include achieving a work-life balance, the ability to maintain stress, a healthy and composed professional image, and a means to counter-balance long hours sitting behind a computer.

Below are a few tips on how to incorporate wellness into your workday, followed by a few best practices for etiquette at the gym:



For Managers: Helping your employees stay healthy

Encourage your employees to get up and stretch or walk around the office every hour. Share with them the health benefits of taking short breaks during long periods of sitting.

Consider enrolling in a plan with a local gym that provides your employees with a corporate discount. Many gyms provide contracts for companies with the option of reduced membership rates and other benefits for employees.

It is important to make time for physical health, which directly affects your performance in the office, your stress level and your overall well-being.

Ensure that all of your employees are outfitted with good quality office furniture that correctly aligns posture and physical ergonomics. This includes desk chairs, elevated computer or laptop stands, and keyboard trays, depending on the layout of the desk.

For Individuals: Balancing work with physical health

In spite of a busy work schedule, it is important to make time for physical health, which directly affects your performance in the office, your stress level, and your overall well-being.

Choose a gym that is near your office, so it is easily accessible to visit before work, during lunch or immediately after work. If the gym is not in a convenient location, it can seem near

impossible to fit in a workout in the midst of an already hectic schedule!

Plan to walk to work on certain days; or, if you don't live in walking distance, try walking on your lunch hour. Fresh air and light exercise will give you energy for the rest of the afternoon.

Throughout the day, drink plenty of water and remind yourself to stand up intermittently to avoid several consecutive hours of sitting. This is an easy way to stay fresh and alert.

Etiquette at the Gym:

If you attend the gym during peak times when the machines are mostly occupied, do not spend more than 30 minutes on one machine; instead, rotate between different cardio machines or try lifting weights as part of your workout.

Help to keep the gym clean and sanitary by using the towels and cleanser provided to wipe down equipment after use.

Leave your cell phone locked away at all times while at the gym, whether in the locker room or on the workout floor. Many gyms have a no-cell phone policy for privacy purposes, as well as out of respect to the other gym attendees. Putting your cell phone away for an hour or two also benefits you in that it allows you to unwind and

continued pg. 14

IMAGE CONNECTIONS

Industry Resources and Networking Event

— PRESENTED BY AICI CANADA CHAPTER —

Please join us for an evening of fun, fellowship, and networking as we head into another new season. It's time to get back to business and to reconnect with our members. We are planning a meeting with a little bit of everything. Each member will be given the opportunity to update the group on our past years achievements and new information they wish to share. Next up are 2 presentations by innovative resources we can use to move our businesses forward and increase our offerings to our clients. The rest of the evening is yours to mix and mingle.

Guests are always welcome so please feel free to invite your friends or contacts who might be interested in attending, expanding their current client base, or hearing from the two new resource presenters listed below. If you are interested or require more information please contact Dominique Vaughan-Russell, VP Programs dominique@vaughanrussell.com.



**TREND
TRUNK**

TREND TRUNK

Trend Trunk is seeking to partner with Image Consultants with a unique revenue share model. They are an online social marketplace which lets consumers across Canada buy/sell/donate their fashionable clothing & accessories.



Rent Frock Repeat

is a Toronto-based online store that rents designer dresses for a fraction of the retail price. Get to meet the founders, see a demonstration of how the system works and try on some of the hot off the runway designs.

September 19, 2013
6:30 pm - 8:30 pm
Hors d'oeuvres and Wine

Verity Club
Library Room
111 Queen Street East
Toronto, Canada
M5C 1S2

Early Bird Special
**AICI / Verity Members &
Students**
\$25.00
Non Members \$30.00

