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## Letter From the Editor

*December 21st marks the official start of winter – the winter solstice – and will be the shortest day of the year. The good news is the days start getting longer again, and for this I am most grateful. With the holiday season approaching, many of us are busy decorating our homes, attending parties, shopping for the perfect gift for loved ones, and preparing yummy treats and meals. With the start of a New Year right around the corner, I encourage you to take time to reflect on the past year, and make some resolutions for the upcoming year. During this time of reflection, I like to take note of all the things I am grateful for, and they are many. Wishing all of you a happy, prosperous 2013!*

*Mirinda*

## President's Message

As I write this message in the wake of the incomprehensible Connecticut tragedy, my heart is broken for the innocent victims and for all who loved and lost, but also filled with gratitude for our culture of peace here in Canada. **Gratitude for a sense of security and safety** that allows us to have a positive outlook on life, to develop ourselves as individuals, and to raise our children with the confidence of being loved, capable, valuable and unique.

It has been another great year for AICI Canada, and we have **many exciting events planned for 2013**: a mastermind roundtable in January, the second

edition of the business boot camp (CEUd educational day) in March, the annual membership teleconference meeting in April, the AICI Global Conference in Arizona in May, the chapter member appreciation event across the country in June and regular West Coast social get-togethers. Check out the Events Calendar posted on our chapter website and save the dates now!

This is my perfect opportunity to express my **gratitude for your continued support** of AICI Canada. We truly appreciate your membership and contribution to our growing organization and industry. Thank you for



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coming out to the events, for providing us with feedback and know that we welcome your participation in any capacity. We need you to be able to provide better value and create a strong community.

## President's Message...continued

It is my pleasure to give **special recognition to my team**. These are great women who give up their personal time, energy and talent to help us all achieve more success in business and build meaningful relationships. I am deeply grateful for their commitment and generosity.

Gratitude helps us heal; it teaches us to appreciate the little things that often turn out to be the big things in life. From my family to yours, warmest thoughts and best wishes for a **wonderful holiday and a very happy new year!** ♦

Warmly,



*empowering  
image professionals*

Become a certified image consultant with our unique holistic approach. Enhance your skills with AICI CEU authorized courses. Training dvds, workbooks and the tools you need to succeed are available on our website. Isn't it time you maximized your success?



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

## Members In The Media



**Catherine Bell** - Kingston-Whig Standard, "Catherine Bell of Prime Impressions Knows the Secrets to Success" November 24, 2012

## Pantone Reveals Color of the Year for 2013

This season, designers overwhelmingly address consumers' desire for self-expression, balance and the need to re-energize. The color direction for spring builds upon these compelling needs with a palette that mixes dynamic brights with novel neutrals to create a harmonious balance. This allows for unique combinations that offer practicality and versatility, but at the same time, demand attention and earn an appreciative glance.



“The expression ‘balancing act’ is something we all relate to as we strive to find harmony in the frantic pace of our everyday lives,” said Leatrice Eiseman, executive director of the Pantone Color Institute®. “The same can be said for fashion as we look for balance between light and bright, classic and new. This season’s color palette emphasizes this need for balance, while at the same time allowing for individuality, self-expression and excitement.”

The prevalence of green this

spring is undeniable. Similar to the many shades in our natural surroundings, this season’s greens offer a stunning foreground or the perfect backdrop for all other hues. Like the first signs of spring, Tender Shoots, a vibrant yellow-green, is invigorating, active and cheerful, while

Grayed Jade, a subtle, hushed green with a gray undertone, brings about a mood of quiet reflection and repose. Sophisticated Emerald, a lively, radiant green, inspires insight and clarity while enhancing our sense of well-being. From one extreme to the other, combining all three greens presents an intriguing choice much like Mother Nature intended.

Exotic African Violet is a statement color that brings a touch of intrigue to the palette, as purples often do, and can be incorporated into many unexpected combinations. Try pairing it with exuberant Poppy Red, a seductive, sensual and celebratory shade. Whether it’s a knockout dress or a kiss on the lips, every woman’s wardrobe and beauty essentials should include this spirited, true red.

Nectarine, a bright, effervescent citrus orange with coral undertones,

provides a tangy burst of flavor while cheerful Lemon Zest brings out a piquant taste with its refreshing, spritely greenish cast.



