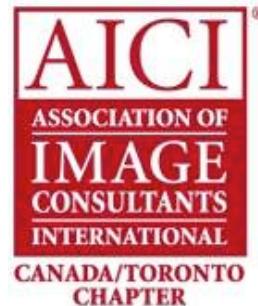


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Volume 14, Issue 1, Summer 2014



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Sizzle with Success!



The summertime marks an important midway point of the year where we all need to take inventory of our accomplishments, our strategies and our incomplete projects so we can reevaluate and realign what is needed to achieve our business and personal goals before year end. Without clear reflection on what is working and what is not, the true professional has little guidance on what to keep the same and what to change. As the heat brings with it an intensity in work, it also encourages a desire to play! So let's sizzle with success this summer with some fabulous tips from the pro's to whet our appetite and fuel our fire!

Daphne

President's Message

Dear Friends,

I am honoured and excited to begin my term as your chapter president. I have the privilege to serve with a remarkable team who make up our board. These women volunteer their time and share their years of knowledge and expertise because they believe belonging to a professional organization is a privilege that comes with a responsibility to give back.

It was not that long ago that I began my career as an image consultant. As a former high school teacher and guidance counselor becoming an entrepreneur and starting my own business were not on my radar. I quickly realized how lonely and difficult working alone in my home office could be. Education and professional development have always been important

to me so after completing a 5-week training program I joined AICI. It was the best decision I could have made, AICI was my lifeline. Initially I felt apprehensive and very inexperienced but I was determined to be my best self. I decided to attend my first international conference and take the FLC exam. The educational programs were tremendously helpful but more important are the relationships I have made. The stories, experiences and advice my colleagues eagerly share have helped me immensely. When I was approached to become a member of the board I said yes, once again feeling that pang of fear. Looking back I have learned so much during those four years and feel grateful to have received so much more than I have given. So I encourage you to say yes...



Mirella Zanatta
AICI CIP

Corporate Class Inc.

www.corporateclassinc.com

and become all that you are meant to be.♦
Warmly,

Mirella

Meet Your New Board of Directors



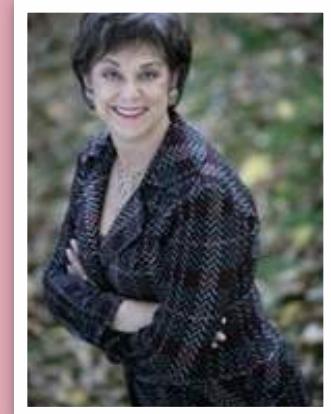
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VP Membership
Diane Ballos



VP Education
Lynda Jean
AICI FLC



VP Communications
Liliana Rojas
AICI FLC

15 Things Successful Entrepreneurs Do Every Day

The most effective entrepreneurs view themselves as assets. They continually invest in themselves and in their future through continuing education and self-improvement.

If you want to become a better entrepreneur and successfully grow your business, dedicate time and energy to improve your daily habits.

Here are 15 things many business influencers make time for in their busy schedules.

1. Eat breakfast. To work at your peak performance, your body needs fuel. Rather than just grab a cup of coffee on your way to the office, take a few minutes to eat a meal or drink a protein smoothie — even if it's on the go.

2. Plan your day. First thing in the morning, look at your calendar and prioritize your schedule. If you work best during a specific time of the day, block out those hours for quiet work time. I do my best work in the mornings, so I try to schedule at least 90 minutes to work on my writing before daily distractions begin. While you're at it, schedule short breaks throughout the day to eat a healthy snack and keep your energy up.

3. Don't check email right away. It's tough not to hop on your smart phone first thing in the morning and see who's emailed you. Often checking

email is a distraction from what you want to focus on early in the day. Try to wait until 9 a.m. or 10 a.m. to check email, after you've completed at least one of your critical to-do items. If you're working on an important project, try not to check your email more than three times a day.

4. Remember your purpose. Take a few moments at the start of each workday to remind yourself of your company's goals. Think about your core customer and which areas of your business are most profitable. We oftentimes get caught up in the minutia of daily tasks we lose sight of what brings us happiness and profitability.

Try to wait until 9 a.m. or 10 a.m. to check email, after you've completed at least one of your critical to-do items.

5. Single-task. We live in a world that praises multi-tasking. Unfortunately, when you have too much going on at once you may become distracted by interruptions and unimportant glitches. To be productive and effective, prioritize, delegate whenever possible and focus.

