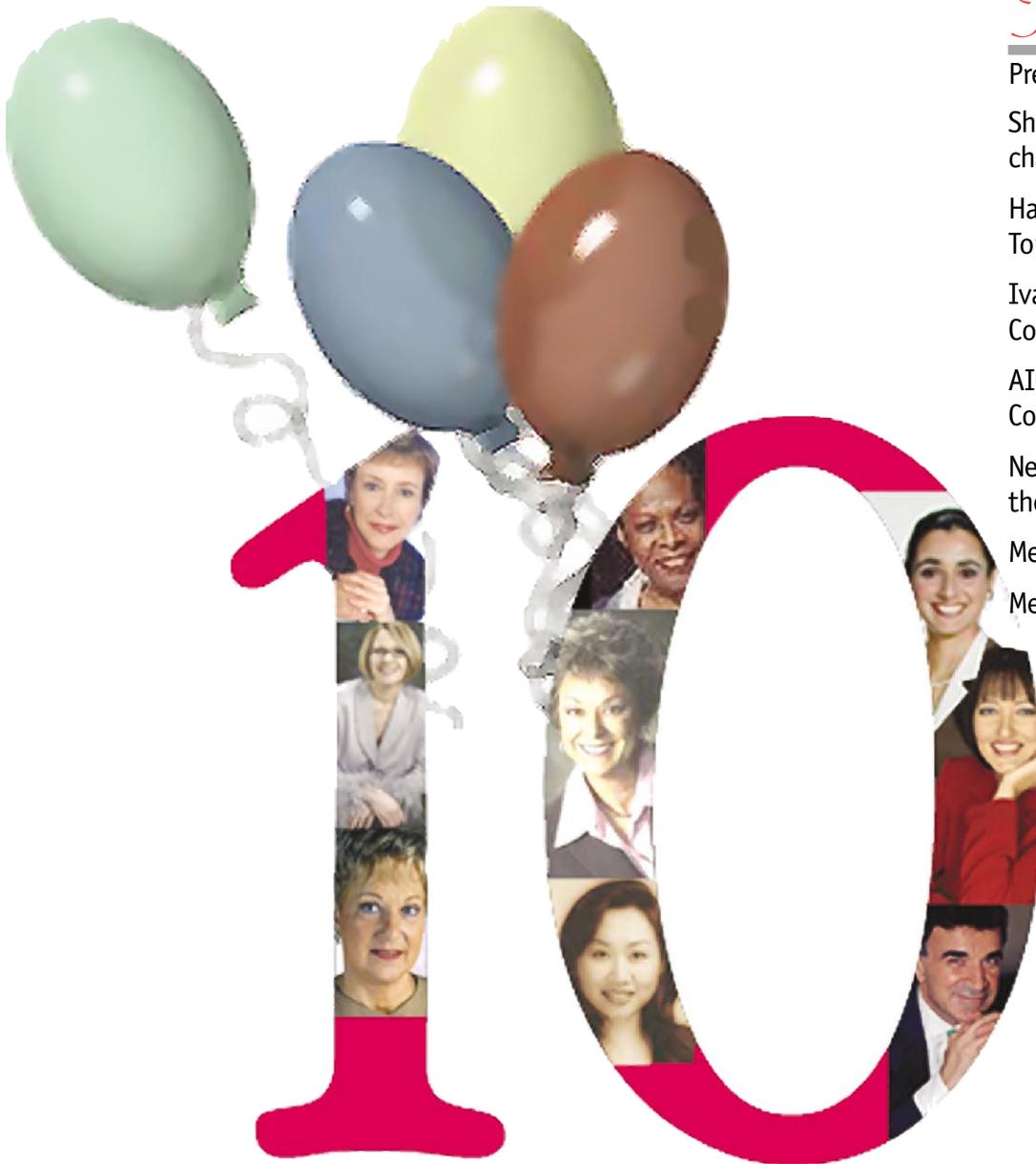


Inside Image

Summer 2004 **Volume 3 Issue 4**

Table of Contents

President's Message	2
Shift Your Perception... change your life	3
Happy Anniversary Toronto!	4&5
Ivana Know Advice Column	6
AICI 2004 Annual Conference	7
News and Views from the West	8
Member Spotlight	9
Membership Report	10



Happy Anniversary



PRESIDENT'S MESSAGE

Dear AICI Members, AICI Toronto Chapter completes its 10th year with style. Our Anniversary Celebration held at Spoon Restaurant, Toronto on Friday May 28th was a real success. Current and past members along with their guests were treated to an evening of delicious food, great company, fine music and good times. Many thanks to all our sponsors who generously donated beautiful gifts for the raffle. A special thank you to Donna Chevrier, AICI CIP founding member of our Chapter for agreeing to be our Guest of Honor and also to Zayna Mosam and Daniela Mastragostino for orchestrating this event.

