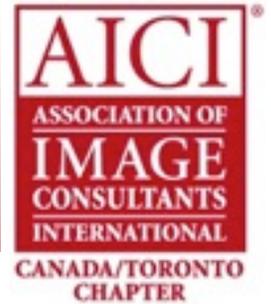


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Volume 12, Issue 4 SPRING 2013

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Letter From the Editor



Spring is my favourite time of year. I'm not sure if it's because it signals a fresh-start, or because I happen to be a Spring. The days are longer, warmer, and filled with renewal...striking perfect harmony. I also love spring because I know our international conference is just around the corner and I will get to see old friends and renew my spirit.

Mirella

President's Message

Finally, in Vancouver it's beginning to smell like Spring. I love seeing the cherry trees in bloom, and it is great to feel the warmth of the sun again. It smells like harmony, the kind that makes small things grow. As image consultants, we use harmony in our work; as humans, we need it in our lives.

Last year, I discovered Seth Godin's blog; he was writing about "dancing on the edge of finished", the elusiveness of getting closer and closer to "done" - after one more call, one more email, one more comment, one more project. While alive, we are never done, and that is a good thing! Unfinished, imperfect, with just the right amount of harmony to make it enjoyable, life is a dance.

Here are a few Chapter events to look forward to in the next while: the Annual General Meeting on April 10th (be sure to attend and let us know how to serve you better, we so appreciate your input), the Social get-together in Vancouver on April 14th, the Chapter Dinner on May 18th at Conference in Glendale, Arizona and the country-wide Member Appreciation Night at the end of June (we need your help to make this happen from Coast to Coast).

A word of acknowledgement to my team of hard-working and dedicated professionals: I enjoy working with you and truly appreciate all that you do for our Chapter.

As a Board, we are proud of the work we do and



Mihaela Ciocan
AICI CIP

ImagePro International Institute
www.image-pro.ca

by letting us know how we are doing, attending the events and joining us, so we can make a difference.

Look forward to seeing you at Conference in May! Happy Spring! ♦

Warmly,

Mihaela Ciocan

Confidence...is *your* competitive edge

Confidence is like a magnet. It draws people to you like moths to a flame, or like bees to honey. If you walk into a room with your head held high and an assured sense of confidence, the heads will automatically turn and the energy in the room will focus on you. Try it some time, I promise it works...I know!

I also know it works in reverse. If you want to fade into the background and be a wallflower, you can slump your shoulders, keep your head down and never make eye contact... you will be overlooked in a heartbeat and stay safe in your anonymity.

So who do you want to be, the magnet or the wallflower?



It is not easy to be a magnet if it does not come naturally to you, and for some, just being accepted into certain social circles or recognized for a job well done is all they ask.

There is no quick fix, and to tell the truth, sometimes you really have to "fake it till you make it".

For many of us it takes a

monumental effort to overcome insecurities, but with a little help and a few tricks we can take the first steps and after that it becomes easier I promise.

I will give you three things you can try right away to get you going. Please report back to me if any or all of them have worked for you, and I will be happy to share a few more if you contact me directly.



1. Posture : Stand straight and pretend there is a string pulling you up from the top of your head. Remind yourself of this at least every hour every day for a week. [Set yourself an hourly reminder on your cellphone if necessary]

2. Make eye contact and smile at people, even ones you do not know. This can be awkward at first if you are not used to looking people in the eye.

3. Say good morning to at least 4 people every day who you would not normally



Dominique Vaughan-Russell

AICI FLC

Vaughan-Russell International

Image Expert and Global Bridger

www.imageexpert.ca

An expert in personal and corporate image enhancement and cultural awareness, Dominique specializes in resolving cross-cultural misinterpretations. Her training programs on intercultural communications and cultural intelligence bring the global business world into focus, bridging the cultural gap and leading to better relationships resulting in success globally.

communicate with. This done

4. in conjunction with the smile and eye contact may make you some great new friends, or at the very least, it will make someone's day. ♦

Business Boot Camp Speakers in *Harmony*

By Angèle Desgagné, AICI CIP ~ VP Education for AICI Canada Chapter

As VP Education, I am delighted with the participation at our Business Bootcamp on Saturday, March 23rd 2013 at the Hot House Café in Toronto.

