



AICI Annual Conference 2008

Conference Brochure & Registration

The Ins and Outs of Image

Turning Your Business
Inside Out and Upside Down



The Source for Image Professionals
Education • Experience • Excellence

Renaissance Tampa Hotel

Tampa, Florida

May 15–19, 2008



Karen Brunger, AICI CIP
President



Carol Robichaud, AICI CIP
VP Conference



Bev Dwane, AICI CIP
VP Education

For the Ins and Outs of Image - Come to the Source!

Invest in your future and join the Association of Image Consultants International in Tampa, Florida, for the image industry's premier annual conference. AICI - the global source for image education, experience and excellence - is committed to the professional growth and advancement of its members around the world.



Whether you are a beginner or a veteran, this conference will help you take your business to the next level, achieve more success, and get some new perspectives on the business of image consulting. VP Education Bev Dwane, AICI CIP, and VP Conference Carol Robichaud, AICI CIP, and the 2008 Conference Team have put together a superb program of workshops and concurrent sessions, festive entertainment and plenty of networking opportunities. Something new this year: all pre- and mid-conference workshops are three hours long and have one set fee.

The Renaissance Tampa Hotel, though only steps away from the upscale International Plaza shopping mall, feels like it's a world away. Throughout the hotel, bright hues of red and yellow, hand-glazed tiles, custom ironwork and Italian crystals create the ambience of a Costa del Sol mansion. This elegant venue is located near the glittering waters of Tampa Bay and is close to downtown Tampa and the airport. The weather will be warm and balmy - you may want to consider spending a few extra days visiting the beaches of the tranquil Tampa Bay coastline.

Important dates to remember:

Friday, April 4, 2008 Early bird registration deadline (register online at www.aici.org)

Monday, April 21, 2008 Special AICI hotel rate deadline

Plan to arrive by Thursday, May 15, to attend the pre-conference workshops and stay through Monday, May 19. You won't want to miss Monday night's Latin-themed Gala and Awards Banquet and the chance to mingle with the most inspiring and influential names in the image industry.



We look forward to seeing you in Tampa to celebrate, connect with friends old and new, get inspired, develop new skills and make a difference in the ever-evolving image industry. Open the door to a new image adventure!

THURSDAY, May 15**4:00 p.m. - 6:00 p.m.
FIRST TIMERS' MEETING**

If this is your first AICI Conference, you are in for a real treat. Susan Abrams, AICI CIP and Patsy Cisneros, AICI, are excited about sharing information you will need to begin the conference and get the most from it. You will meet many new people and learn how to maneuver through the conference workshop/concurrent schedule like a pro. Come prepared, get your questions answered and learn about AICI, CEUs, FLC, CIP and CIM.

FRIDAY, May 16**8:00 a.m.
FIRST LEVEL CERTIFICATION
EXAM****1:00 p.m. - 4:00 p.m.
LEADERSHIP TRAINING****6:00 p.m.
OPENING CEREMONIES****SATURDAY, May 17****8:00 a.m. - 9:30 a.m.
ANNUAL MEMBERSHIP
MEETING**

AICI's global growth has been phenomenal, and the Board of Directors is excited to share the many accomplishments achieved on behalf of our membership this year. Please attend the Annual Meeting and learn what's in store for the association's bright future. Come meet AICI's leadership for 2008 - 2009. It's an exciting time for AICI, so don't miss this chance to hear all about it. Our international board members will be sharing their visions for the future. AICI is expanding, and each one of us can contribute and ensure the vision of a vital, progressive and cohesive association.

SUNDAY, May 18**8:00 a.m. - 8:45 a.m.
PRESIDENTS' MEETING**

Chapter Presidents - incoming and outgoing - are invited to join Karen Brunger, AICI CIP, International President, and Marion Gellatly, AICI CIM, Past President, in the Presidential Suite to discuss chapter issues and hear about AICI's strategic plans for 2008-2009.

This is your opportunity for an intimate meeting with other Chapter Presidents and to learn the ins and outs of our association.