6. Visualize. It may feel silly, but



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Author and Etiquette
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www.etiquetteexpert.com

Jacqueline Whitmore is founder of **The Protocol School of Palm Beach** and she is also the author of **Poised for Success** and **Business Class**.

close your eyes and envision your success. Imagine what you will feel like when you reach your goals. Visualization is a powerful tool and can help you keep your aspirations at the front of your mind. It might also help to post a picture of what you'd like to accomplish. For example, if you're interested in taking a trip to Paris, post of photo of the Eiffel Tower on your desk.

continued on pg. 4

15 Things Successful Entrepreneurs Do Every Day continued...



Image credit: Ulf Bodin/Flickr

7. Say no. Entrepreneurs especially feel pressure to accept every opportunity that comes their way. However, not every opportunity will benefit you or your business. Time is our most valuable commodity. Be selective about what you agree to do.

8. Value your time. Unlike money, time is a non-renewable resource. There's simply no way to make more of it. Guard your time and spend it doing the most important things for yourself and your company. Avoid distractions whenever possible. Whether you facilitate or attend a meeting, online or in person, get clear about the start and end time. Whenever someone requests a meeting or consultation with you, try asking for the questions in advance so you can do your research ahead of time. This will keep you on time and on task.

9. Delegate. In the early days of my business, I thought I could save money and do everything myself. Then I realized the small, mundane tasks were taking me away from those things that generated the most income for my business. I was

on the fast track to burnout. When you become overwhelmed with work or can't figure out a solution, hire someone to help.

10. Listen. Be present when you speak with a colleague or employee. Take the time to fully understand what the other person is saying. Leaders who listen effectively avoid miscommunications and are less likely to have to ask for clarification later.

11. Show gratitude. Make it a daily habit to sit down and be thankful for all the opportunities you have been given and all the things you've accomplished so far. Simply reminding yourself of

*I thought I could save
money and do
everything myself. Then
I realized the small,
mundane tasks were
taking me away from
those things that
generated the most
income for my business.*

your past successes will keep you focused, present and productive.

12. Stand up and move around. Did you know sitting is the new smoking? This car-commuting, desk-bound lifestyle

can be harmful to your health. Studies show it raises the risk of disability, diabetes, heart disease, certain types of cancer and obesity. No matter when you can make time for it during the day, take a few minutes to stand up and take activity breaks every hour or so. It's good for your body and mind.

13. Breathe deeply. Many people take shallow breaths. Every hour or so, stand up from your desk, stretch and take 10 deep breaths. The quick break and boost of oxygen will reinvigorate you for your next task.

14. Take a lunch break. Get up from your desk and eat lunch elsewhere. If you can't spare even a moment away from work during the day, make lunch your networking hour. Schedule lunch meetings throughout the week with key clients, professional acquaintances or friends.

15. Clear your desk. At the end of each day, clear the clutter from your desk. Put away your pens, stack loose paper and straighten other items. A clear desk will give you a clean slate for the next day and prevent you from feeling bogged down by yesterday's work.

AICI Canada Members in Action!

Who: Angèle Desgagné, AICI CIP

What: 1. Le Code Vestimentaire (Dress Code)
2. Maîtrise de techniques de réseautage et du savoir-faire (Mastering networking skills & the art of savoir-faire)

Where: Le Regroupement des Femmes Immigrantes Francophones - le REFIG



Who: Daphne Magna, AICI FLC

What: 1. Business Image & Etiquette for Entrepreneurs
2. Presentations & Networking Skills for Entrepreneurs

Where: BizStart Entrepreneurship Program



AICI Canada's Summer Socials!



Congratulations Members!



AICI Canada would like to congratulate:

Katherine Lazaruk -
Chapter Member of the Year
Mihaela Ciocan -
President Service Award
Daphne Magna -
AICI FLC Completion
Donna Sardone -
AICI FLC Completion



Why Travel is Education



I read an article recently by a young woman who argued travel is *not* education after she had come across several famous travel quotes and inspiring passages indicating otherwise. She fearlessly pointed out various shortcomings of travel alone and how they do not equate to what she deems a valuable education. I beg to challenge a few of her observations with some of my own. For we now live in a society that is more global than it has ever been, and without travel, you might as well exclude yourself from a well-rounded 21st century human experience, not to mention an education like no other.

