

[INSIDE IMAGE]

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Connections that Count!



After recently reconnecting with a dear friend 7000 km away, I realized the true value of creating strong bonds built on friendship, mutual respect and interest in each others well being. Essentially there is no difference in business relations, even though in North America, there's the tendency to separate business and pleasure. The truth is, the more sincere your relationships with your clients, the more sound your business will become. It will grow, it will be more rewarding and you will enjoy it. This fall, let's concentrate on creating connections that count!

Daphne

President's Message

Dear Friends,

I'm on my way home from a weekend in Thunder Bay attending the annual John Zanatta Alumni Games, named in memory of my late husband. We were both Lakehead University alumni, and John played basketball on the varsity basketball team as well as a three-year tenure as head coach. When he was tragically killed in car accident in 1990, I established a bursary in his name awarded each year to a deserving male and female varsity basketball player.

At the athletic directors reception I have the privilege of addressing the audience of varsity athletes, alumni, sponsors, the President of the University as well as other distinguished guests. This year, the focus of my speech was on leveraging varsity experience when entering their careers. As student athlete's they bring

with them a set of unique, valuable set of skills easy transferable to their personal and professional lives. In addition they are in the best possible time of their lives to build their network as they have many countless opportunities to meet people in different fields.

The key to success is often directly correlated to your network. You should take every opportunity available to meet people; on an airplane, standing in line for coffee, etc. The key is being ready when the opportunity strikes.

1.Capture your audience's attention. Smile and say hello...start a conversation.

2.Convey a clear message. What is the most critical takeaway you would like others to receive?

3.Focus on differentiation. Think about what distinguishes you from the rest.



Mirella Zanatta
AICI CIP

Corporate Class Inc.

www.corporateclassinc.com

When you combine these three elements, you've got the potential to create a compelling *first impression*. The key is having these components ready so that you can recall them when needed and can do it over and over again. So get out there and be memorable for all the right reasons!♦

Warmly,

Mirella

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Learn from the Best!

There is no better way to learn something than through hands on experience with the very best!



I was blessed with a life of global travel and cultural experiences that have taught me to be culturally agile. Born in India, raised in Hong Kong, post secondary education in California, and then a career in the garment business: sourcing, buying and selling in many countries around the world.

Many people ask me how I came to be in the Cross-Cultural Intelligence field... it really was a natural progression that led me to where I am today.

My mother being a seamstress inspired me to go into the fashion business. That, combined with other interests including makeup, photography, etiquette and personal development, then led me into Image Consulting, and through that, when I presented an International Etiquette workshop in Tokyo a number of years ago, I knew I was close.

The missing piece of the puzzle fell into place when I saw Valerie Berset-Price, the founder of Professional-Passport, present at the AICI Conference. A new

field opened up to me that I had no idea existed; Cultural Intelligence. This is the ability to communicate and function more effectively in a variety of cultural contexts both internationally and domestically. I had no idea there were people who trained you to do what I had had to learn the hard way.

This fascinated me and I knew I had found my calling.

I could now learn from a professional about all the cultural dimensions that form our value and belief systems and create our unique cultural DNA. This is the perspective through which we view everyone and everything. I had had to rely on years of trial and error... but now there were tools and skills I could teach people to help them increase their cultural intelligence.

I had had to rely on years of trial and error... but now there were tools and skills I could teach people to help them increase their cultural intelligence.

I trained under Valerie, and am now a certified Global Bridger and a member of Professional-Passport's team of specialized consultants.

I have been honored to assist her in training a number of teams from large multi-national corporations in the US and will be traveling to India with her next month.

Watching how the multi-national groups respond to the training is



DOMINIQUE VAUGHAN-RUSSELL, AICI FLC
Vaughan-Russell International

www.vaughanrussell.com

remarkable. Valerie tells her stories throughout the training and has games that showcase the unique challenges one faces when communicating with people from cultures other than our own. My personal experiences bring my own stories to the training, but I know that when we want to be truly great at what we do, we learn from the professionals.