What a turn out at our annual conference! Twenty-one of 36 Canadian members represented our Chapter at the 2004 Annual Conference in San Francisco, California. Eight of the 21 were first timers. We may not be the biggest AICI Chapter but we certainly have the highest membership commitment. As one attendee commented to me "Wow, you Canadians are everywhere, there are so many of you here at Conference. That's amazing". And yes, that was truly amazing!

Our four newest CIP's, who officially received their professional accreditation status at Conference in San Francisco, bring the total number of Canadian members who have reached this level of expertise to 10. To quote our 10th Anniversary Gala Guest of honor, Donna Chevrier "If we put it on a grander scale, Canada now boasts ten percent of the 100 internationally certified image professionals in the world", isn't that impressive?

Congratulations to our new CIP's: *Kimberly Law, AICI CIP, Burnaby, BC - Heather Elrick, AICI CIP, Coquitlam, BC - Anne Sowden, AICI CIP, Toronto, ON and Carol Robichaud, AICI CIP, Mississauga, ON.*

Since the conference, three of our members have achieved their First Level Certification status. Congratulations to *Joanne Blake, AICI, Edmonton, AB, Katherine Hess, AICI, Calgary, Alberta, and Michelle Horne, AICI, Ottawa, ON.*

We are also very proud of *Zayna Mosam*, Mississauga, ON, our "Rising Star 2004" Award winner. She distinguished herself for her dedication to AICI as a member, board member and a successful newcomer to the image industry. Zayna was very pleasantly surprised when she was recognized at the conference Gala. Bravo Zayna! At Conference, I was pleasantly surprised to discover that I had been nominated Chapter Member of the Year 2004. I truly appreciate the honor and thank you for your support and acknowledgment.

At this point in our Chapter history, we need to take this opportunity to recognize and thank our eight Past Presidents (*Donna Chevrier AICI CIP, Lina Adessi AICI CIP, Karen Brunger AICI CIP, Jean-Paul LoGiacco, Joanna Parris, Katherine Parris, Carol Robichaud AICI CIP and Rebecca Chu AICI CIP*) for their contribution to the success of our Chapter. These talented individuals are the pioneers that paved the way for the new generation of image consultants in Canada. It is because of their dedication that our only Canadian Chapter stands so tall today. Thank you.

As I step down as President of our Chapter for the past 2 years, I am forever grateful to the members who accepted a role on the board (*Anne Sowden AICI CIP, Carol Robichaud AICI CIP, Morgan Atkinson, Johana Schneider, Wendy Buchanan, Zayna Mosam, Michelle Horne AICI, Daniela Mastragostino, Damon Allan, Heather Elrick AICI CIP*). They gave the association and me their best at all times, and their hard work and professionalism allowed me to grow as President. I have learned a great deal from each and every one of them, as each brought something special to the board. Thank you for your support, contribution, dedication, camaraderie and most of all friendship.

A personal thank you goes to our incoming President *Anne Sowden, AICI CIP* for her support throughout this past year as Vice-president/President Elect. I could

Continued on page 7

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.

SHIFT YOUR PERCEPTION...CHANGE YOUR LIFE

Dawn Brown has over 20 years experience as a psychotherapist, teacher and trainer in life and career transitions. She has her own company called Perception Shift and is an international speaker and author of That Perception Thing. Dawn's presentation "Shift your Perception...change your life" is a fresh approach to an old lesson. Every once in a while we need a wake-up call to see our lives in a new perspective, a more real perspective. Dawn uses the "glass half empty/half full" example of how different people view their lives. Some come from a perspective of lack, others from a perspective of abundance. The simple fact is, we cannot change all the circumstances in our lives but we can change the way we view them. Coming from a place of gratitude and appreciation may not change our circumstances but it will change the way we feel about our lives and allow us to enjoy our individual journeys much more.

