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Volume 11, Issue 4 SPRING 2012

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Letter From the Editor

In our busy hectic lives, one day runs into the next and we can easily lose track of time. Living in Canada, we experience four distinct seasons, and the transition from one season to the next can be a great opportunity to freshen things up. Spring is my favourite season. I love of the fresh air, sunshine and cornucopia of colours as plants and flowers bloom. Spring came early this year, we had azalea trees blooming during March break, and I even got a jump on my spring-cleaning and window washing. I still have to put my winter coats away, and remove my snow tires, but just as we take care of our physical environment when the seasons change, it's a good idea to refresh your business and personal objectives. I like to begin by evaluating where I am now, then set goals for the next quarter, followed by a concrete plan to help me achieve them. One of my plans to grow my business is to attend conference; this year it's in Hawaii...hope to see you there!

Michelle

President's Message

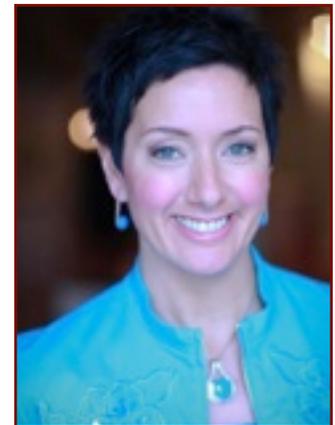
We are heading into that traditional time of year known as "Spring Cleaning". It can be a wonderful opportunity to get inspired by digging into your closet. However, what happens if you get there and feel a little less than inspired. What if you are questioning all of your clothing and your whole look?

A client recently told me how she had been comparing herself to her friend's look when the two had been on an extended vacation. Her friend's dramatic personality and style really had an impact and my client paused at times to question her own style and look. Why was she feeling this way?

While difficult, I think these feelings can be a great opportunity for positive growth. She came to

realize that so much of how we look is wrapped up in how we feel about ourselves.....and that it's not just about the clothes. Our focus for this Spring will be take it slow, keep it light and make every effort to set and create the best intention for her. I enjoy helping clients navigate these difficult times and find that I learn from the experience too.

Conference this year is in beautiful Honolulu, Hawaii and I'm excited by the exotic location and the opportunity to meet new members while reconnecting with friends and colleagues. I personally love the wardrobe planning that goes with every conference too. We will be getting together for a Chapter dinner to celebrate all of our accomplishments and



Michelle Horne
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to meet and mingle with our membership that cannot regularly attend meetings in Canada.

"Me ka aloha pumehana"

Michelle

(Me Ka aloha means "Kindest Regards" or "Warm Aloha" in Hawaiian)



Spring Fashion Report: Colour vs. Neutral



Spring is all about coming out of the long, dark winter and moving into the bright, warm new season. We are transitioning from hibernation and feeling more extroverted and social. As a result, wearing a lot of black and gray can feel too heavy. Adding color and lighter neutrals is a natural way to feel and appear more approachable and friendly. Since the temperature is changeable, it is still appropriate to wear some dark neutrals such as navy, gray, and black. Incorporating color and soft neutrals into our outfits will create a transitional look into the new season.

Spring fashion is all about romantic nude tones and energetic, saturated brights. The beige/tan/straw tones are for people who look good in orange-red, greens, browns, gold, and coral pink because they are warm. The pink/puddy/taupe blush tones are for people who look best in gray, blues, pinks, silver and plum because they are cool. Use the nude trench coat as a blank canvas to add color with a brightly colored scarf or handbag. A rich floral or animal print blouse will also look great framed by a neutral blazer or light cardigan. Playful pastel nails and rich fuchsia lips add a bit of fun! Happy Shopping! ♦



CAMILLE KIM, BA
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Camille Kim, owner of First Impressions Image in Calgary, works with men and women to develop an image that suits their lifestyle and personality. She is certified by the Image Resource Center NY.

Members In The Media



Karen Brunger, AICI CIP - The Toronto Sun, "Meet Three World Class Stooges", January 15, 2012

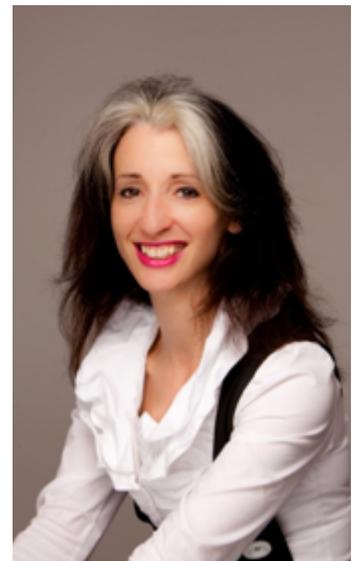
Mihaela Ciocan, AICI CIP - Advisor.ca, "Looking Good Has Its Price", November 1, 2011

Regina Gershman - The Edmonton Examiner, "Etiquette 101", February 15, 2012

Executive Presence

As an Image Coach based in the UK focusing on the corporate market; my strategies for 'Keeping It Fresh' within my business evolve around how to continue the conversation with professionals once the image discussion is taken care of. I have just completed a major study looking into the characteristics of 'Executive Presence' for successful professionals (which I'm presenting the results for at AICI conference), and it reveals a number of discreet components. Another way of categorising 'Executive Presence' is 'exquisite influence' and beyond appearance, reveal that how we sound, act, think and emotionally engage with our colleagues, customers and team are critical to communicating our presence.