Morning Workshop

I am confident that all attendees would agree with me when I say that our morning speaker, *Jemma Fong of InSite Creations Web Design & Development* was amazing despite the technical difficulties we experienced during the **“Becoming Familiar with Word Press...and tying it into your communication strategy”** session. Jemma kept her cool, and composure, never showing a moment of distress or frustration. Jemma managed to share valuable tips and expertise while patiently attending to everyone ~ making sure that attendees could connect to the Internet, and sign in on WordPress ...that was no easy feat! Not many speakers could have done that!! Here are some of the comments from our participants:



Importance of social media to my business ~
Blog definitely an asset for my business ~ Got



my toes wet into the topic ~ Working in WordPress ~ How to use social media ~ Learned the concept of web designing ~ Not to be afraid of WordPress and the theme options ~ How to post a blog ~ Get platform set-up & plan ~ Hands-on learning ~ I really appreciate that Jemma encouraged us to give her a call to her for further help or guidance about the topic ~ Lots: mostly the strategies ~ It could have been a full day session but smaller groups ~ Jemma was extremely helpful; even before the event ~ Jemma researched and used relevant examples from our image industry ~ Overall, it was good.

If you are interested in participating in a smaller group of 4-6 people and learn more about working on WordPress ... please don't hesitate to email [Jemma Fong](mailto:Jemma.Fong@insitecreations.com) or call 416-451-2063.

Afternoon Workshop

The “**How to Overcome Your Biggest Marketing Challenges**” afternoon session with *Wendy Marlow* of *The Art of Marketing Inc.* was equally well received. I have personally worked with Wendy since 2002, and she never ceased to amaze me. Wendy’s love for marketing is simply “out of this world”. She always comes up with the most ingenious ways of doing things. I can honestly say that Wendy’s presentation was one of the best marketing presentations I have ever heard. It was clear, to the point and easy to follow. Her straightforward comments, feedback and suggestions were most pertinent to the marketing issues small businesses face. Here are some of the comments our participants had to say about Wendy’s session.

Excellent information - reenergized my marketing strategy -



Marketing calendar - All info was v e r y important and much needed - Learning about ROI

on marketing & how to read it - It was all



incredibly interesting & useful - F o c u s y o u r strategies on where you will get the m o s t impact - A new way

to look at how I spend my time & money – what’s actually effective? - Title TAL description for website - Your brand reflects your marketing ~ 4 things you need to know to market your business ~ Wendy is great, very relevant! ~ It was a great session! ~ Excellent presentation, extremely useful! ~ She was very helpful, knowledgeable & patient ~ Excellent!!! ~ Absolute great presenter + presentation!! Impressive! Extremely knowledgeable!! ~ Wonderful!

If you are interested in creating a marketing strategy or plan that works for your business or hire a marketing wizard, please don’t hesitate to email Wendy Marlow or call 905.331.4777.

The theme of this issue is *Harmony*, and our speakers with in perfect harmony with their message. They advised us “Creating a “harmonious” brand for our company will take time and consistency”. Don’t try to do it all ~ Do one thing at a time ~ Be prepared: create a marketing calendar, create a blog calendar ~ Be clear about what you want to do and why ~ Don’t do it just because everyone else is doing it ~ And if you don’t enjoy doing it, hire someone to do it.

I would like to thank Jemma and Wendy for sharing their time and expertise with us. I also want to thank all the Business Bootcamp participants for helping us make this event a success. I hope to see you at next year’s *Business Boot Camp*.