"The road to success is always under construction"

Dawn gave us 4 keys to Personal Growth:

- 1. Self-care.**
- 2. Getting out of our way.**
- 3. Be courageous to ask for help.**
- 4. Fake it till you make it.**

"You can't give what you don't have" is a very valuable quote to keep close to our hearts. Dawn stressed that self-care is good business. Only when we look after ourselves first can we then look after others. As professionals in the image industry, we are in a position to help others make a shift in their lives to achieve their

goals. The more we care for ourselves and nurture our spirits, the better we can help our clients.

Getting out of your own way means that at times we unwittingly sabotage our road to personal growth by thinking we have all the answers. Being smug about "knowing it" can eventually lead to stagnation, because we don't allow new ways of seeing things to become part of our lives.

Keeping our minds open to seeing things differently results from humility. As does asking for help when we need it. Dawn emphasizes that our egos get in our way by not only shutting ourselves off to new ideas, but also by limiting our growth by not allowing ourselves to get help. The Dalai Lama was in Canada recently and when asked what would be one of the most important things for a young person to do to lead a prosperous, successful life, he answered... find a mentor that lives life the way you would want to.

Insecurities can keep us from taking risks and feeling free to step outside our comfort zones. Dawn suggests "Faking it until you make it". This does not mean faking something you don't know. All it means is that you are probably very good at what you do but that little voice in your head makes you doubt yourself. Faking it in this sense means getting out of your own way and allowing yourself to release the inner talents that you have cultivated throughout your life. The more we do this, the more confident we become in tackling the next challenge.

Finally, Dawn urges us to take ourselves less seriously and allow ourselves to laugh more. A sense of humour is one of the greatest gifts we can give ourselves.

Dawn Brown, M.Ed. (Counseling) Psychotherapist can be reached at 819-770-3739 or at www.perception-shift.com.

Johana Schneider,
President of dresscode image consulting, fashion and accessories.



Beauty Tips

For attractive lips, speak words of kindness.

For lovely eyes, seek out the good in people.

For a slim figure, share your food with the hungry.

For beautiful hair, let a child run his fingers through it once a day.

For poise, walk with the knowledge you'll never walk alone...

People, even more than things, have to be restored, renewed, revived, reclaimed, and redeemed and redeemed and redeemed.

Never throw out anybody.

Remember, if you ever need a helping hand, you'll find one at the end of your arm.

As you grow older you will discover that you have two hands.

One for helping yourself, the other for helping others.

Audrey Hepburn



HAPPY ANNIVERSARY TORONTO!

THE SPEECH I WANTED TO GIVE

They say that when we give a speech there are really three speeches involved; the speech we wanted to give, the speech we thought we gave, and the speech we actually gave. When I was introduced at our 10th Anniversary Gala, I was ready to deliver my short speech. Then I was honoured by a standing ovation. With colleagues, friends, and even some of my family members present, my emotions overwhelmed me.

The speech I actually gave, (I think) was delivered in an emotional state. I recall appreciating the dedication and hard work by those who have served on the past and present Board of Directors. I also acknowledged our members and our past members, especially those who were difficult to track down and came to our celebration with little advance notice.

The week prior to our celebration I had been working on our chapter scrapbook and recognized the incredible success of the Toronto Chapter. That success wasn't measured in numbers but in the lasting memories and relationships with valued colleagues over these past ten years.

That week I had also watched the farewell, to the "Friends" TV show and paralleled the changes during the show with those in the lives of our members. We have also experienced new marriages, babies, friends, lovers, and professional growth. I was grateful that our chapter was moving with momentum into the next ten years. I also had some fun doing a mental match-up of members who would best fit the characters in Friends.

I'm grateful that Damon Allan has allowed me this opportunity to present the speech I wanted to give and to print the speech that I didn't give. Now, I want to honour some stars of the past ten years in Canadian image industry. There are many more, whose contributions continue to enrich us. It would require a book to list them all and all of their achievements.

For their outstanding contribution, here is a list of our Chapter Member of the Year recipients.