At the Door
**AICI / Verity Members &
Students**
\$30.00
Non Members \$35.00

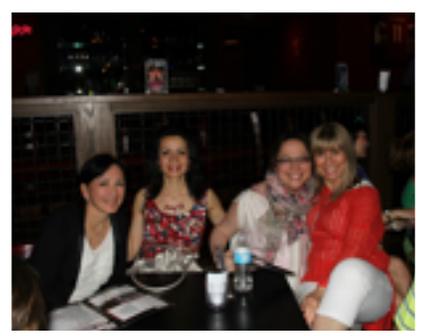
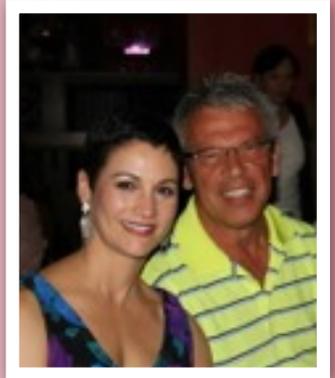
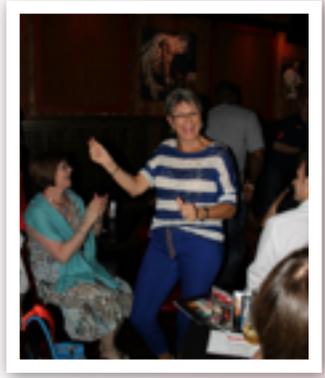
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CHAPTER

HIGHLIGHTS FROM ARIZONA MAY 16 - 19, 2013



HIGHLIGHTS FROM ARIZONA MAY 16 - 19, 2013



Is tech good or bad for work, life balance?

The number of mobile internet devices is set to outnumber humans by the end of this year.

There will be more smartphones and internet-connected tablets and monitors than there are people on the planet. Uganda has 16.45 million mobile phone subscribers (shared among the major five telecom operators MTN, Airtel, UTL, Warid and Orange Uganda), according to sector regulator UCC. At least 52 per cent of Ugandan households are reported to have access to a mobile phone, equal to the sub-Saharan Africa average.

Africa will be one focal point of the boom in smartphones. Microsoft/Huawei and Samsung are launching new smartphones for the African, and Blackberry is already well established there. From 2012 to 2017, Africa is predicted to have the strongest mobile data traffic of any region, increasing more than 17-fold over the period.

Clearly, smartphones are hugely empowering for Africa. They will spur the growth of entrepreneurship and local businesses, and bring improvements to areas of life, including healthcare and education. But, at the same time, 24/7 technology brings with it stresses and strains, making workers feel they are always on call.

These feelings may be exacerbated as manufacturers find new ways to keep us online. In the US, Sergey Brin of Google and other early adopters, are already wearing the Google Glass – spectacles which allow wearers to use the internet. And it's widely expected that Apple will launch a smartwatch. If we don't even have to reach into our pockets for our phone in order to connect to work, it's going to be harder than ever to switch off.

Positive or negative

In a recent global survey by Accenture, 78 per cent of workers said technology lets them be more flexible with their work schedules. But 70 per cent said technology brings work into their personal lives. Feelings are clearly mixed.

Technology has facilitated the 24/7 working culture, but other things have fed into it too. Businesses are interacting with customers and colleagues in different time zones, and staff are increasingly expected

“78% of workers said technology lets them be more flexible...but 70% said technology brings work into their personal lives”

to be available for late-night or early-morning calls. And the global downturn forced many workers to take on additional duties, which led to them working longer hours.

The positives

Don't blame everything on technology. And let's not forget the very positive changes that technology has brought to work and work-life balance over the past decade. Think how much easier it is to do your job when the cloud means you no longer have to go to the office to access corporate information or applications. Remember how video-conferencing has reduced the need for time-consuming corporate travel.

Both those benefits are possible because technology allows people to work anywhere. It's no coincidence that the launch of devices such as the Blackberry in 2003, the iPhone in 2008 and the iPad in 2010 has been

accompanied by a steep rise in the number of people using Regus business centres and drop-in business lounges to work.

There are now over one million customers in 100 countries using Regus flexible workplaces, because people are choosing to work at locations that suit them and their customers, instead of doing the old-fashioned fixed, daily commute.

In the latest edition of the Regus Work-Life Balance Index, 41 per cent of respondents globally said their companies were doing more to help employees reduce commuting than two years earlier. In several African countries, including Morocco, Nigeria, Tanzania and Tunisia, the percentage was higher than the global average. Working remotely can save the average employee 79 hours of commuting each year. It also cuts their travel costs and car emissions.

It's probable that flexible working and other measures to cut commuting are some of the reasons why 61 per cent of people in the Regus Work-Life Balance Index 2012 said their work-life balance was better than in 2010.