Interning with such an engaging presenter has shown me how to make the participants feel very comfortable sharing their own challenges working across cultures as well as learning new skills to handle any cross-cultural situation with ease.

Some things we can learn through books. Facts and figures can be memorized...but when it comes to soft skills; these are best learned hands on through someone who has the knowledge and the experience. Now I have both.

Networking Advice - Are You Too Opinionated?



HOW TO LOSE FRIENDS AND ALIENATE PEOPLE

I was doing some networking training at a law firm to help their associates build their practice. To find topics for small talk I advised them to listen to talk radio.

A CBC FAN - NOT!

Then I mentioned one of my favorite shows for that purpose which is **As It Happens** on CBC. A young female lawyer immediately shot back "CBC? I never listen to **that left-wing drivel.**"

TEACHABLE MOMENT

Whoa, now that's **what we call a hard negative!** It became a teachable moment. When you meet people for the first time and you're networking to build some sort of rapport, hard negatives are definitely not the way to go about it.

HOW A HARD NEGATIVE WORKS

Someone may bring up a topic or an interest or share something as a gambit for conversation such as "I went to the Big Valley Country Music Jamboree this weekend." If you come back with "**I hate country music**", that's a hard negative.

Some examples of phrases that are hard negatives:

- I hate...
- I can't stand...
- I never...

DOGmatic – NOT GOOD EVEN FOR DOGS

Hard negatives make you seem dogmatic, **opinionated and closed-minded**. If you have no history with the person, it turns people off and sets up barriers to rapport.

"LOSER"

What your conversation partner hears is "you think they're a loser" for liking or enjoying whatever it is you don't.

I'M JUST BEING HONEST

You might say "But Joanne, I **really do hate country music**. I'd be dishonest if I didn't say so." No, you'd be dishonest if you said you liked country. "But I'm just being myself." Then you're revealing you are a jerk. If you want to network and build relationships, my advice is to try to use a soft negative, instead of a hard negative.

A SOFT NEGATIVE

A soft negative doesn't mean you love country. Instead, it softly indicates that you don't share their passion but **you're gracious and interested** enough to allow them to enlighten you.

Some examples of soft negatives:

- I don't listen to the CBC much. What's that program about?
- I'm not very familiar with country music. Who did you



JOANNE BLAKE
Canadian Corporate
Image Consultant

www.StyleforSuccess.com

enjoy most at the Jamboree?

- I'm out of the loop with this season's TV. What's the premise of that show?

HOW TO TELL IF YOU'RE GUILTY OF HARD NEGATIVES

Do **people go silent or does conversation seem to shut down** after you say something? Pay attention to what you just said when this happens. Ask yourself if you tend to counter harmless conversation with closed statements or rebuttals.

IT'S SMALL TALK, NOT AN ARGUMENT

Remember that small talk **isn't a debate, cross-examination or a soapbox**. Conversation with someone you've just met is an opportunity to learn something about the other person's interests, passions and life. It's also a chance for you to share your interests and views in a way that doesn't shut down others.

AICI Canada Members in Action!



Who: Angèle Desgagné, AICI CIP

What: "Bien paraître à tout âge"
(Looking great at any age)

Where: Le Cercle de l'Amitié

Who: Daphne Magna, AICI FLC

What: Representing Youth for Human Rights Toronto and speaking on the importance of Cross Cultural Communication

Where: Youth for Human Rights International Summit, Brussels, Belgium



Members In The Media



Daphne Magna

Spokesperson for Youth for Human Rights Toronto on July 20th for the 2014 Youth Day Celebration at Yonge & Dundas Square discussing the importance of Multiculturalism and Human Rights education in our communities!



Personal Branding with Jacqueline Whitmore



Four days in Jacqueline Whitmore's company... How Sweet!