Her first point declares that travel is "no antidote for ignorance nor a replacement for curiosity" however it is quite clear to many that travel, in fact, cures ignorance in varying degrees and is a definite sign of curiosity. If ignorance can be summarized to the lack of knowledge, learning or information about something, we can see how travel presents opportunities to find out more about the people, place and

culture of another country, area or town. If you ask anyone with a university degree how much they remember from their studies, the favoured response is "not much" as the real world is about relationships and the *application* of what you know not random facts, dates or names of important people and events.

Incautiously she attacked the concept of curiosity, for simplicity sake here we'll define as the desire to learn about anything, an inquisitiveness about something. With the exception of the traveler who is merely going to a sun-drenched destination to sit on a beach for a week and drink piña coladas without moving, every other form of travel clearly indicates a

If ignorance can be summarized to the lack of knowledge, learning or information about something, we can see how travel presents opportunities to find out more..

willingness or interest in learning something new, a curiosity about the food, culture, architecture, language, sites, whatever it may be about. It's inevitable that somewhere you haven't been is bound to produce new information and personal experience collected and assimilated for future in life.



DAPHNE MAGNA
Personal Branding & Communications Specialist

www.Professional-Passport.com

As a high school teacher at the beginning of my career, I was fortunate enough to create a culture focused program including learning foreign languages and traveling to destinations never before visited. This socio-cultural emphasis grew the minds of impressionable high school students in ways that a classroom course could not.

Not that we didn't visualize creatively and design imaginative scenarios as part of our in class work, but first hand experience will always trump that of a book for the emotion, the connection and the application is like no other.

continued on pg. 8

Why Travel is Education continued...



The second brash statement made asserts that “the ability to travel is largely dependent on your wealth and your nationality” – partially valid, however many people with very little resources travel all the time. I’m pretty sure every immigrant story you ever heard went something like this: “I left home at 18 years old and I had \$200 to my name and I moved to (add Western city of choice)... and I made it work”, or “I backpacked across South America with a measly \$500 for 6 months and I did odd jobs to survive”, or even “I walked from my village to the big city where I could get a job and go work on the seas so I could meet people from all over the world who were importing goods.” Whichever scenario, where there’s a will there’s a way. You as an individual have to decide that the experience you get from travel is worth your while and then do what it takes to benefit from it.

As a child from a middle class, single parent family I was fortunate to have family all over the world and every opportunity I had to travel and visit them I did. Sometimes family members gifted me a plane ticket, but most of the time I worked part-time jobs on top of getting A+’s and being on several club sport teams

because that’s how important learning about others and the world was to me. Anyone who feels the same way, whether affluent or dirt poor, will find a way to explore what the world and its various cultures have to offer. There is no limit to the imagination of a creative soul, especially one in search of answers.

All of this to simply encourage you professionals whether well-traveled or not, multicultural or monocultural, to pick up your bags and venture somewhere unknown. It could be northern Ontario or the eastern islands of Papua New Guinea. Wherever it may be, guaranteed you will learn something new about yourself, others and what you could never have learned in a classroom, and that is experiential learning, through emotion and connection with other people from other cultures.

You as an individual have to decide that the experience you get from travel is worth your while and then do what it takes to benefit from it.

There is a balance here to be achieved. Do I feel that travel can replace education? Possibly, if it were done in a curious style with inquiry and application of what was learned abroad. Do I think that education is sufficient without travel? No. As a global professional or a 21st century parent, consider travel as a development tool for a well-rounded individual who

appreciates many and connects easily with people of all kinds. Matter of fact, the most understanding, flexible and happy people are those that understand and can relate to many people typically learned through varied life lessons. I learned more by asking questions and noting differences an similarities in various environments I’ve been in, whether southern Italy, the Galloway government housing in Scarborough or a small town of a million people in Nigeria. Ask, ask away and you shall come to realize enough to write your own education!

www.inbiz.me/article/why-travel-education

Top Places to Visit this Fall

1. **Corn Island, Nicaragua** - fresh cheap lobster and plenty of hammocks
2. **Iceland** - the northern lights will arrive this December, great volcano and glacier hikes
3. **Cape Town** - World Design Capital for 2014, 450 events for the avid culture seeker
4. **Palermo, Sicily** - sophisticated wine scene and affordable boutique hotels
5. **Nashville, Tennessee** - great live music and fresh farm to table restaurants
6. **Uruguay** - newly developed beach towns with low-key, relaxed prices and iconic seaside restaurants
7. **Pangualasian Island, Philippines** - new luxurious resorts an hour flight from Manila, exciting marine reserve
8. **Kerala, India** - famous river houseboat ride and one of the world's highest tea plantations

www.travelandleisure.com/articles/best-places-to-travel-in-2014/9

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Jacqueline Whitmore

International Etiquette Expert

Founder/Director

Protocol School of Palm Beach



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.