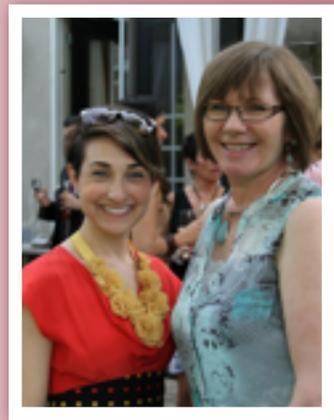
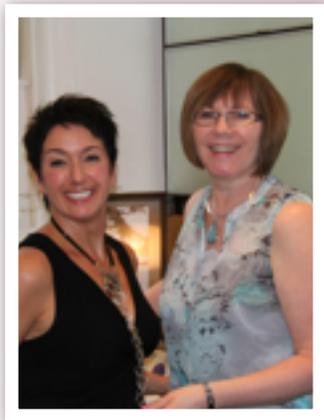
The negatives

The negative aspects of 24/7 mobile technology arise because of management cultures. People use mobile devices and technology for work outside office hours because their bosses or clients expect them to. So it's not their phones that are preventing them from relaxing, it's other people.

As smartphone ownership and usage proliferate in Africa, we need to intensify the debate about work-life balance and people's availability in a 24/7 world. Sure,

continued on pg. 14

HIGHLIGHTS FROM OUR JUNE 26th Member Appreciation



Work-Life “Balance” isn’t the point

Climbing the organizational ladder often requires employees to work long hours and deal with difficult and complex issues. Some days on the job are likely fun and positive and other days are tension-filled and stressful. A common dilemma for many people is how they manage all of the competing demands in work and life and avoid letting any negative effects of work spill over into their personal lives.

Research has in fact shown that employees who believe they do not have time for the personal life feel drained and distracted while they are at work. In addition, the spillover of negative aspect of work into an employee's personal life can lead to job exhaustion, disruption of relationships with family and friends, loss of enjoyment, and increased stress.

However, some people appear to manage career success and a positive private life with ease. Here are a few pointers:

1. Strive for work-life effectiveness—not balance. The term work-life balance implies that one dedicates an equal portion of time to work and life. Catalyst, a research firm focused on women in business, uses the phrase work-life effectiveness, and suggests striving for a situation where work fits with other aspects of your life. Researchers Jeffrey Greenhaus and Gary Powell expand on this concept and recommend that work and personal life should be allies and that participation in multiple roles, such as parent, partner, friend, employee, can actually enhance physical and

psychological well-being — especially when all of the roles are high quality and managed together.

Marissa Mayer, CEO of Yahoo, came under scrutiny when she returned to work soon after the birth of her son. She managed being a mom and a CEO in a way that was personally right for her. Like Mayer, one should take a holistic perspective, thinking of one's career as an integral part of life, rather than a separate and obligatory activity.

“
If your success is not on your own terms, if it looks good to the world but does not feel good in your heart, it is not success at all.”

To help eliminate 'negative spillover' from work into home life or vice-versa, we should put everything in the same container and create a coherent narrative — doing so can reduce work-life separation. Richard Branson, CEO of Virgin Airlines, has noted that some of his best ideas have come from engaging his children in conversations about work. Even in the busiest of schedules, the most practical and effective way we can live is by aligning our personal priorities of work, family, health, and well-being. Such realignment can bring huge gains in emotional and physical energy, not to mention greater clarity and focus at work.

2. Define success in all categories of your life. Every person needs to define success on his or her own terms. Ultimately, for both men and

women, the definition of success is deeply personal. At the end of each person's life, only he or she can look back and say, "I was successful." It is also important to realize that what constitutes success to one person may not constitute success to another. Ryan Smith, co-founder of Qualtrics, manages his success by doing the following: "Each week, I examine the categories of my life — father, husband, CEO, self — and identify the specific actions that help me feel successful and fulfilled in these capacities. This weekly ritual helps me feel like I'm doing everything in my power to address my needs and the needs of those around me. This is important because I can't lose sight of the business agenda, and we've all seen or read about what it looks like when you lose sight of your family's needs." As Smith suggests, consider sharing your priorities and ideas of success with important stakeholders in your life. By doing so, you will gain valuable perspective and, perhaps, buy-in to your work and life goals.

