

PRESIDENT'S MESSAGE

Angèle Desgagné, AICI CIP

Way to go Toronto! Fourteen Toronto Chapter members attended the AICI Annual Conference in White Plains, NY in May 2003. Yet another great conference!

As you will see in this newsletter, our Chapter came back a winner. Michelle Horne, VP Membership of Putting It Together Image Consulting, Ottawa was nominated the Toronto Chapter Member of the Year 2003. Through Michelle's involvement and determination, our Chapter has been able to maintain its number in memberships. Congratulations Michelle!

We have a first for our Chapter as Karen Brunger, AICI CIP of International Image Institute won an Award of Excellence in Education. Karen has developed and implemented educational programs suitable for educational events as well as expanded the curriculum for image consultants with her holistic approach to image consulting. Congratulations Karen!

We must also congratulate Heather Elrick, AICI of StyleMakers Consultation Group, Coquitlam, B.C., our first Canadian member to successfully complete the First Level of Certification Exam (FLC) offered for the first time at the conference. Heather says, "It was a very nerve wracking experience, but sooooo glad I did it. In fact, all consultants should go through the same ordeal, if only to test your own expertise".

We are also happy to welcome a new CIP in our ranks. Kimberly Law of Personal Impact Image Management, Burnaby, B.C.

recently received her CIP accreditation. Kimberly is the seventh Toronto Chapter member to receive her CIP status. Congratulations Kimberly!



On June 13, we had the pleasure to dance the night away at our Fiesta Latina Dinner & Dance Celebration 2003. What a night! We were treated to a night of great food, music and dancing. Thank you to our gala committee and especially to Zayna Mosam for putting such a wonderful event together. We thank our sponsors for their generous donation and their contribution to the success of our gala. This past year, it has been my pleasure to serve our Chapter and its members as President. It has been quite an amazing year full of learning experiences, laughter and wonderful friendships. It is with some relief that I welcome the end of this year but it is also with excitement that I look forward to next year, as I will be remaining as President. We felt that we needed to provide more consistency and continuity for our Chapter to prosper and grow. Therefore, it was voted that all board positions should be extended to a 2-year term.

I am grateful to the outgoing board for their constant support throughout the year. It is with great anticipation that I welcome the new board members. The new team is already at work planning a most interesting program for the upcoming year.

I look forward to seeing all of you in September.

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Save the Date

September 15, 2003

Our first AICI Toronto event in a fabulous new location.

Details coming soon.

FIESTA LATINA CELEBRATION 2003

The AICI Fiesta Latina Gala proved to be one that will be remembered for many years to come. Zayna Mosam, our VP Programming, outdid herself by putting together an evening of great food, fashion, music and of course, dancing.

The food was very satisfying and the wine was tantalizing. Up and coming designer David Spencer treated us to a fashion show that included our very own Daniela Mastragostino. The energy from the room helped enhance the whole feel of the show. Following the show, tickets were drawn for raffle and door prizes. Prizes included consultations, sunglasses, a haircut, a day at the spa, bottles of wine, among other wonderful prizes. The raffle was a great success and we thank all our sponsors for their support.

How about that band! We were fortunate to have a band full of enthusiasm and fun. Led by Armando, the band played many numbers that accommodated the Latin theme. The dance floor was filled with glamour until the very end.

And then there was the dance lessons! Partygoers were captivated by the Latin moves of Rena and Robert. And we all had the chance to learn the key to salsa—it's all in the hips! Rumor has it that more than a few in attendance signed up for Latin dance lessons soon after.

AICI Toronto honoured two of its own for their contributions throughout the year. At our international conference, Michelle Horne was awarded Chapter Member of the

Year and Karen Brunger, AICI CIP received the AICI Award of Excellence.

Thanks to everyone for helping make this year's AICI Toronto Gala a great success! We look forward to seeing you again in 2004 as we celebrate our tenth anniversary.

Damon A. Allan
Alexander Steel Image Consulting

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WHAT AN IMPRESSION!

AICI CONFERENCE 2003, WHITE PLAINS

Yes an impression! As a first timer and "newby" to AICI Toronto I was overwhelmed by the support and dedication of those who have been apart of AICI for many years. The conference gave us the opportunity to meet members from around the world including Korea, the Caribbean, Germany, and Israel, to name a few.

The four days were filled with educational topics focused on enhancing the knowledge of image consultants. There was a full day of seminars presented by the Fashion Institute of Technology (FIT). Faculty members shared insights on trend spotting, colour psychology, the historical influence of fashion, and branding. Core conference programming included 17 workshops designed to propel our skills to the next level. Topics included guerilla publicity, forming alliances, winning corporate contracts and using digital technology, wardrobe consulting and organizational skills. Additional sessions offered consultants in depth study with industry experts on such topics as make-up training, interior décor colour consultations, European dining, and getting paid what you are worth.