Finding Harmony in the Midst of Chaos

During the AICI 2013 Business Boot Camp Word Press seminar, an important lesson was learned. It was finding harmony amongst the chaos of the various technology challenges we faced during the live demonstration. It was a lesson of humility and patience. Yet as we all persevered through the session, I was hoping that bits of knowledge from my course preparation was being imparted and shared by the participants.



Working with technology alone is enough to drive the average user into despair. And even those who are well experienced with the systems also tend to face adversity in the face of technology. One may think there is quite a dichotomy

between harmony and technology, but after working in this industry for sixteen years, you develop some coping strategies. Click on the link to view my [5 Harmonious Tips Working With Technology](#). ♦



Jemma Fong

**Incite Creations Web
Design and Development**

www.onlinesitedevelopment.com

Jemma has been working in the Internet industry since 1997, bringing small businesses, professionals and non-profits to the world wide web. She provides custom design and development specializing in web strategy and assessment ensuring your website is working for you as well as a variety of courses.

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 [Kirsti Kirkness](#) for more information.

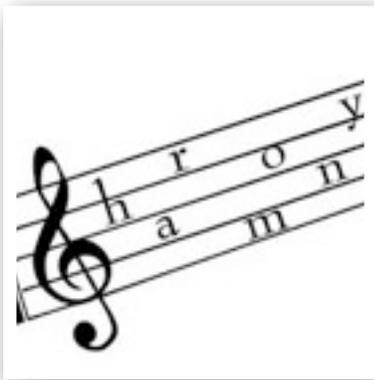
Business Boot Camp March 23, 2013



What does *Harmony* mean to me?

When I read that **harmony** was the theme for our **spring** newsletter, it took me a little while to figure out what to write about. Then, I decided to look in the Merriam-Webster dictionary to get inspired and found 4 interesting definitions under Harmony. As I read, I pondered and wondered: how can I relate each of these definitions to my life? My family? My relationships? My work?

The first definition described Harmony as “*musical agreements of sounds*” and provided synonyms such as accord, chorus, concert, concord, consonance, and tune.



Hum ... not a very good start I thought ... as I am not a musical genius, I must admit that this first definition had me a little stumped. I sat and thought for a moment ... musical agreements? Accord? Chorus? Finally, a thought emerged. Well, I said to myself “I may not be a genius when it

comes to music but I can certainly create “different kinds of musical agreements”. I’ve often been told me that I have a gift for creating order out of chaos – I enjoy an organized house, kitchen or closet. Having harmony in my surroundings is important to me. It helps me stay focus and think more clearly and be more productive. I cannot function properly when things are messy. As an image consultant, a well-organized closet where I can choose, match and dress without hassle is like music to my ears. *And how does Harmony relate to Spring?* Spring symbolizes rebirth, renewal and regrowth...fresh starts, new hopes and possibilities. Spring is invigorating and energizing. It is the perfect time of the year to clean up your closet. You may dread it but I love it. Yes, I’m a closet wizard and enjoy creating “musical agreements of clothes’ that are in tune with each other, and the wearer like a beautiful harmonious concert!

The second definition said, “The effect produced when different things come together without clashing or disagreement such as goals that are in *harmony with our capabilities*” and the synonyms were accord, agreement, chime, concord, concordance, consonant, tune.



Angèle Desgagné

AICI CIP

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Delightfully bilingual Angèle is Past President of our Chapter, She offers services and trainings on Personal Image and Personal Brand Management, Style and Colour Analysis, Wardrobe, Etiquette, Body Language and Networking Skills.

This one was a little easier. I immediately thought about doing what we love to do in harmony with one’s integrity, ethics and values on a personal and professional basis. As I was chatting over the phone with one of my sisters on Good Friday, ...continued page 11.

Is Your Brand *Harmonious* With Your Marketing?

Your brand is your company's most valuable asset.

Branding is the opportunity to create a unique identity for your company that goes far beyond the visual recognition of the name.

