

# [ INSIDE IMAGE ]



Volume 14, Issue 4, Spring 2015

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## Communication, the Art of Business!



We live in a world where communication is key to building the relationships that define us, creating the effects we're hoping to and gaining knowledge we all are searching for. So if communication is so important to our everyday existence, isn't it amazing how wrong we can get it? The art of business is exactly that - knowing what type of communication works best in which scenario. Now this is an art many philosophers spoke about, yet which few have mastered. So as Image Consultants, our journey to communication freedom is one we owe our clients and ourselves!

*Daphne*

## President's Message

Happy Spring!

The days are getting longer, the temperatures are rising and we have the opportunity for a fresh start.

The theme of our newsletter is communication. In business, how effectively you convey your message and image and how astutely you interpret and respond to other people's signals, can spell the difference between – a failed or successful negotiation, a stalled career or a promotion and a disgruntled or satisfied customer.

Effective communication is about putting your best foot forward and conducting yourself in a way that tells people you have the intelligence and generosity of nature to recognize their needs. It is about class, that quintessential differentiator.

Good communication skills can lay the foundation for success both personally and professionally, and can lead to a happy and rewarding life. Take stock of the message you send...and be memorable for all the right reasons.



**Mirella Zanatta**  
**AICI CIP**

Corporate Class Inc.

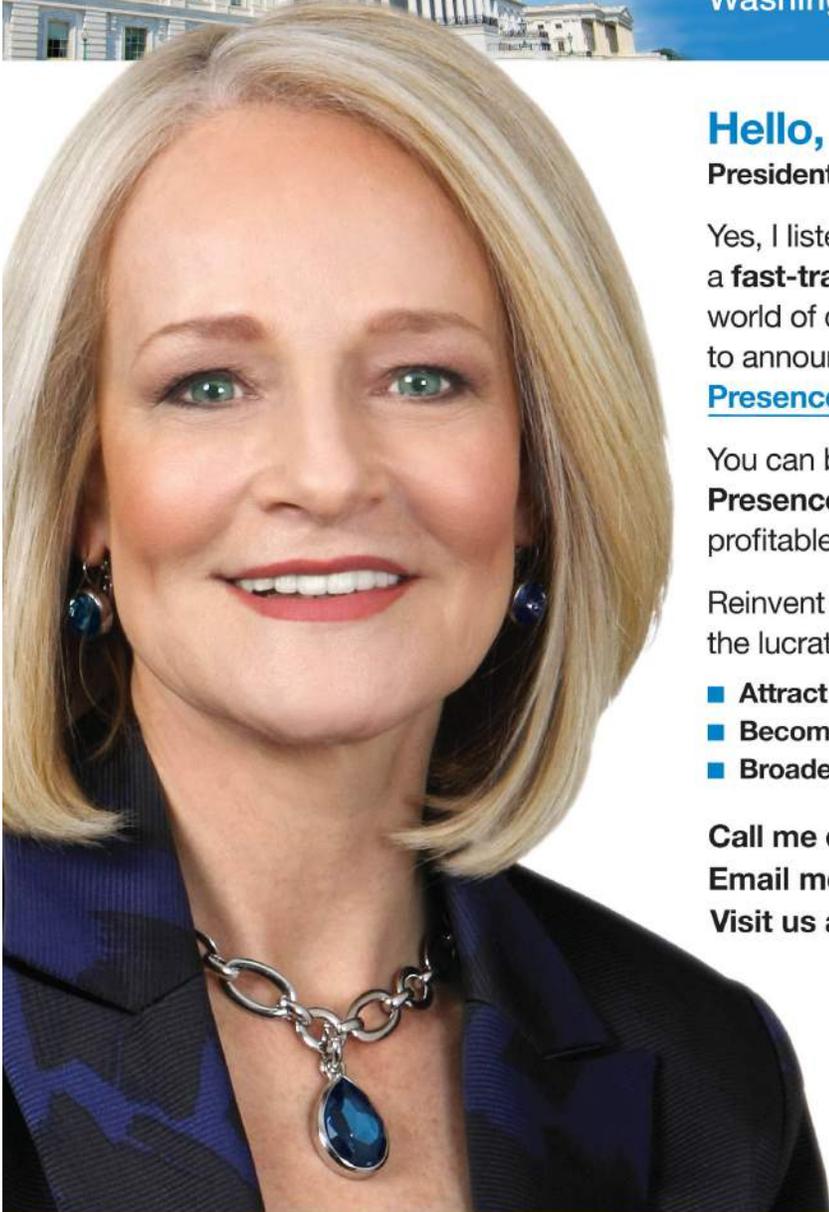
[www.corporateclassinc.com](http://www.corporateclassinc.com)

◆ Warmly,

*Mirella*



Learn more about your  
EP Certification opportunities  
**Meet Diane Craig in Person**  
AICI 2015 Global Conference  
Washington, DC, Aug. 27–30, 2015



## Hello, I'm Diane Craig

President and Founder Corporate Class Inc.