The Canadian contingent was strong yet again with 14 members in attendance. Some of us had a chance to extend the party into Manhattan on the weekend. There's nothing like eating a cheeseburger in Time Square at 3am.

*"Wonderful experience!
I can't wait to go again next year."
Lucille Hume*

Oh and how about that shopping! Luckily for us the conference was located across the street from a beautiful shopping mall. It was here that Neiman Marcus treated us to a fashion show that included wine and hors d'oeuvres. Those who made it down to Soho and other parts of Manhattan wished they had brought a million or two (US) to spend.

*"Having the opportunity to spend time with the other convention attendees was an energizing and educational experience."
Zayna Mosam*

The Gala dinner was a star-studded night and the Broadway stars came out. Our own "Chicago" trio tied for second place in the Gala costume contest.

This conference proved to be educational, social, but most of all, fun. The relationships that were established will, I'm sure, carry over to next year's conference and many conferences to come. We were all delighted to hear that next year's conference will be held in San Francisco from April 29 - May 3rd. See you there!

*Damon A. Allan
Alexander Steel Image Consulting*

*"Above all, the greatest reward I received from attending the conference in New York was having gained so many new relationships."
Damon A. Allan*

*"I am very glad I attended conference. It was a wonderful learning experience and a lot of fun! I will definitely return next year."
Kim England*

*"The greatest gift I got was a clear vision of my strengths and how to pursue the career of my dreams."
Johana Schneider*



MIKE GORAN PRESENTS: “YES...AND”

SIMPLE. POWERFUL LANGUAGE FOR EVERYDAY COMMUNICATION.

Mike Goran, Founder and Chief Creative Coach of Corpjesters helps individuals and companies help themselves by breaking down communication barriers. The corporate environment can be rather cold and negative. Mike uses his background as performer, teacher, writer and development consultant to create effective improvisation techniques to help organizations in creative problem solving and team building.

During our meeting, Mike proved how easy drills and games can build rapport and relationships, even with people we meet for the first time. And isn't that what life is all about anyway? Relationships are key to

anyone's success and fulfillment in their personal and professional life. The evening went really quickly. We learned some excellent communication techniques and everyone had fun. My favorite was the “And” game. When speaking to a colleague or friend, replace the word “But” with “And” and notice how the conversation develops positively with each person feeling like a worthwhile contributor. Also, when using this technique for problem solving, you avoid dead ends and come to resolutions quickly.

*Johana Schneider, AICI
dresscode image consulting and
New Wave Salon and Clothing Studio*

WHO CARES?

A recent feature by the Toronto Star's feature writer Bill Taylor, "The death of the dress code," explored with local restaurateurs the shift from jackets and ties to designer leather jackets and jeans by patrons of their dining establishments. It seems that more sports and movie stars in Hollywood North, are showing up in "casual" attire. The restaurateurs presented mixed feelings with some saying "Welcome" and others feeling "saddened" by this trend, but unable to turn patrons away.

The article also spawned a television talk show version, "Should we abandon the dress code" hosted by Dale Goldhawk, long time CTV journalist now heading Goldhawk Live, a top rated show in the GTA on Rogers Cable TV.

Nick Prattas, manager of the sophisticated Truffles restaurant in the Four Season's Hotel and I were invited to be the "experts" providing comments and answering questions during this one-hour show.

I didn't expect the high volume of callers or their passionate response. They were overwhelmingly in support of the more traditional, formal suits/ties for men and women in suits or dresses when dining in upscale restaurant. Many callers made the point that casual clothes are for wearing to the hundreds of casual and fast food restaurants around town.

The callers who patronize the finer restaurants in Toronto felt that the elegant settings deserve more elegant attire and were offended by those who wore casuals whether they were designer casuals or not. Part of their enjoyment of dining out was "people watching." Their enjoyment level and an admitted part of the payback for an expensive meal, is to see what other well-dressed people are wearing.

My main point during the discussion was that how we dress and groom ourselves is strongly related to etiquette. We show our respect for ourselves, for others, and the occasion by dressing appropriately. What is appropriate is determined by the values in our society. The people spoke and they care!

In another part of the country, I was invited to join in as an "image expert" on a radio talk show in Saskatchewan. The background—the Government Speaker of the house in Saskatchewan received complaints about the way some female MLA's (Members of the Legislative Assembly) were dressing.

This sparked questions about what is appropriate attire for female MLAs to wear in the legislature. Among the proposals—make it mandatory for women to wear nylons, closed-toe shoes, full-length sleeves and suit jackets while in the house.

The women vetoed the proposals for a female dress code. A couple of them stated that no other legislature in the country has a dress code for female members.

The callers felt that both women and men ought to be properly dressed to reflect their position as elected representatives in the Legislature.

