

[INSIDE IMAGE]



Volume 14, Issue 3, Winter 2014

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Sharing, the Spirit of the Holidays!



What is better than sharing special events, quality time and successful ventures with people you enjoy and admire? Not much. Learning to share is one of those crucial social skills taught to children and there is a lesson for us in business and beyond: sharing is not only the spirit of the holidays, but also the spirit of humanity. It is in us to give, to pass down our knowledge, to share our experiences for the benefit of the next generation, our peers or the family that depends on us. I challenge you this season to share purposefully and build businesses that we are proud of!

Daphne

President's Message

'Tis the season to be jolly...the holiday season reminds me of all that I have to be grateful for as well as giving me the opportunity to share with others. There is a hidden reward in our giving to others and it has been my experience that I end up receiving so much in return.

The past several years I have held board positions with several organizations. Board positions are unpaid, and require a great deal of time. There may be a steep learning curve but I have found everyone so willing to lend a hand. I am amazed by how much I learned from sharing my time. I have made friends with people from all walks of life and received so

much more that I ever gave.

Sharing is fundamental to the development of all human relationships. During my time spent on the AICI Canada Chapter Board I have made friends that I know will last a lifetime. If I have a question or dilemma in my business, I have a number of people I can count on to give me advice or offer an ear. I even have a place to stay in many cities due to the hospitality of my many colleagues.

I was raised to believe everyone has a responsibility to give something back. The funny thing about giving is that it begins a cycle of reciprocity. We receive



Mirella Zanatta
AICI CIP

Corporate Class Inc.

www.corporateclassinc.com

great joy when we give to others—what could be better than to have more joy in our lives.

I would like to wish you and yours a happy, healthy and prosperous holiday season.◆

Warmly,

Mirella

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It's Time to Share & Give Back!

There's no better place to gain Image knowledge than from your fellow AICI members, board and educational programs.



Likewise your professional associations need you. We are your voice with legislators and regulators, but our voice is only as loud as our membership is strong.

We need each other because of the different perspectives we all bring to the image consulting discussion. Sometimes it's hard to see the forest for the trees when you've been in the woods for a while. And many of us on the board have been so for several years.

Different perspectives and new ideas expand everyone's horizons.

Your AICI Canadian Chapter Board is a hardworking group of volunteers. You as a member pay every year to belong to this professional group. Why not use it to your benefit? And participate? Your Board donates a lot of their time and money to help support and grow the chapter. This is our industry and we are committed to you and ourselves to see our chapter thrive. We need to know what you need and want in order to deliver programming that will

entice you to participate in any way you can.

In this diverse business, we need member support to keep our chapter alive & prosperous. How as a member can this be ... by joining, donating your time, supporting the events we plan for you, volunteering, becoming active with us and sharing ideas that provide quality resources for us all.

Giving back to your Chapter is about being proactive. Tell and share with us what can help you grow as a professional or what challenges you're facing, and we will find ways to make it worth being part of an association like ours. Knowing what your interests are helps us to thrive by planning well-attended events. We really want to hear from those whom we work for.

“Different perspectives and new ideas expand everyone's horizons.”

It is a highly competitive world out there. If you want people to buy from you, work for you and invest in you, we all need to look seriously at growing our network, learning from our peers and incorporating the tenets of corporate social responsibility as an AICI Chapter Member. These are ways we can collectively be more successful and in turn better support our chapter and its growth.

Our Chapter is far and wide across Canada, sometimes



CAROL ROBICHAUD
AICI CIP

KCR Image Consulting
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making it difficult for some to attend functions and education days. We understand. That is why we urge you to keep us informed of your requests, and how we can make events that are feasible for you to attend. We as a board are working hard to find new and bright ideas so we may better serve you and attain our chapter vision as a team.

We want to provide an assortment of educational, interactive, social and engaging events and activities throughout the year, and we encourage you to join us and benefit from your membership.