- 94- 95 *Lina Addesi*
- 95- 96 *Diane Daccord*
- 96- 97 *Carol Robichaud*
- 97- 98 *Raj Persaud*
- 98- 99 *Carol Robichaud*
- 99- 00 no one nominated
- 00- 01 *Karen Brunger*
- 01- 02 *Rebecca Chu*
- 02- 03 *Michelle Horne*
- 03- 04 *Angèle Desgagné*

Angèle Desgagné is the first Toronto President to serve a 2-year term. *Carol Robichaud* is the longest serving board member.

Many of our member's contributions to AICI go beyond chapter leadership. In 1996, Toronto Chapter President, *Karen Brunger* developed a chapter manual and took it to the convention that year in Texas. The International Board recognized her talents and in 1997 she was invited to serve as VP Education on the International Board. Karen successfully completed double, two-year terms. She also served as Chair of Masters Certification and in numerous ways over the years.

Karen has been a positive influence on many other benefits that our members and chapter have enjoyed. I'm sure that the decision to hold the 1999 convention in Toronto would be one example. Karen was honoured in 2003, by receiving "The Award of Excellence" in Education.

In Scottsdale, AZ 1997 the International Board created a new memorial award, in recognition of *Jane Segerstom*'s service to AICI as International Advisor. In 1995 I was invited to continue her work as International Advisor. I had worked closely with her for two years as Regional Advisor. Jane died November 30th. 1996.

When the special tribute to Jane came over the sound system, I along

Congratulations to our newest Certified Image Professionals (CIP):

Kimberly Law, AICI CIP, Burnaby, BC -
Heather Elrick, AICI CIP, Coquitlam, BC -
Anne Sowden, AICI CIP, Toronto, ON and
Carol Robichaud, FACC AICI CIP, Mississauga, ON.

with others was moved to tears. I had no idea that an award had been created. When my name was announced as the first recipient of the *Jane Segerstrom* International Award I was so shaken I can barely remember walking to the podium. This award is reserved for members outside of the US.

Even before *Anne Sowden* had finished her image training in 1999 she took on the job as the Toronto AICI Convention Registrar for the first and only convention held outside of the United States.

Rebecca Chu has divided her skills as AICI Regional Advisor in Hong Kong for a number of years as well as serving as Toronto Chapter President in 2002.

It's wonderful to see members living in other parts of Canada, take such active roles in building our industry. I want to recognize *Michelle Horne* for being an active board member for four years and driving the many hours from Ottawa to Toronto to attend meetings. We are grateful to *Heather Elrick*, in Coquitlam, BC for her talents as our Communications Co-chair.

We are proud of others who have served on the International Board. *Catherine Bell* in Kingston has served as Secretary and in many other roles. *Kimberly Law* of Burnaby, BC is presently serving as VP Membership. This year Zayna Mosam won the International "The Rising Star Award." Congratulations to all of our "stars."

My prepared speech that I didn't give.

As the founder of the Toronto Chapter of the Association of Image Consultants International, it's a pleasure to be a part of this special 10th anniversary celebration. What we are celebrating tonight is the vision that our members have carried and kept alive over the years. We are celebrating the women and men in this chapter who have contributed their time and skills as board members, in the knowledge that we are all stronger because of this chapter. The image industry is still relatively new and a viable chapter is the best way for us to continue to grow our own professionalism and the Canadian image industry.



Our chapter has many reasons to be proud. In this highly specialized industry it's not likely that we'll ever have huge membership numbers. In spite of being small, we are mighty, as more than 25% of our members are certified image professionals and 10% of all the CIP's in the world are Canadians.

No one works harder than those who have given freely of their time and talents as board members to guide this chapter throughout the years. I want to invite everyone who has served on the board over these years to stand and be recognized for their contribution in keeping the vision alive. These folks along with others who could not be here with us tonight are the reason that our chapter has thrived.

Thank you for coming to celebrate this special night. Please feel free to view the highlights, events, and the people who made this chapter what it is today in the large scrapbook and photo albums on display in the room.