Be sure to let Karen know that you will be attending - you can email her at karenbrunger@imageinstitute.ca.

MONDAY, May 19**7:45 a.m. - 8:45 a.m.
CEU PROVIDERS' TRAINING**

If you are currently a CEU Provider, or are considering having a program CEU'd, then grab breakfast early and join our VP Education, Bev Dwane, AICI CIP, and our new CEU Administrator, Dr. Elizabeth Weinstein, as they walk you through the process of completing the application to have your program/training approved to offer CEUs. Chapter VPs of Education/Programs are encouraged to attend.

**1:30 p.m. - 3:00 p.m.
LUNCHEON FOR ALL
CERTIFIED MEMBERS
FLCs, CIPs & CIMs**

Certified Members Only! Join us for a celebration luncheon and a special program: Learn about the new resources we are using to help our clients. This is also a great opportunity to connect with the Who's Who of the image field as well as a chance to get to know the up-and-comers. This luncheon requires advance reservations and an additional fee of \$40. Don't miss out! Sign up on the Registration Form.

**5:00 p.m.
ANGELS' RECEPTION
(By Invitation Only)**

This invitation-only reception is AICI's opportunity to honor and appreciate AICI Angels. The AICI Angel network supports AICI and expands opportunities for image education around the globe. Angel donations are gifts of love for the Association and the profession. It is never too late to become an Angel! Make your contribution on the Registration Form.

**6:00 p.m. - 10:00 p.m.
GALA AWARDS & BANQUET**

Night in Havana - It's Hot Hot Hot!!!

Tropical sizzle and Latin heat ... bodies in motion, dancing feet ... a whirl of color and a driving beat ... Get into the tropical mood with your most colorful and festive cocktail attire and get ready for an exciting evening. Latin rhythms dominate! Flamenco performance and lots of salsa, mambo, conga, merengue and samba music to get you moving! Join us for great food, an upbeat celebration and an exciting night. Guests are welcome (see Registration Form).

CONFERENCE ATTIRE

Business attire is appropriate for daytime conference programs and evening events. The Gala Awards Banquet is colorful festive cocktail attire. Temperatures range from an average high of 87°F/31°C to an average low of 67°F/19°C. You'll want to bring a wrap, as hotel meeting rooms can be chilly.

AICI BOOKSTORE

Be sure to visit the AICI Conference Bookstore to find the latest image publications as well as many hard-to-find titles. Leave room when packing to add to your image library!

CONFERENCE EXHIBITORS

Another "don't miss" opportunity is the array of exhibits featuring image and color training programs, image tools and supplies, unique clothing and accessories, makeup and skin care, and much more. Need something for your business? You're sure to find it here.

Bookstore and Exhibit Hours:

Saturday, May 17 3:00 p.m. - 6:00 p.m.

Sunday, May 18 1:30 p.m. - 5:00 p.m.

Thursday At-A-Glance

7:00 am – 7:00 pm	Registration – Conference Registration Desk
8:30 am – 12:00 pm	How to Build a Successful Image Consulting Business [B] – Marks, Isbecque
8:30 am – 12:00 pm	Create Your Own Marketing Materials – It's Easier Than You Think! [B/I/A] – Chenn
8:30 am – 12:00 pm	Building a Children's Etiquette Module into Your Image Consulting Business [B/I/A] – Bleuler, Elerding
12:00 pm – 1:00 pm	Lunch on Own
1:00 pm – 4:30 pm	Perfect Fit: How Body Line Relates to Clothing Lines [B/I] – Pooser & Henry
1:00 pm – 4:30 pm	Ten Things You Need to Know to Build a Successful Corporate Training Practice [B/I] – Wildermuth
1:00 pm – 4:30 pm	"NetWeaving" – Client-Centric Selling [B/I/A] – Littell
4:30 pm – 6:00 pm	First Timers' Meeting – <i>VP Membership Susan Abrams and Patsy Cisneros</i>
6:30 pm – 10:00 pm	Cross-Cultural Communications [B/I/A] – Kroner
6:30 pm – 10:00 pm	How to Earn a Living as a Personal Wardrobe Consultant [I] – Brumbaugh

Thursday, May 15

PRE-CONFERENCE WORKSHOPS

Morning Sessions 8:30 a.m. – 12:00 p.m.