Yes, I listened to your many requests for a **fast-track** to the financially rewarding world of corporate training. And I'm pleased to announce the result is my **Executive Presence Certification Training Program**.

You can become a **Certified Executive Presence System Coach** and join the profitable world of Corporate Training.

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- Become more relevant to corporate clients
- Broaden your income base

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Email me [dcraig@corporateclassinc.com](mailto:dcraig@corporateclassinc.com)

Visit us at [corporateclassinc.com](http://corporateclassinc.com)



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Contact Michelle for details: [michelle@corporateclassinc.com](mailto:michelle@corporateclassinc.com)

1-416-967-1221 Ext. 107 **To learn more click here**

## Board of Directors

We would like to welcome two new members to our Board, Lynda Jean, VP Education and Daphne Magna, VP Communications!



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Mirella Zanatta  
AICI CIP



Past President  
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AICI CIP



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VP Membership  
Diane Ballos



VP Education  
Lynda Jean  
AICI FLC



VP Communications  
Daphne Magna  
AICI FLC

# Why Should **YOU** Attend Your Chapter's Education Events?

## My personal experience as VP Education



When I accepted the position of VP Education for our Canada/Toronto Chapter two years ago, I felt somewhat overwhelmed and intimidated by the work involved. After all, our Chapter territory is so widely spread. How could I provide speakers and topics that would be of interest to all of our members across Canada? Finally, I realized that as much as I would like to have every member of our Chapter attend our events, it wasn't possible. All I could do was ... do my best!

My personal goal was to provide members and guests with the best learning experience possible by providing (1) topics that consultants and guests from any industry at all levels could benefit from, (2) the opportunity to learn from high quality professionals that are experts in their respective fields, and (3) practical hands-on learning. I dare say that we have accomplished all of that ... and more. Here's a

quick review of our full day events from September 2012 to September 2014:

**October 2012:** **Elizabeth Weinstein, Ph.D.** and her four decades of experience in education showed us how to follow directions to SUPER training with "The GPS Guide to Training Development"!

**March 2013:** Business Boot Camp with **Jemma Fong**, Veteran Online Business Specialist, "Becoming Familiar with *Word Press*" and **Wendy Marlow**, Marketing and Sales Specialist, "How to Overcome Our Biggest Marketing Challenges"

*"Now isn't that enough reason to attend? We want to know what you think ... and what topics are important to you"*

**October 2013:** **Valérie Berset-Price, AICI FLC**, an International business expert offered "Cultural Intelligence at Work: How To Build Trust with Clients from Different Cultural Backgrounds".

**September 2014:** **Jacqueline Whitmore, CSP**, Popular etiquette guest on radio and television - "Outshine Your Competition and Build a Better Brand"



**ANGÈLE DESGAGNÉ**  
**AICI CIP**

**Imagélite International**  
[www.imageliteinternational.com](http://www.imageliteinternational.com)

Imagine, in the past two years, our Canadian Chapter hosted **five** amazing Guest Speakers, held **four** CEUed events, each of which was worth **0.6 CEU**. AICI certified members had the opportunity to earn a **total of 2.4 CEUs** – which is the number of CEUs needed to keep your professional accreditation. Non-certified members could also use the education training towards **earning their FLC/CIP accreditation**. We offered interesting and current topics for new and veteran members, and to guests to **learn and hone new skills**. All full day events were offered at an **incredible "early bird" pricing** – an excellent value! Members had the opportunity to get to know other **Chapter members**, develop **friendships** and build business **relationships**.

continued on page 11...