*Donna Chevrier, AICI, CIP,
Donna Chevrier and Associates.*

*Gala pictures courtesy of
Tim Chevrier of Id Digital
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It pays to look good

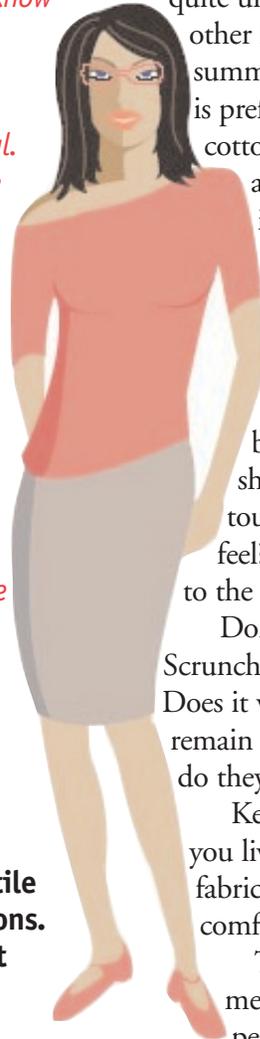
While standing in line to have my airline ticket validated, a British Airways employee asked for my ticket and for me to wait. I thought maybe he was trying to accommodate other guests who were traveling in pairs. Minutes later he handed me a new ticket and thanked me for waiting. I thought nothing of it really since it didn't matter where I sat. As it turns out, I was upgraded to business class and enjoyed a comfortable ride to Heathrow. It later dawned on me that I was one of the only passengers in line that was dressed in a suit and tie. It pays to look good.

Damon A. Allan
Alexander Steel
Image Consulting

Ivana Know illustration by Kim Dodd.

IVANA KNOW ADVICE COLUMN

Hello AICI Toronto! I'm Ivana Know and I am here to answer those burning image questions that either relates to your business or the image industry in general. I have over 15 years experience that has taken me from New York to Milan and now to Toronto. I'm up to date on all current trends, forecasts, communications, etiquette and just about every image particular. Here's your chance to ask those questions that have been on your mind for some time. You may not see me at AICI meetings, but I'll be making a regular contribution to the AICI Toronto newsletter. I hope to hear from you soon!



I just recently received this question from DA.

Q. Dear Ivana:
I am confused about textile weights as it relates to seasons. I am mostly concerned about what weight fabric to wear during the winter months. Please help, as I am about to do some winter shopping. DA

A. Dear DA:
You have a number of choices in colour, weight, weave and texture but first you have to decide between man-made or natural fibres. Man-made fibres simply don't breathe. When you perspire heat gets trapped inside making you feel

quite uncomfortable. Wool, on the other hand, breathes. Even in the summertime, cool or lightweight wool is preferable to other fabrics such as cotton, linen or silk unless you live in a very warm climate. It also keeps its shape, is more hard-wearing than other natural fibres and is recommended for suits.

Here are a few shopping tips:

The finer the fabric feels, the better the quality. When shopping for your suits, do the touch test. How does the fabric feel? Is it abrasive, rough or smooth to the touch?

Don't forget to do the scrunch test. Scrunch up the fabric in your hand. Does it wrinkle easily? Do the wrinkles remain when you release your hold, or do they fall out quickly?

Keeping in mind the climate where you live, different weights of suiting fabrics will ensure that you will be comfortable no matter where you go.

Traditionally, suit fabrics were measured by their weight in ounces per yard. Today most are measured in grams per metre. The guide below will assist you in shopping for the different seasons & climates. Good luck with your shopping!

The Ivana Know's column will appear in all future newsletters. Send your image questions to Ivana at ivanaknow@hotmail.com.

"It is best to be looked over than overlooked"
-Miss West

KIMDODD
Freelance Graphic Designer
To see samples of my work contact me and I will send some to you

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STANDARD WEIGHT	METRIC EQUIVALENT	CLIMATE/SEASON
5-6oz	85-200 grams	Tropical weight/ almost paperweight
8-9oz	250 grams	Light weight/summer or warm climates
11-13oz	350-400 grams	Medium/winter weight
14-15 oz	450-500 grams	Heavy/outdoor jackets and suiting

ASSOCIATION OF IMAGE CONSULTANTS INTERNATIONAL 2004 ANNUAL CONFERENCE

AICI CONNECTING YOU TO CREDIBILITY * COMMITMENT * CREATIVITY

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CALIFORNIA

APRIL 30 – MAY 4, 2004

This spring a record 21 out of 36 members of the AICI Toronto Chapter attended the annual international conference that was held in San Francisco, California. With much excitement and anticipation, conference attendees arrived in the bay area on April 29th and 30th to find beautiful warm weather and a great centrally located hotel.