There are two parts to every brand. The first part relates to the name, sign, symbol or combination intended to identify the goods or services of one from another. The second part relates to the seller's promise to deliver a specific set of benefits, features, values, and feelings for their brand. Oh those feelings!

Building a brand means building a relationship by (a) helping the client get what they want and (b) consistently delivering the results they expect. While the initial purchase might be based on a rational decision, subsequent purchases will be based on an emotional attachment to you, your product/service or company. Do you continue to buy the brands you grew up with? That's branding.



Seven Secrets to Building a Successful Brand:

1. Acknowledge that everything you say and do affects your brand, such as:
 - actions
 - business philosophies
 - interactions with employees, colleagues, clients,
 - how you present yourself
 - how you give back
 - where you network
 - and even how you answer the phone
2. Refresh your brand. Review your vision, mission and business values; and the promises (features, benefits and values) you offer clients through your products or services. ...continued page 10.



Wendy Marlow

Art of Marketing

Wendy Marlow founded The Art of Marketing Inc. in 1999, and delivers marketing and sales expertise in distinctive, creative and caring ways that enable small business owners to conquer obstacles, find their focus and achieve results. Learn more about this award winning business and maestro of focus and direction at www.artofmarketing.ca or www.wendymarlow.com.

Harmony

The balance we long for depends greatly upon our perspective of what is most important in life. Success? Money? Recognition? Family? In the West, we generally consider work a very defining part of ourselves, and are willing more than other cultures to sacrifice almost anything to get ahead and be praised for our professional accomplishments, whether in monetary value, material possessions or prestigious titles. Whereas in the East, and even some older European cultures, where the family unit and its wellbeing trump 14 hour work days, extended daycare and retirement homes, the family's nurturing time together is essential to one's communal contribution and defines their personal worth. Our challenge in a western dominant society becomes

This combination of work/life balance helps us develop into cultured and fulfilled individuals...

taking the best of both worlds and developing a system that works for us in North America, yet draws from a sage eastern philosophy of familial connectedness. My strategy has long been productivity, physical activity and varied cultural experience combined, as it's proven most harmonious. This combination of work/life balance helps us develop into cultured and fulfilled individuals who can build rapport widely and gain unassumingly from such a healthful disposition. With this sincere approach, we can achieve a balance that fosters life enjoyment as opposed to amassing riches or possessions while our personal and professional development suffer. Now that seems like a valuable challenge, don't you think? ♦



Daphne C. Magna

Chameleon Fresh Image Consulting

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Daphne is the Founder and President of Chameleon Fresh who specializes in training clients with global media exposure to avoid image mistakes, build cultural awareness, polish communication style and bridge the gap with international audiences.



AICI TORONTO / CANADA

ANNUAL GENERAL MEMBERSHIP MEETING

APRIL 10, 2013 @ 7:00 P.M. EST

SAVE THE DATE

Don't miss our 2nd annual AGM
via teleconference.

Call in details will be provided one week prior to the event.

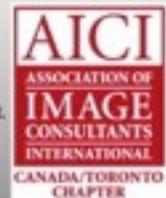
Please RSVP

Mihaela Ciocan, AICI CIP

AICI Toronto / Canada

President

mihaela.ciocan@image-pro.ca



Is Your Brand *Harmonious* With Your Marketing?...continued

3. Compare your newly defined brand to your current marketing activities (i.e. business cards, website, memberships, prospecting). Do they accurately reflect your brand?
4. Ask clients and colleagues what they believe your brand is about.
5. Create new branding guidelines by creating systems and processes to ensure consistency.
6. Communicate your brand carefully and thoughtfully throughout all of your marketing activities. Yes, even the way you answer the phone.
7. Protect your brand.

A brand is a beautiful thing. Good branding over time builds brand equity... and that's good for business! ♦



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image professionals*

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*karen brunger,
director of international image institute inc.
and past-president of aici international*

What does harmony mean to me?...continued

we talked about how frustrating it can be at times working with others that do not share the same values. We were actually amazed about how our parents who had little education and money managed to raise ten children with such a high personal code of conduct.