I found it interesting that whether the debate is centred in a large cosmopolitan city or a small city in the Prairie Provinces, appropriate and credible wardrobe planning along with dress codes continue as hotly debated topics.

Canadians do care! In fact they have very strong opinions on what is appropriate or acceptable in dressing themselves as they appear in their professional and personal life

*Donna Chevrier, AICI CIP
Donna Chevrier & Associates*

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.



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INSIDE OUT WITH THE ENNEAGRAM

KAREN ARMSTRONG

No matter what we do in our professional lives, we are all in the business of people. The Enneagram as gives us a tool to understand clients, family, friends and ourselves by identifying nine personality types. By understanding each personality type we become more aware of what motivates and what deters people. This understanding can guide us to developing more understanding about people we come into contact with and help us develop better relationships. Of course ,in business this can help us attract more clients and potentially more income

Karen's presentation was very engaging and the group was clearly riveted especially when it came to discovering their personality type. The nine personality types are: Reformer, Helper, Achiever, Connoisseur, Investigator, Loyalist, Enthusiast, Challenger and Peacemaker. Each one us

of develops into one main personality type by the time we are just eight years old. Depending on our environment and experiences as we age, we either develop a balanced personality and maximize our potential within our personality or develop poor habits that inhibit our potential. By understanding the Enneagram, we can become aware of pitfalls and destructive patterns to help us live more fulfilling lives.

Emotional intelligence has become more important in business and the Enneagram is one method that can further our process of understanding ourselves and others.

Karen Armstrong has workshops that delve more intimately into the study of the Enneagram. She can be reached at (905) 953-0069 or by e-mail: Karen@in-side-out.com.

Johana Schneider, AICI
dresscode image consulting and
New Wave Salon and Clothing Studio

MEMBER SPOTLIGHT

AICI in the Public Eye

Catherine Bell AICI CIP was a guest on CBC's Ontario Today with Dave Stevens talking about business casual. Catherine has become a regular on Dave's show.

Joanne Blake has made five guest appearances on ACCESS TV's Career Help. She has written 3 articles for Edmonton City Magazine—the most recent one in the June/July issue, "Overcoming the fear of networking: seven habits of effective networkers". She was also featured in The Boston Globe on the work she is doing with IT and engineering firms in the area of business attire

As spokesperson for Listerine Pocket Packs, *Karen Brunger* AICI CIP was featured on 11 radio stations from Toronto to Calgary and Saskatoon. She also appeared on Breakfast Television, CKCO News and CHTV News. She was featured in The National Post, March 11, "Wake up and smell your breath" and April 17, "Cars are clunkers or deal clinchers" The Toronto Sun ran an article on March 17 "Coffee Breath". The National Post again featured Karen on June 2 "Smelling to high heaven can create a workplace hell".

Wendy Buchanan has been nominated for the Rotman Canadian Entrepreneur of the Year Award. The winner will be announced in the fall.

Anne Sowden was featured in Profitguide.com about dressing for success and also in Investment Executive "Dressing for success: goodbye to casual Fridays".

Got your name in the public eye? Don't forget to let us know so we can add you to our member spotlight. Email the information to Anne Sowden at anne.sowden@sympatico.ca

A reason to drink green beer!

Cole Michael Buchanan arrived on March 17. Mom Wendy, Dad Mike and sister Sydney were too busy to drink green beer this year but they can hardly wait until next St. Patrick's Day. Wendy guessed he is an "autumn" but thinks it is up to the professionals to decide for sure.

CHANGE OF ADDRESS

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Congratulations to

Heather Elrick FLC

who passed the first level certification exam

*Congratulations to
Kimberly Law
AICI CIP
our newest
professional
member*

**AICI TORONTO BOOK CLUB
SELECTION OF THE MONTH
DRESSING THE MAN: MASTERING
THE ART OF PERMANENT FASHION
BY ALAN FLUSSER**

Flusser discusses many aspects of a well-dressed man's image. This is an easy to follow guide to dressing a man, giving special consideration to body type and physical attributes.

Topics such as permanent fashion, the suit, and the etiquette of formalwear are discussed. Flusser stresses the power and importance of proportion and colour while detailing the finer points of levels of dress, using accessories and pattern mixing.

This book is informative as well as attractive with its drawings, diagrams, and glamorous photographs featuring classic stylish men such as Cary Grant, Clark Gable and Fred Astaire. Also featured are successful entrepreneurs, socialites, and models.

Dressing the Man is a useful resource for image consultants and stylists. It would also make a great gift for any man who enjoys dressing well and with style, or for one who may want to improve their appearance and image.

This book is available at Chapters as well as online at www.chapters.ca

*Zayna Mosam
Zayna Mosam Image Consulting
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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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