How To Build A Successful Image Consulting Business [B]

Lynne Marks, AICI CIM

Dominique Isbecque, AICI CIP

If you are considering a career in image consulting or are new to the industry, then this is the workshop for you! Two of our industry's veterans will be drawing from their combined experiences as successful consultants, trainers and coaches to guide you in launching your own business. You'll discover the pitfalls to avoid, the strengths you didn't know you had, and the products and services utilized by image pros. This program provides you with the skills essential to implement your goals. Workshop participants will receive a copy of *The Perfect Fit – How to Start an Image Consulting Business*.



Marks



Isbecque

Lynne Marks is President of the London Image Institute, which specializes in personal branding and coaching for high profile individuals in Fortune 500 companies. The

Institute's image consulting training division has centers in the USA, the UK and Asia. Dominique Isbecque is founder of the Image Resource Center of New York and is a leading professional color and image consultant, coaching individuals and corporate groups in perception management and personal communication strategies worldwide. Both Lynne and Dominique are past presidents of AICI.

Create Your Own Marketing Materials - It's Easier Than You Think! [B/I/A]

Helena Chenn, AICI CIP

Come learn the ins and outs of how to create marketing materials on a budget!

This workshop is designed to help an image entrepreneur develop appropriate marketing materials: business cards, flyers, brochures, notecards, etc. for their image business. We will cover the basic elements of design, creating a great layout, how to use clip art and where to find it, making the most of your digital photographs, tips on how and what to scan, how to work with a photographer and printer, what equipment to invest in, and the basic software programs needed.



Helena Chenn is a custom clothing designer and wardrobe consultant. She has served in multiple positions on the San Francisco Bay Area Chapter Board and the International Board. Helena has also been editor of AICI's Image Update magazine and has designed the AICI Conference brochure for the past ten years.

Building a Children's Etiquette Module into Your Image Consulting Business [B/I/A]

Lucia Bleuler, AICI CIP

Louise Elerding, AICI CIP

There is a recurring commentary around the world today that children are in great need of learning manners and social graces. This workshop is designed to help you 'seize the moment' by adding this invaluable service to your existing business. You will learn how to engage children in the learning process and create teaching modules that are creative, easy and fun.



Bleuler



Elerding

Lucia Bleuler is a sought-after European trainer, coach and mentor who specializes in social protocol, table manners and professional image management. She offers special programs for children in five-star hotels throughout Europe. Louise Elerding is a personal appearance coach, image trainer and author of a book series for children entitled, You've Got Manners!

The Source for Image ProfessionalsSM
Education • Experience • Excellence

Thursday, May 15

PRE-CONFERENCE WORKSHOPS

Afternoon Sessions 1:00 p.m. - 4:30 p.m.

Perfect Fit: How Body Line Relates to Clothing Lines [B/I]

Doris Pooser, AICI
Reenie Henry

For clothes to complement you physically, they should look like a natural extension of your body. Face and body shapes need to be matched to clothing lines for a custom-designed look. Discover the shapes and styles that flatter the physical body line characteristics,



Pooser



Henry

playing up the positive features and minimizing figure concerns.

Doris Pooser, President, CEP and founder of AIS International, Inc/Always in Style, is a recognized international style and image expert.

She is the author of nine best-selling books on style for both men and women. Reenie Henry is Sr. Vice-President of AIS International, Inc, an international style, profiling and image training company and is certified as an Always in Style trainer and presenter.

Ten Things You Need to Know to Build a Successful Corporate Training Practice [B/I]

Anna Soo Wildermuth, AICI CIM

If you want to build a reputation as a corporate trainer that brings you repeat business, this workshop will give you the tools and strategies to propel you forward! This high-energy, interactive workshop will help you identify training subjects and define the key elements of an effective training program. You will have the opportunity to analyze your training style, determine your target market and craft a winning proposal.