That's because they lived and breathed what they believed ~ they were a living example of being in harmony with their capabilities and what they valued as a couple. They both came from large families. They did the best they could with what they had. They never pretended to be something they were not. They were simple folks with a big heart. They lived by a simple motto "Always do the right thing". They never hesitated helping others in need despite the little they had. They had an open door policy where everyone was welcome. How they behaved in their everyday life helps me stay in harmony with my own capabilities, my own values

and ethics ~ in other words, true to myself.

The third was "the state of persons who are in full and perfect agreement such as friends who live in harmony", and the synonyms were concord, *rapport*, and *unity*.

From my personal experience, for any relationship or partnership to last thru the years, it has to be about truthfulness, openness, transparency, and acceptance. Coming from a family of 10 children, we definitely had to learn to live in harmony with each other. It wasn't always easy. We had disagreements just like other siblings but our parents never tolerated any abuse between



us. They taught us to treat each other with respect, to be repentant, to show humility and always encouraged forgiveness and gratitude. The rapport between all of us grew beyond being just siblings, we became good

friends along the way. These values remain at the heart of my friendships, relationships and partnerships. I often say to my three daughters who have friends that come and go ... only a few true friends



will remain along the way. That's life. The friendships that you keep should be in harmony with you, and what you believe and your values. Friendships or relationships that pull you down are not healthy and may have to be severed. As I personally experienced, the death of a parent is a difficult time, and may be a trial time for family members. When our parents passed away, the close rapport that we developed between siblings helped us have unity during these difficult times. I believe that how we behave everyday is a way of honouring what our parents taught us. I am forever grateful to my parents for their unconditional love and everlasting patience.

...continued page 12

Finally, the fourth definition was really short all it said was simply, "See symmetry".

So I did, and found this definition: "beauty of form or arrangement arising from balanced proportions i.e. the superb symmetry of design" and the synonyms were balance, harmony, and proportion

Perfect! Even as a young child, I have always been affected by the clothes and the colours that I wore. It affected my mood, self-esteem, and confidence. Being fair and cool in my colouring, the softer cooler colors are best on me. The colours that I enjoyed to wear are not what I would call mainstream colors that fashion dictates. Black, dark colors or warm tones are not my best friend. They make me look old, and sad and they weigh on my shoulders like I have a heavy weight. Totally depressing! I remember once going shopping with my older sister for some clothes. As I was trying on tops, my sister insisted that I tried an orange t-shirt. I did and somehow I

ended up buying it ~ later to regret it. Every time I put it on, I would take it off a few minutes later. I looked and felt awful in it. Finally, I gave it to my sister. She loved it because she looks great in orange.



As an image consultant, harmony and symmetry represent everything that we do and offer our clients.

We helped them discover their "wow" colours and revive their wardrobe with glorious touches of colours perfectly suited to their colouring. In my book, understanding one's own personal colouring is the first step to help my clients bring balance, harmony and symmetry into their closet and life.

We help our clients create a signature look that's simply smashing on them. We help them express every facet of their personality at the right

time and at the right occasion and dress for who they are and what they want now.

We help them choose and buy the most flattering clothing styles, fabrics, and patterns for their height, bone structure, body shape, body type and personal proportions. We help them understand and how to work with their particular body challenges.

We'll help them get to the bottom of their closet and cleanse their wardrobe of any item that sabotage their personal and professional success. We help them build a wardrobe filled with choices they actually love to wear.

And finally, we help our clients gain instant confidence with a "fun hands-on" shopping experience so they can look taller, slimmer and even feel younger and save time, money and energy while shopping for clothes. In the end, my goal is to help my clients build style, confidence and credibility.

If that's not "superb symmetry" ... what is? ♦

Upcoming Chapter Events

Conference Chapter Dinner ~ May 18, 2013

Member Appreciation Social ~ June 26, 2013





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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!
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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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