Finalizing the details for our first Full Day Education Event to be held on September 20th 2014 was my last official duty as outgoing VP Education. Our Canada/Toronto Chapter had the pleasure of welcoming International Etiquette Expert, Speaker and Founder/Director of Protocol School of Palm Beach, Jacqueline Whitmore, CSP.

The first time I heard Jacqueline speak was at an AICI Conference a few years ago ... she blew me away! It was with great anticipation (and some nervousness) that I waited at the airport to pick up Jacqueline and to welcome our international speaker to Canada and into our family home.

Imagine, spending four days in the company of someone you've admired and respected for so long ... not to mention an etiquette expert ... wow ... it can be unnerving but as expected, Jacqueline walks her talk. She was friendly, easy going, and totally engaging as soon as we met. She was a conscientious guest – mindful and respectful of family members – and a total joy to spend time and shop with. I'm grateful and honoured to have had the opportunity to get to know Jacqueline personally.

Jacqueline Whitmore is the author of *Poised for Success* and *Business Class: Etiquette Essentials for Success at Work*. Prior to starting her business, Jacqueline served as the director of public relations for The Breakers Hotel in Palm Beach, Florida. She has extensive experience working with the media and is a popular guest on radio and television shows around the world.

Members and guests travelled a fair distance to attend this most informative workshop – ranging from the Greater Toronto Area to London, Ontario and as far as Las Vegas, Nevada and Rochester Hills, Michigan. I would like to thank our attendees for their full participation. Members and Guests willingly shared their own stories, challenges, and successes, which provided unique insights and solutions to many issues.

Jacqueline offered us a crash course on how to get the attention we deserve.

A special thank you to our VP Programs, Dominique Vaughan-Russell for graciously accepting to host the event at her lovely home, and providing the necessary foods for the day. Her warm and charming hospitality made everyone feel comfortable and welcome.



ANGÈLE DESGAGNE,
AICI CIP
President, Imagelite
International.

www.imageliteinternational.com

Jacqueline Whitmore graciously shared many invaluable tips on how to “Outshine Your Competition and Build a Better Brand”. We may have the most outstanding business, product or talent in the world, but in order to be successful, we have to let the world know about it. Jacqueline offered us a crash course on how to get the attention we deserve. She revealed her marketing secrets to help participants increase their revenue, garner more media exposure, and take them to the top of their industry and beyond. What a great start to our 2014-2105 Program.

Here's what attendees had to say about Jacqueline's workshop:

“The workshop with Jacqueline was even more helpful than I imagined it would be. She is an extremely generous and totally ...

continued on pg. 11

Making Things Right!



A friend of mine lives in New York City and had planned a little luncheon for her and a dozen friends at a local restaurant. Five minutes before she was due to head out, the restaurant called to say that their gas had been malfunctioning and that they could not serve any food at the moment.

My friend was completely flustered, as she knew guests would already be on their way and she did not have a back-up plan. The restaurant said they could come by anyway, and they would serve them drinks until the situation was handled.

When they got to the restaurant, they mingled and enjoyed drinks. When the engineer arrived and said that the gas would not be switched on anytime soon, the restaurant called cabs and paid for them all to be driven across town to their sister restaurant. In addition, they were given a hefty discount on their meal.

This could have been a complete disaster, but the restaurant handled it very well. My friend and her group were

impressed that they were given free cab rides (it couldn't have been cheap) plus a discounted meal. Instead of looking back on this as a bad experience, they're grateful that the restaurant exhibited such impeccable customer care.

If you run your own business, this is something to think about. How do you handle the situation if something goes wrong?

Mistakes happen, but how do you make it up to the customer? If the restaurant had just cancelled the booking and said "tough luck," my friend probably would not have gone back. Offering a discount and going out of their way to smooth the situation showed they cared.



If you run your own business, this is something to think about. How do you handle the situation if something goes wrong?



When things go wrong, even if it's out of your control, how can you make things right?