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- Discuss the top five website / blog mistakes and how to avoid them.
- Practice specific techniques to give a successful interview.
- Develop professional alliances to boost your visibility.

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Angèle Desgagné, AICI CIP
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adesgagne@imageeliteinternational.com



Silence Speaks Volumes

Recently I read an anecdote about the power of silence. It described an event with thousands of people crowded into one room, with everyone chatting at once and no one paying attention to the individuals speaking at the front of the room. Three speakers failed to get the attention of the crowd – until, at last, one speaker simply stood in silence in front of the microphone. Soon after, all eyes were on him and you could hear a pin drop in the room. He achieved this using no words at all.

This story inspired me to think of the great value of silence in business, and what using silence can accomplish: not only to capture the attention of a crowd, but also to demonstrate respect, speak using other forms of non-verbal communication, and help you be the most articulate you can be. In this post, we talk about a few of the many ways that silence matters in business.

Stay Silent – and Listen Up

In a conversation, sometimes the most important thing you can contribute is simply *listening*. To remain silent and listen may seem like no contribution at all, but it takes effort to be fully present in a conversation – and the rewards pay off.

What can you expect to learn from another individual, whether a mentor, colleague, superior, or friend, if you constantly feel the need to assert your own opinion? Especially in a

professional setting with new or unfamiliar information, keep your ears open constantly. By taking in the most knowledge as possible from others, you will continue to learn and grow – which will lead to upward mobility in your career.

Show the utmost respect to the person you are conversing with by silencing your *other* conversations. Unless absolutely necessary, take your cell phone off the table during meetings. When someone comes to your office to talk, darken your computer screen or close your laptop. This will help you focus on the individual and will make your meetings more efficient, too.

For more on the importance of listening, check out or blog post on [Why Engaged Listening Matters in Business](#).

What can you expect to learn from another individual, whether a mentor, colleague, superior, or friend, if you constantly feel the need to assert your own opinion?

Choosing Words Carefully

Never be afraid letting a conversation hang in brief silence before answering a question or responding to a comment. In fact, you should get used to it!

Before immediately jumping to respond to a question or



DIANE CRAIG
President & Founder of
Corporate Class Inc.

www.corporateclassinc.com

comment, take a moment to reflect on your words. Not only will this help you to craft a more articulate response, it will also incite the attention of others. People will begin to notice that you take time, energy, and thought into answering a question – and that you are not simply blurting out the first thing that pops into your mind.

This is an especially important tip during a job interview or a first-time meeting with a client. It creates a positive first impression that you are a thoughtful, conscious individual. This first impression will inform your professional relationships and will work to your advantage.

Silence Speaks for Itself

When you are silent, in no way does it mean you are not communicating. The next time you are not talking, pay close attention to how you may be speaking without words.

continued on pg. 11

Silence Speaks Volumes continued...

Speak only if it improves upon the silence.

Mahatma Gandhi

maetville.com

Body language, even when standing still, says a lot about you and your attitude. Are you standing with slouched shoulders, arms crossed, or

fidgeting? If so, others may perceive you as bored or apathetic. Or, is your posture aligned, your shoulders back, and hands on your hips or at your sides? This suggests you are confident, prepared, and alert.

When listening to someone, eye contact is key to let that person know that you are interested in and engaged with what they are saying. If you are truly listening but your eyes are wandering around the room, the speaker might suspect your indifference.

Your [professional image](#) speaks volumes about you. If you do not take the time to polish your image by paying attention to dress codes, fit and cut of clothing, age-appropriate attire, and grooming, your image can silently override anything you have to say – no matter how articulate you are.

[www.corporateclassinc.com/blog/
category/body-language/](http://www.corporateclassinc.com/blog/category/body-language/)

Hello AICI Canada Colleagues,

Serving as the first West Coast-based President of our chapter for the past two years has been a great experience. Thank you for giving me the opportunity to serve you.

I would like to acknowledge the hard and dedicated work of our chapter officers. I have enjoyed working with them and thank them all for their valuable contributions.

It is my hope that you will continue to support the chapter by seizing the opportunities for learning, the invaluable peer connections and affiliate industries resources.

To each of you my best wishes for a prosperous business.