## 7 STEPS TO LAUNCH A SUCCESSFUL CAREER IN IMAGE CONSULTING

— PRESENTED BY AICI CANADA CHAPTER —

**Featuring Carla Mathis,  
Image Master & President of Body Beautiful**

### FREE 1 hour Webinar

If you've ever considered a career in Image Consulting or could use fresh ideas for growing your practice you don't want to miss this 1-hour Webinar

Carla Mathis, published author, world-renowned lecturer, and president/co-founder of Body Beautiful is based in Los Angeles, California. Her landmark book, *The Triumph of Individual Style*, used in design school in the US and abroad has become the 'bible' of the fashion and image industries. One of 12 Certified Image Masters (CIM) worldwide, Carla consults with individuals & groups in the USA and internationally. She also teaches Body Beautiful Institute courses locally and abroad. Body Beautiful has a network of 250+ stylists world-wide, trained to offer the highest level of individualized service in our industry using the Body Signature System of Master Color Sets and Consultation Guides with their clients.

A preview of the first 4 steps...

During the webinar, Carla and Erin Mathis will break down each step with hard-earned pearls of wisdom and techniques for HOW to maximize your potential.

1. Get Training and tools
2. Refine your image - you are a walking advertisement
3. Practice, practice, practice - family and friends work to build your book
4. Carefully craft *Before & After* stories

*...Get all 7 steps when you join the Webinar!*



Carla Mathis  
AICI CIM

**Monday, April 13th**  
7:00pm to 8:00 pm EDT  
4:00pm to 5:00pm PDT

Look out for the  
**Fuze Meeting App!**  
*Carla will send the Fuze  
Meeting link the week prior*

Participants who join the live webinar are able to **ask questions** and **interact with Carla and Erin**. The recorded webinar will be available after the live session for \$9.95US at the same link.

For more information contact  
Lynda Jean, AICI FLC  
416-960-1333  
[lynda@lyndajean.com](mailto:lynda@lyndajean.com)



## Tell Us What You Think!

Click Here for Survey → [www.surveymonkey.com/s/QK5Z9MT](http://www.surveymonkey.com/s/QK5Z9MT)



### Why is your opinion about our Chapter important to us?

As an association of professional image consultants, we know how difficult it is to build a business and wear every single hat - the receptionist, the bookkeeper, the salesperson, the marketer, the spokesperson, the cold caller and the deliverer

of all your fantastic services!

That's why we have a community of professionals to learn from, reach out to, share with and inspire so that we really are not alone and we can continue to grow! Your feedback helps us do that!

Thank you for participating!

## Body Language Speaks Louder Than Words!



Many people underestimate the power of body language in communication. When it contradicts what you are saying, body language will be believed ahead of your words. For example, if you say you're excited, but you're slouched in a chair with an expression of boredom on your face, your mock enthusiasm will be abundantly clear.

Because body language is so influential, keep in mind these five points to ensure good communication:

1. No body movement or position in and of itself has a precise meaning. For example, the folding of one's arms could mean that one is

defensive, relaxed or simply cold.

2. Look at the whole body, not just one aspect at a time. If a person isn't smiling, it doesn't necessarily suggest sadness but perhaps that she or he is concentrating on other things.

3. Although you can consciously control things such as your facial expressions, your gestures from the waist down, such as the direction your feet are pointing, can reveal to others what the unconscious part of your brain is thinking.

4. Read body language in context. What topic is being discussed? Who else is present? Has the person had enough sleep?

5. People will unconsciously mirror the emotions they see in you. When you appear confident, they will also think that you are and will be more



**CATHERINE BELL**  
**AICI CIP**

**Prime Impressions**  
[www.prime-impressions.com](http://www.prime-impressions.com)

likely to believe what you are saying.

Purposely use your body language to communicate what you intend. This will help you develop good relationships and increase your presence.

Excerpt from *Empower Your Presence: How to Build True Wealth with Your Personal Brand and Image*, ©

## Are You 'Body Happy'?



**We're in the third month of 2015 and I'm wondering who is keeping note of their new years goals?**

I hope the to do lists, goal planning, gym memberships and new gadgets for saving time and money, have been somewhat helpful. But honestly I care to simplify the dilemma of self-improvement. What I care to propose may be a totally foreign concept.

According to one hundred professional researchers from across the globe, happiness is attainable now that it is a much better understood concept with powerful yet simplistic conclusions that pertain to us all, no matter our age, gender, nationality or socio-economic situation.

Plainly, the overarching conclusion drawn is that "happy people are healthier" not "healthy people are happier". Shocker? Maybe... Maybe not. But now that we've cleared up the fact that the mental is stronger than the physical, why is this significant? It simply forces us to look at our goals in life

and determine if they're leading us to find greater happiness.