3. Maintain control. Researchers suggest that people may experience high stress when they feel out of control. So, take control of your career — explore your own history, biases, motivation and preferences. As an example, many people enjoy spending a lot of time at work because they like what they do. Thus, long work hours are not necessarily burdensome to them. Each of us should take the time to find a job that 'fits' us. When possible, we should set our own boundar-

Continued on pg. 14

And the winners are...

Congratulations to all of this years award recipients

Jane Segerstom Award: **Hildeberto Martinez, AICI FLC**
 AICI IMMIE – Philanthropy: **Pamela Judd, AICI CIP**
 AICI IMMIE – Inspiration: **Aziah Jasmin Binti Azizul**
 AICI IMMIE – Education: **Aury Caltagirone, AICI CIP**
 AICI Distinguished Service Award: **Coralyn Lundell, AICI CIP**
 Award of Excellence for Membership: **Delby Bragais, AICI CIP**
 Award of Excellence for Participation and Commitment: **Bernie Burson, AICI FLC**
 Rising Star Award: **Monica Bravo**
 Philanthropy Award: AICI Gives Back 2013 – Chapter: **France Chapter**
 Philanthropy Award: AICI Gives Back – Member: **Abbygale Arenas – de Leon**

Congratulations to the following members who obtained their AICI Certified Image Professional (AICI CIP) status in 2012 – 2013:

Kayoko Ikuko Kozu, AICI CIP
 Robin C. Powis, AICI CIP
 Jane Seaman, AICI CIP
 Mirella Zanatta, AICI CIP

Thank you to AICI's 2013 Archangels with cumulative donations of \$1000 or more – these donations fund AICI teleclass and educational endeavors:

Lynne Marks, AICI CIM
 Ling Zhang, AICI FLC

AICI Angels – cumulative donations of \$250 - \$1,000

Rosario Galindo, AICI CIP
 Brenda Kinsel, AICI CIP
 Hildeberto Martinez, AICI FLC

AICI Cherubs – cumulative donations of \$50 - \$250

Aury Caltagirone, AICI CIP
 Bronwyn Clarke
 Carolina Bejar, AICI CIP
 Chris Fulkerson, AICI CIP
 Cindy Ann Peterson, AICI FLC
 Dawn Stanyon, AICI FLC
 Edith Manent
 Hope Mafuru
 Joanne Rae, AICI CIP
 Katherine Lazaruk, AICI FLC
 Leila Lomongo-Carpenter
 Myra Diaz
 Pam Friedlander
 Sarah Hathorn, AICI CIP
 Silvia Guerra

The following are AICI members who have achieved their AICI First Level Certification (AICI FLC) status:

Rana Alahmadi, AICI FLC
 Ana Cheong Cheok Yin, AICI FLC
 Madeline Gill, AICI FLC
 Szu-Chi Huang, AICI FLC
 Tanya Lococo, AICI FLC
 Naomi Mihara, AICI FLC
 Norma Portilla Paramo, AICI FLC
 Irina Pringle, AICI FLC
 Megan Roberson, AICI FLC
 Dina Rudman, AICI FLC
 Eva Virginia Sevilla, AICI FLC
 Yingzi SHI, AICI FLC
 Dawn Stebbing, AICI FLC
 MEI-LING SU, AICI FLC
 Aungelea Wayashe, AICI FLC
 Mary Zimmerman, AICI FLC



Our heartfelt congratulations to these individuals who have contributed to the success of their chapters by receiving the Chapter Member of the Year Award:

Atlanta	Chris Fulkerson AICI CIP
Beijing	Yara Huang, AICI FLC
Chicago	Gwen Rich, AICI FLC
France	Edith Manet
Guadalajara	Alejandra Marroquin, AICI FLC
Malaysia	Azrene Soraya Abdul Aziz
Melbourne	Tanya Lococo, AICI FLC
Mexico	Coca Sevilla, AICI FLC
New England	Dawn Stanyon, AICI FLC
Philippines	Carolina Tan
San Francisco	Marjory DeRoeck, AICI CIP
Singapore	Jenny Lim
Sydney	Julie Rollinson
Toronto	Dominique Vaughan-Russell, AICI FLC
Washington DC	Jeanette Wagner

Continued...