Mikaela Ciocan

AICI Conference 2015 News!



SAVE THE DATE
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Washington, D.C. August · 27-30 · 2015

Light Panko Crab Cakes with Fresh Salsa

Ingredients

2 c. fresh real crab meat

6 tbsp low-fat mayo

½ c. Panko crumbs

Olive Oil Spray

Course sea salt

Directions

Preheat oven to 450 degrees. In a mixing bowl, combine real crab meat with low-fat mayo. Mix to blend evenly, and form into 4 equal cakes. Roll cakes in a bowl filled with Panko crumbs. Place on a foil-lined baking sheet and lightly mist with olive oil cooking spray, then sprinkle a pinch of course sea salt on each crab cake. Bake until heated through and brown. Takes only about 10 minutes.

274 calories per 2 crab cakes.

Courtesy of Joe Manning, *Shape Magazine*



**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.

Fresh Salsa

6 roma tomatoes, diced

3 fresh jalapeno peppers, seeded and chopped

1/4 red onion, chopped

3 green onions, chopped

2 cloves cloves garlic, crushed

2 tablespoons chopped fresh cilantro

2 tablespoons fresh lime juice

2 tablespoons fresh lemon juice

1 1/2 teaspoons ground cumin

1 small jicama, peeled and chopped

1 (10 ounce) can diced tomatoes with green chilies, drained

Mix together the tomato, jalapeno pepper, red onion, green onion, garlic, cilantro, lime juice, lemon juice, cumin, jicama, and the diced tomatoes with chilies in a bowl. Season with salt.

Allow to sit at least 1 hour before serving. Garnish with cilantro sprig and slice of lime.

Makes 6 cups

Courtesy of www.allrecipes.ca

Culture Connoisseur - World Cup Mania!

Toronto like the rest of the world was abuzz for 4 weeks of World Cup Mania! Due to the beautifully diverse communities here in our city, national flags showed up everywhere; car windows, home verandas, knapsacks and of course colourful T-shirts!



Brazil being the host had much to do with setting the tone of such a well watched international event. Their warmth and passion as a people flooded the Brazilian cities full of tourists and football aficionados. After interviewing a few Torontonian travelers on their return from Brazil, their excitement was hard to quell: "It was so alive! Samba bands played in every city square, people were walking miles to enjoy the festivities and

foreigners welcomed each other like brothers!"

Whether in the largest Brazilian cities of Sao Paolo or Rio de Janeiro, or in the smaller seaside or amazonian towns of Salvador and Manaus, visitors, football fans and locals mingled for weeks of intense game talk and cultural bonding.

What didn't happen is what several media outlets warned of, being mass chaos, violence and unwelcoming crime. Not to say a few tourists didn't have trouble finding their hotel at the end of a night of drinking and celebrating, but the overall consensus from those that were there in the thick of things was that it was safe.

There was no need to panic and worry about what might go wrong if you simply paid attention to where you are and who you're with as you would in any crowded environment, anywhere in the world. Needless to say, Brazilian officials did a fantastic job at crowd management and



Daphne C. Magna

Personal Branding & Culture Specialist
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averting dangerous situations for both its locals and its visitors.

Now that all is said and done and Germany defeated the South American dreams of winning on their own turf, Brazil and its neighbouring countries have work to do building on the momentum and opportunities born out of the cultural bonds created over those 4 exciting weeks! South America is on the rise economically and culturally, so now is the time to get better acquainted with places like Brazil, a country almost the size of the US, with much global export and trade. Matter of fact, next time you have sushi you can think Brazil when you dip into the soya sauce!

Members In The Media

Catherine Bell AICI CIP

- ⌚ Featured article in the Spring Issue of the *Jewish Review Magazine* entitled "Empower Your Presence", Spring/Summer 2014
www.jewishreview.ca/images/JR14-Spring-LR.pdf
- ⌚ Featured in *Profile Kingston Magazine*, May 2014
www.profilekingston.com/subpages/current_toc.html

Mirella Zanatta AICI CIP

- ⌚ Appeared on *Straight Talk* with Adrienne Batra of Sun News Network, discussing Jeremy Meeks the "Handsome Criminal", June 24, 2014



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.
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4. Can earn you credit towards your CIP designation.
5. Prepares you for other leadership roles within your chapter.

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~ Saima Haider



Karen
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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:

Liliana Rojas, AICI FLC
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CHANGE OF CONTACT INFO

Please notify:

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