Your elected AICI Board is here to give...now it's time for the membership to give back. Without YOU, there is no Chapter. Any one of your board members are waiting to hear from you, myself included, so please call or write with requests in hand and see what amazing things result!

Sending you Health & Success in your personal & professional life wishes!

10 Things To Do When Business Slows Down Over the Holidays



I'm sure you've seen it happen every year: your business slows down during predictable times, like the summertime months or the holiday period at the end of the year.

For the self-employed who rely upon steady cash flow, this can be a disconcerting time. Should you just take a time off until things naturally pick up again? Or should you try to find the needle-in-the-haystack business that might be out there during slow times?

This year, vow to be different! Instead of languishing in no-business-never-land, get off your butt and do something to build the foundation of your business so that natural business cycles don't affect you too deeply:

Clean your office.

Go through all the piles of papers and magazines that have been sitting around and get rid of them once and for all. Remember the office organizing mantra: do it, ditch it or delegate it. File all your papers, dust and vacuum your office. Reorganize your desk and your office so that you can find everything you need in 60 seconds or less.

Take a mini-break from work.

Walk away from your office and enjoy a day or two of renewal

and relaxation. Go to a day spa. Take a weekend retreat. Go for a walk in the local park. Breathe.

Get ready for tax season.

If your business slows down during December, no worries! Use that time to prepare your tax files so that you can whiz through tax season (it's coming sooner than you expect!). Tally business-related mileage for year. Estimate your last tax payment for the current year (many self-employed people make quarterly estimated tax payments; the final payment is usually due on January 15). Send your final invoices for the current year.

Send business holiday cards and gifts.

If the slow time falls around the holidays, use them to your advantage. Get into the holiday spirit with your clients by mailing holiday cards and gifts to them. Make specially-discounted holiday offers to clients/customers. Offer them gift certificates that they can give to their family and friends for your services and products.

Do your accounting and bookkeeping.

Enter all revenue and expenses into your record-keeping system. Balance your checkbook. Set your budget and revenue goals for next year.

Become goal-oriented.

Take this down-time to look at your current goals, to see how you're doing so far and to write some new goals for the next 12 months. Create an updated marketing plan and budget. Make sure your budget includes a cash reserve to cover you during slow business times. Even

if this business slow time falls mid-year, you can still spend time planning for the next 12-24 months.

Go back to school.

List the topics you'd like to study, the classes you'd like to take, or the books you'd like to read, to keep you up-to-date with your industry and business skills. Use your quiet business times to read, study and add to your intelligence pool.

Get some personal chores done.

Slow business times are ideal to schedule your annual dental and eye exams. It's also a great time to clean out the attic, garage or basement. Remember, a strong personal foundation helps to propel your business forward.

Go shopping.

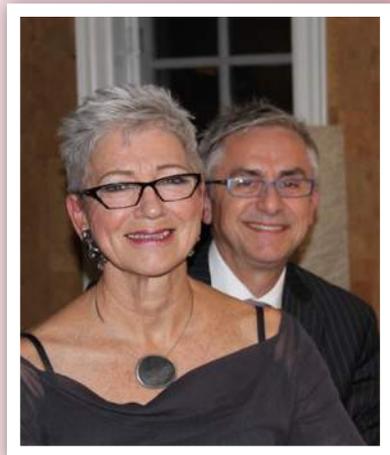
No, not for personal items (though that's always fun!), but for business items. Have you been putting off buying a new PC, laptop or tablet? Now's the time to research what's out there and determine your next computer purchase. Is your office chair uncomfortable? Spend some time at office furniture stores "butt-testing" for a quality office chair that will support you properly. Stock up your office supplies. Buy some music CDs or MP3s to play in your office to inspire you.

Spend time with family and friends.

When business is busy, it's easy to sequester yourself away to get all that work done. Now that business is slow, come out of your cocoon and visit with family and friends.