What's Your Workplace Wellness Plan? from page 6

...focus your attention away from the stresses of the office. Have fun, and enjoy maintaining a healthy work-life balance!

By Corporate Class
<http://www.corporateclassinc.com/blog/2012/09/20/whats-your-workplace-wellness-plan/>

Is tech good or bad for work, life balance? from page 10

...Sure, people may need to do late-night conference calls, but they may be happier to do so if flexible working patterns let them cut their commuting time or juggle home and work commitments.

And office workers may need to think about their own habits too. One reason why colleagues and clients can easily reach us during out-of-work hours is that we're already online – using social media or checking the football scores. We are more likely to hear the ping of an email arriving, so we are more likely to deal with it.

The sender assumes we are happy to work during out-of-work hours, and bombards us even more in future. It's not just employers who need to learn the lessons about technology, presenteeism (at the desk or on the end of the phone), and how we can work most productively, it's also ourselves.

By Joanne Bushell
 Vice-President Africa, Regus
www.observer.ug

Work-Life "Balance" isn't the point from page 12

...ies. Many successful executives who work long hours suggest that they put parameters and limits on work. The CEO of Starwood Hotels, Frits van Paasschen, in a recent Wall Street Journal interview, noted, "It's important not to be so immersed in your work that there isn't anything else. Taking care of your body and your mindset, carving out time to be with your family, doing things that recharge you — these all make you more productive in the end." We should also proactively manage the direction and meaning of our work.

By Christine Riordan
 Professor of Management, University of Kentucky
blogs.hbr.org



image mastery training

Enhance your credentials
 with AICI CEU authorized
 programs in the
 Core Competencies

Appearance
 Behaviour
 Communication

Develop and expand
 your skills with our
 unique holistic approach.

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AICI Canada Needs **YOU!**

A healthy growing chapter needs membership participation. There are many ways to become involved. Every AICI chapter around the world is introducing "**Member Buddies**." If you become a member buddy you will earn 1 leadership point. What a great way to contribute to your chapter!

- **Who are Member Buddies?**

Member Buddies are from your AICI chapter who nominate themselves for a three month period.

- **How?**

The Member Buddies will contact and welcome an assigned member to exchange contact details and offer support in the area of needs.

- **When?**

It is an on-going program to strengthen each chapter and the member buddies are awarded 1 leadership point which can be used towards your CIP certification.

Please contact our VP Membership Kirstie Kirkness for more information.

Culture Connoisseur!

On behalf of *Inside Image*, I'd like to extend a request to our members to share cultural experiences that are interesting and educational.

Whether you're traveling abroad or attending a cultural festival in your own city, please share with us differences or similarities you notice or special customs, social habits or etiquette that are informative.

As Image consultants we stand to gain from better understanding the cultures within which we work and owe it to our own clients to be able to appreciate their different perspectives and adapt accordingly.

I am thrilled to grow our Cultural Intelligence through personal experience and stories. This will be our own *Cultural Diary* to learn from!

Daphne C. Magna

Members In The Media



Dominique Vaughan-Russell AICI FLC

- 📍 Interviewed by Stacey Dombrowsky for "Mind Matters" on Rogers Cable TV, May 8th, 2013,

- 📍 Dominique talked about all aspects of image, what image consulting is and what an image consultant can do for you

Karen Brunger AICI CIP

- 📍 Interviewed by CTV News on July 31st, 2013

- 📍 Karen talked about how politicians can overcome a scandal using image principles

- 📍 Interviewed by Aurelio Lozano for "Clase Y Estilo", a national television show in Mexico, on August 13th, 2013

- 📍 Karen addressed holistic image



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MISSION STATEMENT

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

FEEDBACK

We would love to hear from you!
Please send your thoughts to:

Kaelie Forzani
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kaelieforzani@yahoo.ca

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Please notify:

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

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If you haven't already, check out our AICI Canada/Toronto Facebook page! Post photos of events, share news and connect coast to coast.

We'd love for you to join our page and get interactive!

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