The opportunity this insight has afforded me has been to invite clients to consider how effective they are at 'standing out' for the right reasons as a leader, rather than blending in with everyone else for the wrong ones. One of the most effective ways which I have found of positioning this conversation has been to target those individuals who are looking to make that 'step up'. In other words, to make the leap from being a functional leader; to being a business leader with functional responsibility. ♦



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Sarah is a UK based, award winning image professional and author, as well as one of only a handful of women worldwide who is as highly qualified in the image.

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Optimize your image consulting business with our unique holistic programs in appearance, behavior, communication, and business. Many of our programs have been authorized for AICI CEUs. Check our webstore for books and tools to maximize your business success!

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

Five Fresh Looks for Client Service

This spring, take time to refine and polish your client service 'looks' and reap the benefit all year!

1. **Clarify your policies:** In the same way you'd look at a closet, start editing. Policies that don't fit your current business need to go. Set aside time for repair and replacement of old policies. Get everything down in writing.
2. **Assume responsibility:** If you've changed a policy that changes the way you are dealing with existing clients, explain the situation personally to the clients and add value to smooth the transition.
3. **Be thankful for clients who communicate:** Value feedback like gold and take it graciously! This as an opportunity to improve your practice or to keep doing those things you do well.
4. **Keep your reputation fresh:** Not all clients are easy but your reputation depends on how you interact with them; it is your responsibility to manage expectations.
5. **Engage your clients so you can grow:** Show that you care by keeping in touch. A simple phone call, email, note or small gift can build goodwill.

Save money with client retention - use these five 'looks' this spring and watch your business grow! ♦



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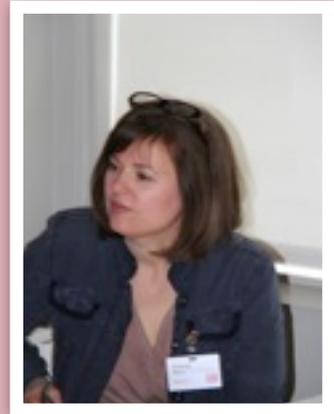
Katherine is certified by the International Image Institute. She has practiced full time for three years, teaches image consulting at Langara University College and volunteers regularly with Dress for Success.

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.

HIGHLIGHTS FROM OUR BUSINESS BOOT CAMP



Up Close and Personal with Laura McLean

◆**How long as an Image Consultant?** *Since 2011*

◆**What do you specialize in?** *I offer a wide variety of services, but my focus at present time is helping women find their true style & personality. I offer color analysis, wardrobe management and shopping assistance.*

◆**What has been your most rewarding experience as a consultant?** *The reactions from my clients. It is so wonderful to see a renewed sense of beauty. That and the knowledge that my skills are being provided to ANY woman who asks. I have never allowed money to be an issue for someone who can't afford my services. When multiple services are requested a personal payment plan is arranged.*

◆**What made you join AICI?** *The creditability was by far my first reason. Then the more I realized what AICI offers, the more I am looking at what other ways I can improve in my services to better achieve my goals of great customer care.*

◆**Do you have any hidden talents?** *Definitely photography. I ran my own portrait studio for nearly eight years before changing careers. I am still available to area pet owners who want an "end of friendship" pet portrait. These are by far the most rewarding moments in my photography.*

◆**Describe your perfect day?** *Definitely sunshine! First appointment of the day is meeting a new prospective client to go through their goals and develop a personal plan. I love the challenge of creating a positive change for someone new. The afternoons – working with a woman who is READY for change. These are always a great time. Just watching their faces light up as they discover that they ARE beautiful! My evenings – time with family. These people give me strength to do my job, especially when the business parts get me down. They bring me back up and remind me how much of a difference I've made to someone else's life.*

◆**What do you like best about where you live?** *The natural beauty of the area. I live in beautiful Sarnia, On Canada. Along the St. Clair river there is a walkway that provides beautiful sunsets that show off our twin bridges that connect us to Port Huron, MI. That along with one of the few Carolinia forests left in Ontario is a favorite spot to spend an afternoon. The community is great. We are currently expanding our Arts Gallery to a category A institute. I am very excited to visit it when it is completed.*