Continued on p. 9

AICI Toronto Holiday Social 2014

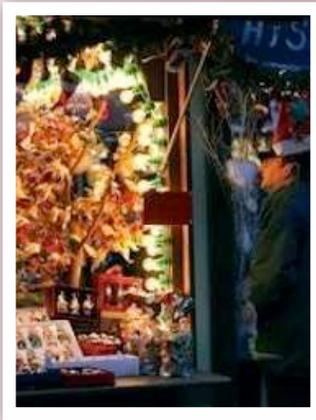


Canadian Holiday Markets



Toronto Christmas Market

For four years now, The Distillery District has been sharing the sights, sounds and scents of Christmas in a magical setting now until December 21st.



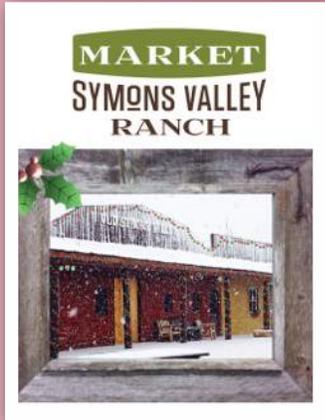
International Christmas Village

At Place Jacques Cartier, in Old Montreal you will find several indoor and outdoor activities with a gourmet food and drink slant to celebrate holiday customs of the world from Dec. 9 - 24



Vancouver Christmas Market

A recreated authentic outdoor German Christmas market village at the Queen Elizabeth Theatre Plaza with unique holiday shopping, and traditional German holiday food and drink.



Symons Valley Ranch Christmas Market

Alberta's craft retailers, bonfire with S'mores, christmas trees for sale, santa and his reindeer, outdoor skating and food demonstrations to enjoy from Dec. 5 – 21



Kensington Winter Night Market

A handful of shops are extending their hours until 10pm for 3 Thursdays starting December 4th to encourage Kensington nightlife.



Quebec City Christmas Market

At the Marché du Vieux-Port de Québec you will discover more than 1000 local products, a variety of food and handicrafts, perfect to decorate or as a gift!



Vancouver: Got Craft?

A semi-annual craft fair held in December that showcases over 50 local artists and artisans including jewelry, clothing, bath, body, food and artwork.



Handmade Mafia

Edmonton's only monthly community handmade market in Strathcona Orange Hall. This Market features a rotation of unique, local artisans on Dec. 17.

Image Mattered Then and It Matters Now



When I tell people that I am a Certified Image Consultant, they look at me like I have three heads, and usually make the assumption that I work in fashion. It's not unusual for people who work in the retail clothing business to refer to themselves as image consultants.

Let me provide you with some history about the profession. In the 1980's, the color and image industry in the U.S. exploded with women who needed support and education, so in 1983 the Association of Image Consultants became a formalized association. Their goal of professionalizing the image industry led to stringent screening of applicants and the provision of membership. AIC's conventions were held once per year, and as attendance and interest increased, they grew to become the Association of Image Consultants International. Currently there are AICI members from 19 countries, with China growing the fastest. Our next conference will be in Washington, DC in 2015.

Within the AICI, a Certification program is available that requires the Image Consultant to successfully pass an exam covering a wide range of topics. Certification shows clients, colleagues and the media that you have achieved a competent level of training and knowledge

in the image field and that you keep abreast of current thinking and technical knowledge.

AICI's Mission is to *Set and promote the highest professional standards for image consultants in Appearance, Behavior and Communication.*

Yes, in addition to Appearance, we also provide services that deal with Behavior and Communication, such as Dining Etiquette, Body Language, Professional Communication and Social Etiquette.

Why did I choose this profession? For two reasons – I am creative and I have compassion. I grew up with a strict Chinese father who insisted his daughters attend university. If I had a choice, I probably would have studied fashion or interior design. But as an obedient daughter, I achieved a Masters Degree in Clinical Social Work from the University of Toronto.