Signifying the time of day when everything starts to wind down, Dusk Blue offers a calming sense of serenity akin to its green counterpart, Grayed Jade. Both of these colors act as the season’s newest neutrals. For an unexpected mix, pair Dusk Blue with the intensity of Nectarine. A warm neutral, Linen is light and airy, providing a nude-like basic that is a must have for spring. Try pairing Linen with Grayed Jade or Dusk Blue. Anchoring Monaco Blue is a classic shade that offers both stability and depth to the entire palette. Combine Monaco Blue with Poppy Red and Linen, or Monaco Blue and Emerald for a fresh collegiate look.

PANTONE FASHION COLOR REPORT SPRING 2013  
NEW YORK FASHION WEEK  
• SEPTEMBER 6 – 13, 2012  
[pantone.com/spring2013](http://pantone.com/spring2013)



**Liz Weinstein Educational Event  
GPS Guide to Training  
October 10, 2012**



# Overcoming Negativity and Holiday Stress

By Emma M. Seppala, Ph.D. Published on November 21, 2012 in Feeling It, Psychology Today

We may be wired to focus on the negative, but gratitude is a powerful antidote. If we have a roof above our head, food to eat, are educated enough to read this article and have access to a computer and the internet, we have received more opportunities, material goods, and education than most of the world's population. However, burdened with the problems that we inevitably face in life, we often fail to remember the blessings. The holidays, for example, can be stressful: financial concerns, family tensions, loneliness, travel, organizing... While we may look forward to some parts of the festivities, there are others that lead to so much tension that we are unable to enjoy the process. The reason for this stress may be the negativity, bias and habituation, our tendency to weigh the negative more heavily than the positive.

## The Negativity Bias or Why We Focus on What's Wrong

Research by Roy Baumeister suggests our perspective is biased toward the negative and that, for our minds, bad is stronger than good. We are more likely to pay attention to and remember negative situations, criticism or losses than to remember positive events, praise or gains. It sometimes can take just hearing one word from someone for our whole day, which may have started out perfectly fine, to be spoiled. Baumeister and others believe that this tendency to give more weight to the negative may have helped our species survive by highlighting potential dangers to avoid. However, in our current time and age, our negativity bias is often no longer appropriate and may lead to increased stress and a skewed vision of reality.

## Habituation or Why We Forget What's Right

According to research on the hedonic treadmill, we receive an increased boost of happiness when wonderful new events happen (like entering a new relationship, buying a new car or receiving a promotion) but that, over time, these events lose their ability to bring us renewed joy because we get accustomed to them. As a consequence, we often fail to appreciate that which we have. We tend to be grateful for what we have only once it is gone: It often takes getting sick to gain a greater



appreciation for our health, losing heat in our homes (like after a natural disaster like Hurricane Sandy) to fully realize how blessed we are to have radiators, or to move to a new town and feel lonely to value the family and friends that we may have taken for granted previously.

How can we change these tendencies? With just a little awareness and the cultivation of gratitude.

## The Solution: Gratitude

Recall a moment when you were feeling grateful. You may have received help from someone, been overwhelmed by the love in your life, or simply been touched by the beauty and warmth of a beautiful summer's day. When we feel grateful, the Negativity Bias automatically releases its grip. Rather than focusing on all the things that are going wrong in our lives, we remember the many blessings that surround us. Similarly, gratitude counters Habituation: when we feel grateful for someone (e.g. our mother or spouse for the care they have provided), we experience renewed love and joy at their presence in our lives. Research has even shown that gratitude is linked to decreased envy and materialism which makes sense: once we begin to appreciate what we have in our lives, we are less insecure about what we don't have and may have less need to grasp for more.

**Work by Michael McCullough and Emmons have shown that in children and adults, gratitude has been shown to:**

- ◆ *Increase social connection* – which studies show is essential for health and well-being.
- ◆ Increase *altruism* – which is a strong predictor of happiness.
- ◆ *Improve optimism and positive emotions* – which have also been linked to increased well-being, greater creativity, better relationships, and longevity.
- ◆ *Decreased envy and materialism. Improved health and well-being* – for people suffering from physical ailments.

When the Negativity Bias occurs, closing our eyes and counting our blessings can help give us a reality check. If we are alive, chances are a great many things are working in our favor. Similarly, remembering to reflect on our lucky stars may help counter Habituation so we can keep celebrating all of the ways in which we are blessed.