The conference was an opportunity for east and west coast members to unite. We explored the city, learned from our fellow consultants, and made new friends from various countries. It was especially nice to meet some of our west coast members such as Linda LeDuc and Joanne Blake for the first time.

Programming began with pre-conference workshops, a welcome reception, and dinner with an opening keynote given by the captivating Patricia Fripp. The next few days were filled with concurrent workshops and time to allocated time to visit the exhibits. Canadian companies such as The International Image Institute and Perceptions Eyewear Inc. were among the featured exhibitors while *Catherine Bell* AICI, CIP was on hand to sign copies of her book "Managing Your Image Potential". Another highlight was the International Member's Meeting at which consultants from all over the world gathered to introduce themselves over breakfast.



The final official day of conference ended with a tea party at Emporio Armani and the last chance to take advantage of the fabulous stores around Union Square. That evening, two tables full of Toronto Chapter members enjoyed the gala celebration at which many of our own were honoured for their achievements over the past year. The trip was another educational, fun filled experience for all! Johana Schneider of Dresscode Image Consulting said it best: "The International Conference is something I look forward to each year. As an image consultant, I often feel like I'm living in a vacuum without a lot of contact with peers in my industry. The event brings everyone together in their finest form and the energy is incredible. I feel like I'm part of something special and important."

See you next year in Atlanta!

By Zayna Mosam
Zayna Mosam Image Consulting
Inspire your future...

Congratulations to *Joanne Blake*, AICI, Edmonton, AB *Katherine Hess*, AICI and *Michelle Horne*, AICI, Ottawa, ON, on receiving their First Level AICI Certification (FLC). The AICI First Level of Certification requires passing a written examination covering the fundamental and basic issues every image consultant must know.

Continued from page 2

not have asked for a better right hand. Anne has been my sounding board for all my decisions as president. She patiently and efficiently provided me countless hours of sound advice behind the scenes. I have no doubt that Anne will take our Chapter to a new level. I

wish her and her board all the best and I look forward to another decade of great accomplishments!

Angèle Desgagné, AICI, CIP
AICI Toronto Chapter President
2002-04

Visit our website

Toronto chapter
www.aicicanada.com

International
www.aici.org

NEWS AND VIEWS FROM THE WEST

On the night of Canadian elections, as I was watch the results unfold I've always felt somewhat saddened by the fact that western Canadians feel polarized and separate from the rest of Canada. It dawned on me that this feeling mirrors some of my past experiences with our AICI organization as a whole. Occasionally because of geography I've felt alone and isolated, not a part of the bigger organization and thus the decision making process. In conversation, with other consultants in the west, I learned that I am not alone in feeling this way.



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This year I decided it would be different! The only way to make things happen is to be pro-active and get involved, so this year at conference I connected with members of the Toronto Chapter and had a wonderful time. In discussions with President *Angèle Desgagné* we thought it would be a good idea to create a forum for image consultants located in the western provinces to be heard and express their views. We brainstormed some ideas and came up with a position, Western Canadian Liaison to be filled by myself, with the role to be defined as the year progresses and needs arise.

Upon my return from conference President Elect, *Anne Sowden*, contacted me and we spoke at great length and one idea that came out of our discussions was to create a column highlighting news and views from the west. Although our numbers out west are small, from having met some of you personally at convention, I know you have unique ideas and varied experiences that others would benefit from.

This is simply an introductory column to share our vision. I invite all of you to communicate with me your news, views and ideas for inclusion in future columns. Feel free to contact me by telephone, e-mail and ideally in person when the opportunity presents itself. I look forward to staying connected.

My contact information:

E-mail: joanneblake@styleforsuccess.com

Telephone: 780-472-0767

*Joanne Blake, AICI
Western Canadian Liaison.*

MEMBER SPOTLIGHT

AICI IN THE PUBLIC EYE

Catherine Bell, AICI, CIP was a guest on John Gormley Live, a Saskatchewan radio (aired on CKOM and CJME, pertaining to the National Political Debate. The topic centred on the image, voice and body language of the participants. AICI and that fact that there are certified image professionals was prominently featured several times.