“Currently there are AICI members from 19 countries, with China growing the fastest!”

Although it was not my first choice, I realized that providing therapy felt right because of my natural compassion for people. After years of counseling people in pain and from my own years of maturing, it became apparent to me that the world is judgmental. I decided to research the relationship between a good image and getting what you want, and the findings support that the better



**LYNDA JEAN
AICI FLC**

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one looks, the more benefits they will enjoy, such as getting that special job, a promotion, or passing the line up to enter an exclusive club.

Image consulting is not much different. Some of my clients come to me in pain because they are tired of being invisible, so I work with all ages and types of people to show them their true potential. The result is increased self-esteem and a positive impact on their social and professional lives. Everyone has the right to feel good about themselves.

So, Image Consulting is not about fashion – it is about self-esteem and increased self-awareness, which is liberating and empowering.

The importance of having a good image is not a new phenomenon. In the 1830's, Ralph Waldo Emerson said:

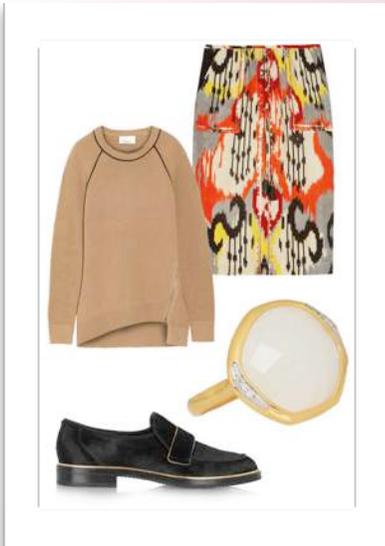
“I wonder how long men would retain their ranks if divested of their clothing”.

Image mattered then, and it matters now.

What to Wear Where: Holiday Edition!

Harpers Bazaar: #The List

Weekend Brunch



Office Party



Girls Night Out



Family Gathering



Date Night



Winter Gala



How To Do Business Over the Holidays



An email marketing campaign is one of the cheapest ways that can be used to promote product to customers. Even though it is cheap, you still need to take every step to achieve a higher success rate. To perform a successful email marketing campaign, you need to have:

- comprehensive recipients list
- good email software
- attractive and well designed email contents
- but when?

Let's investigate what times you should not send the email?

Mid-night

People always think that spam message are sent at night. When they back to office in morning, they just check their emails and delete

those marketing email. People don't expect their normal business email is sent at mid-night.

Is it okay to send during office hour? No. You should not bother your recipient during their office hours. The best time to send your email is close to the end of office hour. The recipients are more free to do some off track work or browse the internet.

Holidays

During the holidays, people tend to be away from computers. They will not check their email frequently and regularly. When they back to office, they will get tonnes of email to handle. Those marketing/spam messages will be deleted without a look. You should avoid sending emails during summer holiday, christmas or new year.

Weekend

The weekend is similar as holiday. The inbox is much full on Monday compared to the rest of the week. The first easy task to process email is to delete those marketing or spam message.



10 Things To Do When Business Slows Down Over the Holidays *continued...*

They've been wondering where you've disappeared to!

As you can see, slow business times can be used productively to prepare you for the next burst of business coming your way. Renew your business, your office, your Self, and create a firm foundation for the busy business days ahead! Always ask yourself, "How can I use these days wisely?"

Will you be doing anything for your business during the holidays? I'm looking forward to the "quiet" week between Christmas and New Years Day, when I'll be working on a new class design. 😊

Posted by [Karyn Greenstreet](#)

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 Holiday Fun!