◆**Do you have a mentor, and if so, what is the most important thing they have taught you?** *I would consider Karen Brunger my mentor. It is her distance education that has brought me to where I am. She is always open and offers great feedback to my work. When I have had questions concerning clients, she replies quickly and offers help when needed.*

◆**Is there anything else you would like people to know about you?** *I deal with bipolar depression so my levels of energy and functionality can vary greatly. With a mental illness the stigma of "lesser than" can creep into your life. By becoming an image consultant with this background I feel that I am better equipped to help others. My life has been a constant struggle with bipolar. At times I need to reschedule appointments, but mostly my clients keep me positive. When I see them overcome their struggles, I know it was partly my strength that kept them going...and it is their strength that keeps me going. It's a great Yin/Yang trip.*

AICI TORONTO / CANADA
 ANNUAL GENERAL MEMBERSHIP MEETING
 APRIL 17, 2012 @ 7:00 P.M. EST
SAVE THE DATE
 Don't miss our 1st annual AGM via teleconference.
 Call in details will be provided one week prior to the event.
 Please RSVP: Michelle Home, AICI CIP
michelle@puttingittogether.ca



Keeping It Fresh

Fresh, fresca, frish; it all means the same but touches several different areas when considered in the context of image consulting. **Fresh** can relate to look, smell, colour, quality, coolness, and newness...it's an aesthetic perspective. What affects our perspective? Perhaps our education, our experience, our genetic make-up, hence the saying "you are who you are play"! But, the question is can we change our perspective and incorporate **fresh** into our lives??? The answer is YES! Image Consultants around the world have been doing just that for many years, inspiring their clients to learn more about themselves, turn a new page, shed an old skin, and in the

“ ...turn a new page, shed an old skin, and in the process become rejuvenated, become their optimum selves...”

process, become rejuvenated, become their optimum selves, become the embodiment of what **fresh** means to them!

I thought it such an important concept that I integrated it into my company's fibre, structure, and mission. *Chameleon Fresh Image Consulting* believes in the power of transformation of body, mind and spirit, and

what could be fresher than change? Perhaps a sweet, juicy mango eaten over a country balcony in the Caribbean, but we want to feel great about ourselves on a regular basis, we want long-standing effects, and those come with opening up to the possibilities a fresh image can afford us. ◆



Daphne Charlemagne
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Chameleon Fresh empowers professionals by realizing their optimal image, ensuring that they exude confidence and professionalism, that their visual and vocal messages are aligned, and that ultimately they remain open to Fresh Possibilities.

Members In The Media



Katherine Lazaruk - The Vancouver Sun, "Grooming Employees for Higher Positions in Companies", February 28, 2012

Dominique Vaughan-Russell AICI FLC - Advisor.ca, "Looking Good Has Its Price", November 1, 2011

Mirella Zanatta - Advisor.ca, "Looking Good Has Its Price", November 1, 2011; The London Free Press, Toronto Sun, Edmonton Sun, Forbes "These shoppers revel in frenzy", December 23, 2011; 106.9FM College Confidential, "How to Dress for a Job Interview", January 26, 2012, 106.9FM, XFM News, "How to Rock the Interview", February 6, 2012; Roger's Day Time, "Fashion in the City", February 22, 2012; Interrobang Fanshawe's Student Voice, "Young, Fresh, Profesh", March 26, 2012

Which Mindset Do You Practice in Your Daily Life... The Abundance of Spring OR The Scarcity of Summer

*What does abundance and scarcity have to do with your image?
Everything!*

Have you ever worked with a colleague who is constantly critical of everything and everyone? Ended a certain friendship or promising relationship because of too much negativity?

How we behave at home, work or play affects others around us, and how they perceive us. Image encompasses not only our visual appearance but also how we behave and how we communicate. If you tend to be negative at work, you may unknowingly be damaging your chances of promotion or heading *that* important project. If you are negative at home or play, you become a burden to be around, and people will quickly avoid being around you all together. Period.

The *Scarcity Mentality* fears that there is not enough to go around and creates a lack of inner happiness and generosity towards others, plus great pain and stress. The *Abundance Mentality* believes that there is enough of everything for everyone ~ you have faith that you will be provided for in just the right way at the right time, thus creating options, alternatives, and creativity.

Spring symbolizes rebirth, renewal and regrowth...fresh starts, new hopes and possibilities. After the scarcity of winter, spring entices us to clean house, start a new garden or outdoor activity. Spring is invigorating and energizing. It's the perfect time to take stock of our own behaviour and that of our clients. Change an old mindset or "a less than fruitful" mentality by setting new goals or taking on a new life perspective while practicing the abundance mentality. To reach one's full potential and promote a healthy personal and professional image, an attitude of abundance is absolutely critical to success, today and tomorrow. ♦



Angèle Desgagné
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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.

MAY 17 - 20, 2012 — HONOLULU, HAWAII, USA





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MISSION STATEMENT

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

FEEDBACK

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

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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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