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JUANITA ECKER
Etiquette & Image
Expert

www.ProfessionallImageManagement.com

What's the best way to "Make Things Right" with a client or customer experience gone wrong?

1. Ignore the problem.
2. Offer your service for free.
3. Offer a discount.
4. Explain why the mishap occurred.
5. Fire them as a client.
6. Make them feel understood.
7. Change your service.
8. Hope it never happens again.



AICI Canada Chapter

Invites you to attend our

Holiday Social Potluck Dinner

– HOSTED BY DOMINIQUE VAUGHAN-RUSSELL –

Wednesday, November 26, 2014

6:00 pm - 11:00 pm

85 Kimbark Blvd

Toronto ON M5N 2X9

This will be an informal social evening with festive decor, a warm fire, fine wine, and good food shared with great company for a truly memorable evening. Please bring an appetizer, main course, salad or dessert to share.

BYOB

Friends, spouses or partners are welcome.

Please RSVP by November 21, 2014

dominique@vaughanrussell.com

We encourage members in other areas of the country to reach out to members in your area and arrange a similar get together on the same night. We would love to connect via Skype to all of you from coast to coast and raise a toast.

To Connect or Not to Connect



How can you know ahead of time if a business relationship is worth pursuing?

If a promotional campaign is going to be effective?

If a pitch will win a sale?

Is it even possible to know in advance the outcome of such a diverse set of factors, different people's likes, dislikes, needs, wants, emotions? Well, there are definitely better, more proven ways to creating strong bonds in business and in life that can minimally guide you when navigating such a tricky emotional field like human relations.

The truth lies in the resounding fact that though business in North America has been essentially a black and white matter for the left-brain linear thinking strategist, relationships are what make business thrive or succumb. And relationships are anything but black and white, logical or linear.

Think about the last time you bought something you really liked.

What was your motivating factor? Necessity? Nah. Practicality? Maybe. Desire? Likely. But why that thing in particular, why not its competitor? Marketing professionals have been studying why people buy things

for a hundred years, and really they're no closer to the truth than 100 years ago. Because the truth is simpler than anyone ever imagined. And that truth is the same truth that determines whether or not you're going to connect with a person, place or product. It's coming, I promise.

Take this photo for example.

Toronto Life magazine chose this photo out of 200 others that may have been more fashion forward, more stylish, more esthetic scenery, better lighting, nicer background...but they chose this one because the people in this photo connect with you emotionally. Why? How? Because you know a dad don't you? You know a sweet little kid and they make you feel good, don't they? There's something familiar about this picture, you've perhaps been that guy before or someone close to you has.



See the connection?

Any artistic field, like marketing in business, whether marketing yourself or a product, relies on our human tendencies to be



DAPHNE MAGNA
Personal Branding & Communications Specialist

www.Professional-Passport.com

attracted to what we know, like and trust. This guy seems like a real guy, we like him because he's a young dad and we trust him because he's a dad taking care of his son. Simple yes. Powerful, yes.

The now popular sales concept of know, like, trust was born out of an old communication maxim.

It suggests you have to have affinity and reality with something in order to communicate with it. Well, buying something would be a form of communication in that you are now willing to use it, touch it, apply it or play with it, depending on the product. But in order to know, like and trust something, you have to have some sort of experience with it so as to connect emotionally to it. That's the truth we've been searching for, it's called emotional impact.

continued on pg. 11

Four days with Jacqueline Whitmore *continued...*



I came away with many clear and straightforward ideas that I could implement right away. Her openness and honesty were very refreshing. She even gifted each of us with a signed copy of her newest book. It was a day well spent.” Diane Ballos, AICI Member

“I thoroughly enjoyed Jacqueline Whitmore's “Outshine the Competition and Build a Better Brand” Workshop”.