Christmas Word Search

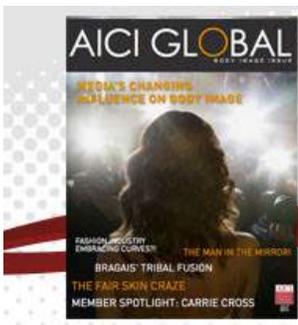
huychristmasplbm
dtoysvxsgni teergi
duqwertyuiotreefm
mnbvcsthgiluytpgf
qwaszxrudolphsm
santamsnowuyght
laestockingwipba
ldytsorfice zxcvbb

christmas - rudolph - toys - stocking
santa - frosty - snow
greetings - tree - lights

Winter Wordsearch

KNAMWONSTNXOTFE
KOWI NTERECOCOAL
PI CI CLEI ZRRRBKG
CHMBWMI TTENSMWI
HSGHWSZI WDYFEAL
TGHQRAKENEZORFA
OLXODSSPRUCEI SU
BOJEVCARDI NALNA
OVRNLEBGOTAHIOR
GETCHILLYGZOMWD
GSPCDOKTZGQLKFB
ACTSKATEXSCLDLS
NIZMMYWFEXDYEAH
CWNLUTGYNSOALKB
SDOQVLQKHWMSQA

WINTER
SNOWFLAKE
SNOWMAN
ICICLE
SPRUCE
HOLLY
CARDINAL
FROZEN
BRRR
CHILLY
SLED
GLOVES
HAT
SKATE
SKI
TOBOGGAN
COCOA
SHOVEL
MITTENS



View the current issue of the AICI Global Magazine

Bacon Wrapped Pepper Stuffed Jalapeño Poppers - Perfect Holiday Appetizer!

Ingredients:

- 3/4 pound ground beef
- 8-ounce package cream cheese
- 1/2 bunch green onions, thinly sliced, white and light green parts only
- 1/2 green bell pepper, finely chopped
- 3 jalapeño peppers, finely chopped
- 1 tablespoon fresh cilantro, finely chopped
- 2 cloves garlic, minced
- 24 jalapeño peppers, cut in half lengthwise and seeds removed
- 1-pound package bacon, strips cut in half



Instructions:

1. Light a grill to medium heat or preheat oven to 375 degrees F. If using the oven, coat a 9x13 baking dish with cooking spray and set aside.
2. In a large skillet, cook the ground beef over medium heat until no longer pink. Add the cream cheese, green onions, bell pepper, 3 chopped jalapeño peppers, cilantro and garlic to the skillet. Cook until the cheese is melted and mixture is warm, 5 to 7 minutes.
3. While you are waiting for the mixture to warm, cut 24 jalapeño peppers in half lengthwise and remove the seeds.
4. Divide mixture between 24 of the jalapeño halves and top with the remaining halves. Tightly wrap one 1/2 bacon strip around each stuffed pepper and place on the grill, or in the prepared baking dish. Cook for 20 to 25 minutes, turning occasionally, until bacon is cooked through. Serve warm!

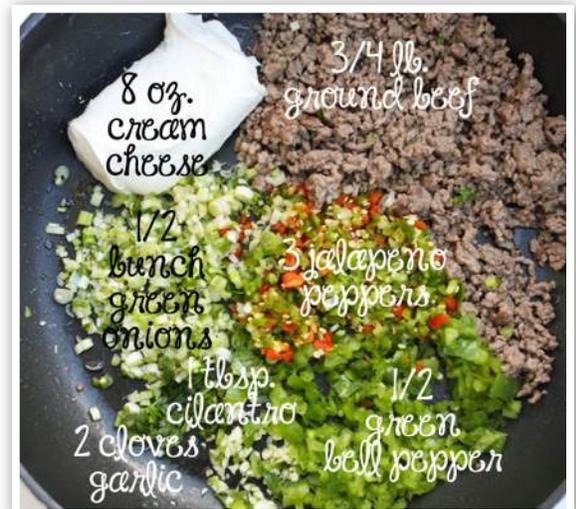
Total Time: 50 mins

Servings: 24

Contributed by Pip & Ebby
<http://www.pipandebby.com/pip-ebby/2013/10/9/bacon-wrapped-pepper-stuffed-jalapeo->

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**
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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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Like

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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