Joanne Blake, AICI was quoted in a May Macleans and April/May Report on Business magazine article concerning Steven Harper's image. She was also quoted in articles on June 6th and June 16th in the Edmonton Journal concerning the image critique of two Alberta Leaders and a leader's debate panel discussion, respectively. Joanne was interviewed by CJOB Radio Winnipeg's Casie Wilson on June 10 regarding the impact of image in politics and by CBC Radio on July 8th on the subject of professionalism in the workplace. Additionally, she was quoted in the Globe & Mail's June 23rd issue in the article "Skin isn't in at the office", Winnipeg Free Press' June 22nd article on the image critique of the 5 mayoral candidates and in the Edmonton Sun's June 27th article titled, "Rudeness on the increase in Canada".

Karen Brunger, AICI, CIP was interview on CTV's eTalk Daily about the images of the federal leaders, on Toronto 1's Toronto Tonight concerning business dressing for the summer and on Mix 99.9's Humble and Fred show about the appropriateness of hugs. Additionally Karen was interviewed on Prime's Money-Wise about dressing for business and has been interviewed for upcoming issues of Equinox and Wedding Bells magazines.

Donna Chevrier, AICI, CIP was interviewed on separate occasions by Globe & Mail columnists, Jane Taber and Kim Lunman concerning the federal election. Her comments regarding the image and body language of the leaders appeared in separate newspaper stories. Donna was featured in a Mississauga News story for a special event at the historic home Benares in Mississauga. Donna was invited to highlight the dining customs and manners in the early 1900's and how they differ from today's expectations.

Angèle Desgagné, AICI CIP was featured in the Ste-Catharine-Niagara's newspaper The Standard, in a two-page article on March 18 entitled "Highlighting His Personal Brand" where The Standard's reporter Erik White turns to an image consultant for help, so he can compete in Canadian Idol and make it to the second round of auditions. Angèle was also featured in an article titled "Grey and Gorgeous" for the Canadian Living.com on-line magazine. At the same time Angèle was celebrating her AICI Toronto Chapter Member of the Year 2004 Award with AICI members at the AICI Annual Conference in San Francisco, California on May 3rd, she was being publicly recognized as one of 14 finalists nominated for a Halton Women of the Year 2004 Award as an advocate for furthering and promoting opportunities for Francophone businesswomen in Ontario. Her work was acknowledged at the seventh annual Halton Women of the Year gala held on May 4th at the Glen Abbey Golf Club in Oakville.

Carol A. Robichaud, FACC, AICI, CIP, was featured in an exclusive 3 part series on 3 consecutive weeks in the Hamilton Spectator. She was also the spokesperson for the Gillette Media Launch for Oral B. During the federal elections, Carol commented on the image and body language of the candidates on CTV Canada AM. She discussed image consulting and why people go to image consultants and the major mistakes people make with their image on City TV's Breakfast Television. Additionally, she was quoted in the Edmonton Journal article, "It's all in the hands", regarding Paul Martin's body language.

Anne Sowden, AICI, CIP, commented on the body language of the federal leaders on both CFRB and 680 News on June 15. She was quoted in the article, "Follower of fashion, in the Globe and Mail on June 16 and in the Edmonton Journal article, "It's all in the hands", on May 29. She was also quoted in the National Post's article "Behind blue eyes, our next prime minister" on May 27th and in an Acclaim magazine's May issue article titled "Communicating Success". Additionally she was quoted in the April e-zine article, "Saying it all without saying a word. Absolutely Great Meetings."

*Board of Directors
2003 – 2004*

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VP Membership

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MEMBERSHIP REPORT

It is my pleasure to welcome our newest Associate members to the Association of Image Consultants, Toronto Chapter.

Patty Buccellato

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Image Impact, Thunder Bay, ON
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Michelle Horne

Putting It Together Image Consulting
Ottawa, ON

Well done *Zayna Mosam*,
Mississauga, ON, was recognized with
the international "Rising Star 2004"
Award at this year's conference in
San Francisco.

Hooray to the AICI Toronto
Chapter Member of the Year, *Angèle*
Desgagné, AICI, CIP, Oakville, ON.
All of the members truly appreciate
your dedication and passion as
President.

Bravo to *Karen Brunger*, AICI, CIP,
Richmond Hill, ON and *Donna*
Chevrier, AICI CIP, Mississauga, ON,
on successfully achieving 20 years of
business in image consulting.

AICI

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

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