Anna Soo Wildermuth is an executive and personal image and communication coach, trainer and speaker. She regularly conducts workshops for Fortune 100 and 500 companies. Don't miss this opportunity to learn from this award-winning industry expert!

"NetWeaving" Client-Centric Selling [B/I/A]

Bob Littell

Tired of traditional networking strategies? Discover the power of "NetWeaving" – a Golden Rule and Pay it Forward form of selling, marketing and relationship-building through helping others with the confidence to know that what goes around . . . does come back around. The two most important criteria for success as an image consultant are: 1) the ability to create and maintain meaningful relationships with existing and potential clients, and 2) the ability to be recommended and referred by clients, friends, and centers of influence. Using the process and skills of NetWeaving, you will be able to turn any networking event into a profitable experience.



Bob Littell is the creator of the word and concept he calls "NetWeaving". He left his career in financial services eight years ago to speak and help others build prosperous consulting businesses by utilizing the NetWeaving tools.

Guidelines to Help You Choose Workshops and Concurrents To Meet Your Professional Development Needs

B = BEGINNER: Content relevant to the consultant who has not yet established a business or is fairly new to the image industry

I = INTERMEDIATE: Content relevant to the consultant who has been in business 3–5 years and attended previous AICI Conferences/Trainings

A = ADVANCED: Content relevant to the 'seasoned' consultant who has been in business 6+ years and attended extensive Workshops/Trainings

CEUs: AICI has been approved by the International Association of Continuing Education and Training (IACET) to offer Continuing Education Units (CEUs). These internationally recognized educational credits are a measure of professional development. Anyone certified with AICI is required to earn 2.4 CEUs every three years to maintain their certification. Workshop Sessions at this year's conference have been approved for 0.3 CEUs. Concurrent Sessions are approved for 0.2 CEUs.

Evening Sessions 6:30 p.m. – 10:00 p.m.

Cross-Cultural Communications [B/I/A]

Jonathan Kroner, JD, MBA

Many of your potential clients will come from backgrounds and cultures very different from your own. Despite your best intentions, cross-cultural relations present challenges that, if not handled correctly, can shut the door to new client opportunities and can corrode otherwise excellent client relationships. You will learn to recognize cross-cultural challenges (and opportunities) relating to: physical distance, touch, eye contact, tonality and differing perceptions of authenticity, credibility and integrity.



Jonathan Kroner is a Miami-based attorney, mediator and lecturer. He has spent his career resolving complex and deeply human issues – thus his long-term interest in effective communications.

How to Earn a Living as a Personal Wardrobe Consultant [B/I/A]

Annie Brumbaugh, AICI CIP

The demand for personal wardrobe consulting services are exploding. Take your image skills to the marketplace! Expand your skills working one-on-one with a client and developing working relationships with retail sources. Annie will share her secrets of success in creating wardrobes that work and client relationships that endure. Learn to set your fees and encourage repeat business.



Annie Brumbaugh has been a New York-based image consultant specializing in personal styling and wardrobe consulting for men and women since 1984. Her articles have appeared in More magazine and her monthly column, "AB Wardrobe Wisdom," is seen on More.com.

Friday At-A-Glance

7:00 am – 7:00 pm	Registration – Conference Registration Desk
8:00 am – 11:30 am	First Level Certification Exam
8:00 am – 1:30 pm	First Level Certification Exam (English as a Second Language)
8:30 am – 12:00 pm	From Content Expert to Trainer Expert – A Framework for Developing Quality Training Programs [I/A] - Weinstein
1:00 pm – 4:00 pm	Leadership Training – <i>VP Chapter Relations Michelle Horne</i>
1:00 pm – 4:30 pm	What Does Style Have to Do with Men??? [B/I/A] - Parsons
6:00 pm – 8:00 pm	Opening Ceremonies – Doris Pooser, "Image Consulting in a Global Economy - Turning Personal Style into Success"

First Level Certification Exam 8:00 a.m.