She was engaging and inclusive, and we were all given the opportunity to participate and improve our messages and presentation skills. Jacqueline is a consummate professional and a wonderful presenter.” Dominique Vaughan-Russell, AICI FLC

“The workshop was very informative. The materials Jacqueline delivered/shared was detailed and very useful to the business of image consulting and professional development especially the tips to writing articles and blog. Jacqueline made sure the session was engaging and left room for questions to be asked and for other attendees to share their personal stories. I would recommend for other professionals And business owners to attend this session

with Jacqueline as it is worth every penny paid for it.” Morenike Tunde-Idowu, AICI Member

“Jacqueline is an inspiring speaker! I personally appreciated Jacqueline's incredible insights and wisdom. Her willingness to openly share her own personal struggles and successes is most refreshing! I took away many tips that I can put to use right away. Thank you also for gifting each attendee with a personally autographed copy of your new book, *Poised for Success*. I'm sure it will be just as informative and insightful as your first book. All the best in your next adventures and I look forward to seeing you at the 2015 AICI Conference in Washington!” Angèle Desgagné, AIC CIP – Outgoing VP Education

To Connect or Not To Connect *continued...*



So what does that mean exactly?

It means your affinity for something increases the more you know about it, the more you understand it. If you happen to be afraid of something or confused about it you're not going to like it very much are you? Remember calculus class? Ya, not so much fun.

Now, in order to like something or someone there has to be something real, common or similar to you about that person or that product - something you're interested in, something that reminds you of something dear, something that's real to you in some way. Make sense?

Now reverse this whole concept and consider what you now need to do to connect with someone who doesn't know you, like you or trust you. Bingo!

Developing a relationship with someone would also signify your willingness to experience them, learn from them, entertain them in order to have a valuable give and take. So next time you're trying to predict whether

or not this person would be valuable to connect with, ask yourself these questions:

- 1. What do you know about them?**
- 2. What should you know about them?**
- 3. What do you have in common?**
- 4. What can you appreciate about them?**
- 5. What can you learn from them?**

And then ask yourself the same questions from his or her perspective and you'll be 10 steps closer to predicting the future of your connections!

5 powerful reasons

to reserve your ticket for the 2015 AICI Global Conference in Washington, DC



1 All educational events, workshops and conferences are included in **one fee**, which can be made in **two installments**.



2 Workshops will be available in **English, Spanish, Chinese and Japanese**.

3 You will have the opportunity to visit the **museums, national monuments and shopping centers** of Washington D.C.

4 Exchange ideas with **experts from over 20 countries** while celebrating AICI's 25th anniversary.



5 Take advantage of your trip to Washington D.C. to visit **New York**.

more information at: www.AICI.org

Have Some Fall Fun!

Fall Fest

DNZPJ
ROREL

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ACORNHARVESTW
TGFPRYNFESTIVAL
HHOTXCORNVBXYSK
ATXPSCARECROWRQHK
HCLGOURDNHETOUAL
AKBNJYFAGRMSQCMAJHR
KCARAMELAPPLETHSIQA
GNYRPHAYRIDEOOBHCLW
GNAUKFMGJKVNB FALL
JQGMAPPLEVSC EIPWH
VEPAUTUMNHWRKDK
BLKABNFFSTRAWMR
RILEAVESW NATJ
NSYZFYSASNR
ZFERNZD

- | | | |
|---------------|----------|-----------|
| Acorn | Fall | October |
| Apple | Festival | Pumpkin |
| Autumn | Gourd | Scarecrow |
| Caramel Apple | Harvest | Squash |
| Carnival | Hay Ride | Straw |
| Corn | Leaves | |

AMUSEMENT

EERIE
HOBGOBLIN
MIDNIGHT
TROLL
WIZARD

menu

WPAWGXXIHSN
SIVEIVMXADV
IOZVGZZMBEQ
BUSACBUIFET
RTNDRSPDMRC
QPYLEDANFIL
XBCMLRGIBER
XAEKOHGPEE
INHIVVRHEDG
TWLMXNJTLJK
NILBOGBOHNB