Sure, there will always be difficult situations in our lives and plenty to grump about. However, we can either let these situations control the state of our mind and spoil our day or take charge of our own well-being by remembering to smile at all that's right. The situations may not change, but we will.

## A Few Ways to Cultivate Gratitude

- **Count Your Blessings:** Whether you do so by writing lists, writing in a journal, or reflecting on your way home from work, bring to mind all of the people, things, achievements and environments that you are grateful for. Notice all of the things that happen, each day, to support you: from the bus driver to the janitor at your workplace, the cash register attendant to your best friend, each person, in some way, is helping you.
- **Say Thanks:** We often forget to tell the people closest to us how much we appreciate their support, help and affection. Take a few minutes out of each day to express your gratitude: write a letter to an old teacher or mentor, send your mom flowers, or write your colleague a recommendation on LinkedIn.

# Holiday Socials In Toronto and Vancouver



## Holiday Comfort Food

*I don't know where my mom got the recipe for her homemade caramel corn but I can't remember a single Christmas morning growing up when it wasn't there waiting for us in large tins. Now I make it for my family to eat at Christmas, and several batches are made for sharing. It can be made without peanuts for people with allergies, and can be made vegan and is naturally gluten / wheat free. I hope you enjoy it as much as my family does.*

### "Mom's" Caramel Corn

- 24 cups air-popped popcorn  
(not buttered or salted)
- 1 cup butter or margarine  
(not low fat or light)
- 1/2 cup corn syrup
- 2 cups brown sugar
- 1/2 tsp. salt
- 1/2 tsp baking soda
- 1 tsp. vanilla
- 2 cups peanuts (optional)



Preheat oven 250 degrees. Measure popped corn into a large roasting pan. Melt butter in 2 qt. saucepan, stir in sugar, corn syrup and salt. Bring to a boil stirring constantly, then boil without stirring for 5 minutes. (Don't burn the syrup - just a low boil) Remove from heat and stir in baking soda and vanilla. Pour over popped corn mixing well to coat popcorn- don't leave puddles of syrup on bottom of pan or it may burn. Bake in the oven for 1 hour stirring every 15 minutes. Remove from oven and let cool completely. Break up caramel corn and enjoy. Store in tins or plastic containers for 1-2 weeks.

### Butter Tarts

- 1 cup corn syrup
- 1/3 cup real maple syrup (or use all corn syrup)
- 1 cup brown sugar
- 2 eggs slightly beaten
- 1/4 cup butter (room temperature)
- 1/2 tsp vanilla

Preheat oven to 350 degrees. Mix syrups with sugar in saucepan. Cook gently for 5 minutes (don't bring to boil). Cool slightly; pour over eggs beating continuously. Add other ingredients and mix until blended. If adding pecans or raisins put them into empty unbaked tart shells Pour syrup over nuts or raisins or into empty shells (I make my own pastry using the recipe on the shortening box but you can use store bought tart shells) only filling the shells 2/3 full as filling will bubble up. Bake for 15-20 mins. until pastry is browned and filling is bubbly. Makes 24 - 30 tarts



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Dianne's dressmaking business led her to the profession of image consulting. She teaches people how to make their (imperfect) body look it's best, for all the situations their life throws at them, at any age, and on any budget.

Diane was kind enough to bring these homemade treats to our holiday potluck. Due to popular demand she is sharing her recipes with us.



## Party Smart

Holiday parties can be a lot of fun if you remember three simple words: **prepare**, **perform** and **praise**. Sometimes it's good to get back to the basics of party etiquette; though these things seem simple, it's always good to remind ourselves that parties are still business much of the time. Here are ten tips to help you be successful and confident in navigating the waters of the holiday party.

### Prepare – Should I go, who do I bring and what do I wear?

1. If you're invited, you're welcome to go. Respond within five days to the host/party planner.
2. If the invitation isn't clear, ask the host/party planner if the invitation includes a significant other.
3. Dress conservatively. If you're not sure of the dress code, ask the host/hostess.