The Association of Image Consultants International (AICI) is the certifying organization for image consultants. The First Level Certification Exam (FLC) is a part of the first level of certification in AICI.

This exam is being offered at the AICI Annual Conference. For complete details, and to help you prepare for the FLC exam, please complete the FLC Exam Registration Form on page 13 and download the FLC Study Guide from www.aici.org (under Certification).

Contact FLC Chair Karen Hughes, AICI, at Karen@ImageAssets.net with questions. Exam takers will need to pre-register for this exam. No walk-ins will be allowed.

Registration is limited, so register early!

Leadership Training 1:00 p.m. – 4:00 p.m.

Michelle Horne, AICI

If you are a chapter board member this training is now **'required attendance'** for all chapter board leaders! If you are interested in leadership within AICI, then we invite you to attend, too.

Come learn how to organize your chapter board, schedule meetings, plan programs, build chapter membership and more. This interactive workshop is designed to take the guesswork out of managing a successful chapter. You will have an opportunity to exchange ideas with other chapter counterparts and AICI Board members on specific issues and questions.

Come prepared to ask questions and share ideas, as we explore the requirements, strategies and proven techniques for starting, growing and maintaining a winning chapter. Please RSVP to Michelle Horne, VP Chapter Relations at michelle@puttingittogether.ca.

Friday Workshops 8:30 a.m. – 12:00 p.m.

From Content Expert to Trainer Expert - A Framework for Developing Quality Training Programs [I/A]

Elizabeth Weinstein, Ph.D

Do you know the image consulting business inside out and want to share your experience and expertise with others? Are you already giving seminars or workshops and want to develop programs that produce results? This workshop will provide you a framework for designing, developing, delivering and evaluating successful training sessions and workshops. Through a series of hands-on activities, you will have the opportunity to test a variety of tools and techniques to enhance your training knowledge and skills.



Liz Weinstein is the owner of Elizabeth Weinstein and Associates, a training and consulting practice based in Des Moines, Iowa. As AICI's CEU Administrator, she reviews all applications to have programs CEU'd with AICI.

1:00 p.m. – 4:30 p.m.

What Does Style Have to Do with Men??? [B/I/A]

Alyce Parsons, AICI CIP

Well, it turns out, quite a bit! Learn more about archetypes, icons, and menswear trends, and how you can use Universal Style principles to dress your male clients. The secret is in understanding the building blocks of style, and then individualizing the process to help each client develop his outer expression. *Join multi-award-winner Alyce Parsons as she takes you through a new exploration of style for men. Alyce is a recognized authority and pioneer in the image industry. She is dedicated to developing systems that provide a reference framework on style for the current and future generations of image consultants.*



Opening Ceremonies 6:00 p.m. – 8:00 p.m.

"Image Consulting in a Global Economy - Turning Personal Style into Success"

Doris Pooser, AICI

The image consulting business must redefine and reposition itself if it is to be successful in today's global economy. With volumes of information accessible via cable television, the Internet, and mobile phones, even the most remote areas of the world have become more aware of personal style. New technologies have created renewed interest in the benefits of developing a unique personal style, and this means expanded opportunities for international image consultants.



Today's image experts must not only look the part and speak the language, they must also develop client relationships in ways that leverage this new market terrain. Providing the latest and best information and advice on personal style is no longer sufficient – a new understanding of personal style and the need to provide expanded services and expert advice through multiple channels is essential.

You can be a leader in this new image industry. It may mean turning your business inside out and upside down, but if you are ready to take the necessary steps, you can soar to heights you have only dreamed about achieving. Doris will share what she has learned in achieving success in her international business by integrating her internet applications, content, and corporate training courses worldwide, most recently in India and China.

Doris Pooser is President, CEP and founder of AIS International, Inc/Always in Style, and is a recognized international style and image expert. She is the author of nine best-selling books on style for both men and women.