Due to my intense interest in maximizing my client's purpose in business, I have closely looked at the concept of happiness and how it pertains to specific areas of life. Here I care to explore the concept I've coined as 'body happy', because as a professional Image Consultant and Personal Brand Strategist I am all too aware that we women, and some men, are heavily targeted for umpteen beauty products and unrealistic physical expectations. We owe it to ourselves to rid the general public of unhealthy myths and stereotypes and really look at what being 'body happy' means!

After soaking up the "World Book of Happiness" by Leo Bormans, and digesting the several theories and global findings I've narrowed down this extensive research to 4 main ingredients to attaining happiness anywhere on planet earth that I've neatly applied to body happiness. The global experts maintain if happy people are proven to be healthier, adapting these positive traits to our body image can only be a plus!

So what are some easy and immediate steps to being 'Body Happy'? I've broken them down into bite size chunks including *Physical*,



**DAPHNE MAGNA**  
**AICI FLC**

**Professional Passport**  
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*Emotional, Mental and Communal.*

1. **Physical** - Being physically able and active regularly, pleased with one's fitness level, strength and agility by defying the social myths about aging and what you can and can't do.

**How:** Exercise doesn't have to be daunting. Science has proven that short, intense workouts are actually better for losing weight and improving strength. Gone are the days of endless hours of cardio and strenuous weight lifting. Less weight, more repetitions and higher intensity over one quarter of the time is the preferred method of renown fitness experts like Max Workouts, Fitness Blender and Pop Sugar.

# Spring 2015 Must Haves

## Harpers Bazaar: #The List

**Little White Dress**



**Trench Coat**



**Casual Jacket & Shades**



**Suede**



**Accessories  
Platforms & Hats**



**Lighter Suits**



# Our AICI Global Conference is Coming!



It is so amazing to feel part of something much bigger. Your membership in our Industry's only International Association comes with many benefits, but the AICI Global Conference is by far the best.

It can be lonely as an entrepreneur in a business many people do not yet understand. Wouldn't it be so much easier to explain if we were accountants or hairdressers....

But you are not alone. We are here to share best practices, educate, and support each other.

Since our International Conference is only being held every 2 years now, we are all very anxious to get back together. There is a jam-packed agenda with so many great speakers and workshop facilitators it is difficult to decide which one to choose.

*Currently there are AICI members from 19 countries, with China growing the fastest!"*



**DOMINIQUE VAUGHAN-RUSSELL AICI FLC**  
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International

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ASAP as there are only a certain number of rooms set aside for AICI and the conference rate is approximately half of what it is online!

Our Canada Chapter always organizes a 'social' night out during conference ... we open up the invitation to other chapters, and because we scope out the best spots and are so much fun , it is usually the highlight of the trip!!!!

On the next page there are some of the pictures from our last 2 conferences in Hawaii and Arizona to give you a taste of what you don't want to miss!!!

Many of you are certified, in which case this is the easiest way to assure you are covered for your CEU's, but this event is invaluable to everyone, including our non-certified members. We all need refreshers, we all need to learn new perspectives and we could certainly benefit from developing new skill sets. Who knows, there could be a new partnership waiting for you, an alliance you never thought of or a niche you have not yet explored.

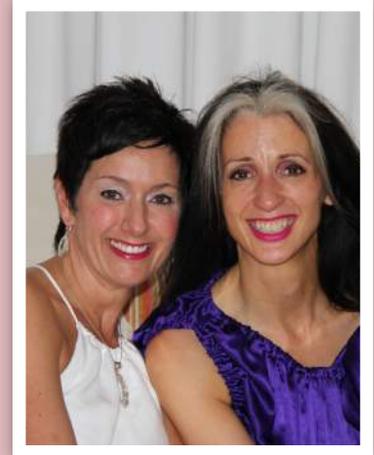
I encourage you to register before the early bird deadline on May 29<sup>th</sup>, and book hotel

**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](http://www.AICI.org)

# AICI Conference Fun!



## Spring Cleaning for Image Consultants

If you have a home office you know how important it is to keep it organized and as we're in the business of making great impressions, here's a list of things to do to be your freshest yet this Spring!!

| Checklist Items  | Start | Doing | Done ✓ |
|--|-------|-------|--------|
| Organize your home office files with a label system                                  |       |       |        |
| Clean out last years files, start new files for this year, shred any unwanted docs   |       |       |        |
| Back up your computer (weekly) and get rid of old and unwanted files or applications |       |       |        |
| Go through address book, add new contacts and remove old                             |       |       |        |
| Separate business expenses and get your taxes done                                   |       |       |        |
| Clean and repair any furniture for clients   |       |       |        |
| Freshen up your guest bathroom with new scents, creams and towels                    |       |       |        |
| Go through your cosmetics and get rid of anything expired                            |       |       |        |
| Swap out your closet from Winter to Spring Modules                                   |       |       |        |
| Clean your car inside and out  |       |       |        |