### Perform – Getting in the door, getting introduced and getting in & out of conversation.

4. Your attitude determines your altitude – keep it professional and positive.
5. Practice your best manners and etiquette. Have no more than one drink and eat lightly and properly.
6. Always make an introduction where possible; if you're confident in the guidelines on seniority, relationship or title, use them. Mention the *italicized* name first, i.e. "Joe Colleague, I'd like to introduce my husband, David Smith." (Younger to *older*, Junior staff to *senior staff*, Colleague to a *client/customer*, Family member/friend to a *colleague*)
7. Observe well, speak softly and listen attentively when entering and excusing yourself from conversations. Choose your topics carefully– travel, sports, trends, movies and books = good; religion, politics and gossip = not.
8. Remember to use those magic words – please, thank you, you're welcome, hello, goodbye and excuse me are powerful conversational elements.

### Praise – Thanks, acknowledgements and gifts.

9. Thank you gifts for your host or party planner are almost always welcome. Give one where appropriate; consumables and gift baskets are best.
10. Write a simple, succinct thank you note afterwards to express your appreciation.

**The holidays are about family, friends and fun – make sure they're not about 'faux pas'!**  
**Happy holidays! ♦**



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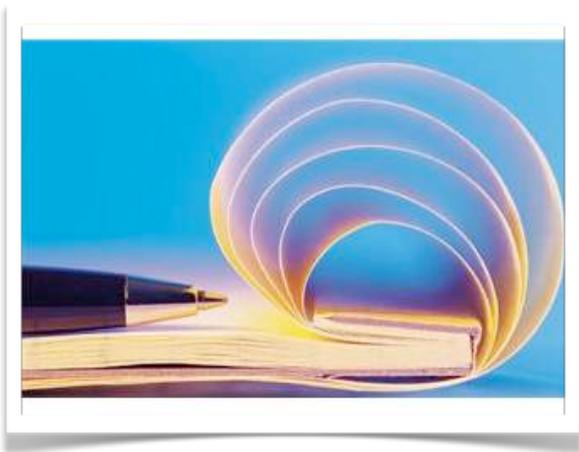
Katherine is certified by the International Image Institute. She has practiced full time for three years, teaches image consulting at Langara College and volunteers regularly with Dress for Success.



## The Devil's in The Details

The other day I opened up a package of blue pens from a major pen company. They are my favorite style of pens. Out of the package of 12, only six pens had ink that would write, and the rest had no ink at all. I have to admit I was a bit annoyed as I kept trying one pen after the other. Did this company get sloppy with their quality control or was it an honest mistake? Either way, I felt like I had wasted my money and am wary about purchasing more pens from them in the future.

This is an example of how important it is to be thorough and pay attention to the details, a lesson which can serve image and etiquette consultants well. Mistakes of course happen, but by being prepared and conscientious, it is much easier to avoid sloppy practices that undermine our professional image.



Imagine showing up to give a presentation to a client and not having the materials you need, or being so unprepared that you have trouble staying on topic. Your client would likely see you as unprofessional or even incompetent, and might demand a refund.

Paying attention to the details is also important when we are communicating with the public at large. I once met a consultant at a networking event who gave me her business card. The card had a typo on it, and when I visited the website for her business, I spotted numerous errors and broken links. If she takes such little care with her own business materials, how can she hope to make a living out of guiding others' careers?

Sometimes when we are rushed and stressed out—and, with the holidays coming up, this is more and more likely to be the case—we think it's okay to settle for less than perfection, telling ourselves "Well, I did my best." But if you are letting careless mistakes get through, or aren't doing everything in your power to make sure that your clients get



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Juanita Ecker, AICI, CIP, President of Professional Image Management, is a certified expert in business etiquette, corporate protocol and image consulting. Juanita Ecker is trained and certified by the Global Protocol Academy as a business etiquette and corporate protocol expert.

superior service, you aren't really doing your best.

To cite the above example, I might have six fancy new pens. But when I paid for—and expected—a dozen, I can't help but feel cheated. A 50% success rate just isn't good enough! ♦

## With much *GRATITUDE...*



**Shelley Brown** has been our VP Membership for many years and has regrettably resigned her position. Our board would like to thank Shelley for her contribution over the years and wish her well. Shelley has been a valued member of our team and will be missed.



**Kirstie Kirkness** has recently been elected to the VP Membership position. We would like to take this opportunity to welcome Kirstie to our team. We are most grateful to her for taking on this portfolio, and look forward to working with her.

## 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.



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

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