Squash Gratin with Poblanos and Cream

Ingredients

6 large poblanos (about 1 1/2 pounds)
 2 large butternut squash (4 pounds total)—peeled, halved, seeded and sliced 1/2 inch thick
 1/2 cup plus 1 tablespoon extra-virgin olive oil
 1 1/2 teaspoons coarsely chopped thyme
 Salt and freshly ground black pepper
 1 large white onion, thinly sliced
 3 large garlic cloves, thinly sliced
 1 teaspoon coarsely chopped oregano
 1/2 cup heavy cream
 3/4 cup crème fraîche or sour cream
 8 ounces Monterey Jack cheese, shredded
 8 ounces farmer cheese (see Note)
 Toasted pumpkin seeds, for serving

Directions

1. Preheat the oven to 400°. Roast the poblanos directly over a gas flame or under the broiler, turning, until they are charred all over. Transfer the chiles to a bowl, cover tightly with plastic wrap and let them cool. Peel, stem and seed the chiles, then cut them into thin strips.
2. Brush the butternut squash with 6 tablespoons of the olive oil and spread it on 2 large rimmed baking sheets. Sprinkle with 1 teaspoon of the thyme and season with salt and pepper. Roast for about 25 minutes, until the squash is tender, shifting the pans from top to bottom and front to back halfway through baking. Increase the oven temperature to 425°.
3. Meanwhile, in a large, deep skillet, heat the remaining 3 tablespoons of olive oil. Add the sliced onion, garlic, oregano and the remaining 1/2 teaspoon of thyme and cook over moderate heat, stirring occasionally, until the onion is softened and fragrant, about 8 minutes. Add the poblano strips and cook until they are very tender, about 5 minutes. Add the heavy cream and simmer until thickened, about 5 minutes. Remove from the heat. Stir in the crème fraîche and season the poblano mixture with salt and pepper.
4. Spoon half of the poblano mixture into a large baking dish and top with half of the butternut squash and half of the Monterey Jack and farmer cheeses. Repeat with the remaining poblano mixture, butternut squash and both cheeses. Bake in the center of the oven for about 30 minutes, until the gratin is golden and bubbling. Let the gratin rest for 10 minutes. Garnish with the pumpkin seeds and serve.
5. **MAKE AHEAD** The unbaked gratin can be refrigerated overnight. Return to room temperature before baking.



NOTE: Farmer cheese is a form of cottage cheese that has had the liquid pressed out of it. It's slightly tangy with a dry texture that makes it great for crumbling. Look for it at specialty-food stores or at cheese shops.

Contributed by [Julie Robles](#)

Active: 45 MIN

Total Time: 2 HRS

Servings: 12

THE HEALTHY, TASTY, EASY TO MAKE RECIPES For Image Consultant Foodies

Please join us in contributing your favourite healthy but tasty recipes that are easy to make so that we can share them with our families and enrich our culinary experiences throughout the year. Feel free to add specialty items like Vegan, Organic, Desserts or Cultural cuisine! Nourish the body and soul from inside out with love inspired food.

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 Diane Ballos for more information.

Did You Know?

Some of the benefits of submitting articles for Inside Image:

1. Raises your profile in the industry.
2. Provides you with the opportunity to practice your writing skills.
3. Establishes you as an expert.
4. Can earn you credit towards your CIP designation.
5. Prepares you for other leadership roles within your chapter.

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• *appearance* • *behaviour* • *communication*

"Karen is the teacher of teachers and master of her domain. Her wealth of knowledge and experience cannot be matched. Karen offers the most superior courses and texts available. Her professionalism and personality make her the best."

~ Saima Haider



**Karen
Brunger**
AICI CIP



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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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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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IMAGE CONSULTANTS INTERNATIONAL
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EDUCATION • EXPERIENCE • EXCELLENCE