## Members In The Media



### Daphne Magna

Creative Director & Spokesperson for Youth for Human Rights Toronto, was interviewed on Rogers TV on March 7th, 2015 about Human Rights Education and the state of Human Rights in the world



# Spring Street Style: “Colours, Texture, Accessories Oh, My!”

**Fringe is Everywhere**



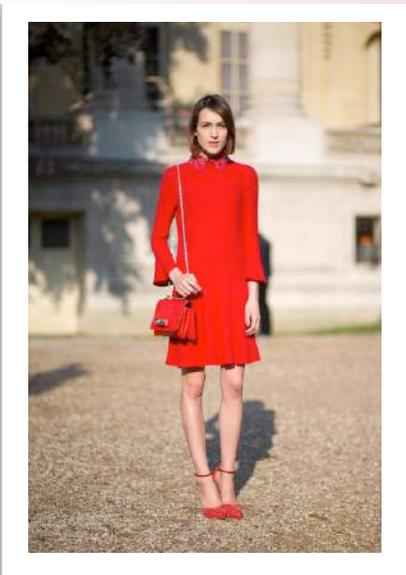
**Hottest Accessory:  
iPhone 6**



**All Wrapped Up**



**Fully Red Hot**



**Pure Poplin**



**The Track Star**



## Are You 'Body Happy'?

### Continued...



2. **Emotional** - Having supportive and loving relationships with yourself and others that foster self-confidence including how you feel about your body.

**How:** Dress your body for what it is today, not what you want it to be. Spend money on beautiful, well fitting and good quality clothes for whatever size you are whether it's your ideal or not. The sooner you look great, the sooner you will feel better about your image and the more you will be motivated to reach your next body goals.

3. **Mental** - Having a purpose and being productive by continually challenging oneself to set and achieve goals little or big in the process building confidence to try new things and step out of your comfort zone.

**How:** Establishing new goals and trying things you've always wanted to do or never thought you could do are the exact type of fodder that lead

to healthier attitudes about oneself. Taking that leap out of one's comfort zone is key to stimulating growth, changing unhealthy habits and achieving new goals, no matter how small, are enormously powerful in building self-confidence and faith in one's abilities and body image.

4. **Communal** - Contributing to the well being of others and one's community and having a sense of meaning bigger than oneself. Connectedness allows you to achieve team goals that benefit the whole.

**How:** Team oriented activities are a huge advantage because one feels accomplished and useful when attaining both personal and group goals. Team sports and community groups have long proven to be the lifeblood of many cultures and civilizations, and various philosophical scholars have proclaimed that productivity is the basis of morale.

What if we could move beyond the boundaries of our own self-doubt and actually become 'Body Happy'? A worthwhile endeavor it would be, don't you think?



## Why YOU Should Attend continued...

Now, isn't that enough reason to attend?

We want to know what you think about our education events and what topics are important to you. So please fill out our short online survey so that we have your feedback and are continuing to put out enticing and relevant events and content. <https://www.surveymonkey.com/s/QK5Z9MT>

As I have ended my board term as VP Education for the AICI Canada/Toronto Chapter, I would like to thank you for the opportunity to serve our membership. It has been an amazing learning experience working alongside a wonderful group of inspiring individuals on the board. Thank you to the board for their continued support. Thank you to the members and guests that attended our education events over the past two years. If you have been thinking about volunteering on the board ... don't wait! You will gain so much by doing so. All the best!

## 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.

**SUBMIT ARTICLES NOW!**

### image tools & resources



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*appearance | behaviour | communication*

**Karen Brunger**  
BHEc, AICI CIP

*"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*



## CHAPTER CORNER

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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:

Daphne Magna, AICI FLC  
VP Communications  
[daphne@professional-passport.com](mailto:daphne@professional-passport.com)

## CHANGE OF CONTACT INFO

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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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## FIND US ON FACEBOOK



Facebook



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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!

ASSOCIATION OF  
IMAGE CONSULTANTS INTERNATIONAL  
**THE SOURCE FOR IMAGE PROFESSIONALS**  
EDUCATION • EXPERIENCE • EXCELLENCE