Saturday At-A-Glance

7:00 am – 7:00 pm	Registration – Conference Registration Desk		
7:00 am – 8:00 am	Breakfast Buffet		
7:30 am – 8:00 am	Conference Volunteers Team Meeting		
8:00 am – 9:30 am	AICI Annual Membership Meeting		
10:00 am – 3:00 pm	Exhibitor Set-up		
10:00 am – 12:00 pm	Fashion History & Designers Past and Present [B] – <i>Plummer</i>	Creating a Product: From Production to Profit [B/I/A] – <i>Bigsby & Burr</i>	Winning Workshops – Meeting the Needs of Your Client, Your Audience and Yourself [B/I] – <i>Bertelsen</i>
12:00 pm – 1:00 pm	Networking Lunch		
1:00 pm – 3:00 pm	Mastering English Pronunciation, Grammar and Usage – For Foreign Speakers and for Consultants Working with ESL Clients [I] – <i>Sisselman</i>	Secrets of Fearless PowerPoint® Technology [I/A] – <i>Cisneros</i>	AccessorEYES – Choosing Eyewear to Frame Your Image [B] – <i>Buchanan</i>
3:00 pm – 6:00 pm	Exhibits Open		
3:00 pm – 6:00 pm	AICI Bookstore Open		

Concurrent Sessions - AM 10:00 a.m. – 12:00 p.m.

Fashion History & Designers Past and Present [B]

Nancy Plummer, AICI, MATD

This session will provide an overview of the history of fashion and also take a look at the key designers and how they influence fashion trends, lifestyle, and dress. We will be examining couture fashion, using actual garments, and identifying key designers of the 20th century and their signature styles. Nancy Plummer is currently the Program Chair for the Fashion Design Dept. at the International Academy of Design and Technology (IADT) in Chicago, IL. She works with individual clients through her consulting firm, Fine Threads, Inc.

Creating a Product: From Production to Profit [B/I/A]

Ginger Burr, AICI CIP
Susan Bigsby, AICI CIP

Selling a product keeps clients coming back on a regular basis and can move your business smoothly through the slower times . . . and to the next level. Learn from two of our seasoned members who have successfully added a product to their consulting business. Ginger will share what is involved in selecting a line of makeup or skincare. Susan has designed and manufactured her own line of knitwear. What is the financial investment for production, inventory, marketing and insurance? How do you market your product? Find out what it takes to make this a perfect adjunct and one of the most profitable segments of your business.

Winning Workshops - Meeting the Needs of Your Client, Your Audience and Yourself [B/I]

Cheri Bertelsen, AICI, CDI

It is impossible to please everyone, but we sure would like to! This session will provide tools to effectively determine your client's specific goals, incorporate learning strategies to reach participants, and ascertain your professional goals when developing a workshop or seminar. Drawing from her education background, Cheri will equip you to be prepared, focused and confident in developing your next workshop. Cheri regularly presents workshops and seminars on business dress and etiquette and currently serves as the President of the San Francisco Bay Area Chapter of AICI.

Secrets of Fearless PowerPoint® Technology [I/A]

Patsy Cisneros, AICI

Take your image and etiquette PowerPoint® presentations beyond the basics. You will look more professional, up-to-date, and earn more for your presentations! Learn how to effectively and efficiently use the technology and the new resources available without distracting audiences. Find out how to create a branded background for the client project; sources for beautiful new backgrounds, royalty-free photos, videos and music; and the new equipment and technology for PowerPoint® delivery. Patsy is a corporate and political image consultant and partner at Corporate Icon™, LLC. She currently serves as the Mentorship Chair with the Southern California Chapter of AICI.

Concurrent Sessions - PM 1:00 p.m. – 3:00 p.m.

Mastering English Pronunciation, Grammar and Usage - For Foreign Speakers and for Consultants Working with ESL Clients [I]

Drew Sisselman

If English is your second language, or you work with non-native English-speaking clients, this session will equip you with a basic set of written and oral tools to expand your communication skills. Drew Sisselman, a certified teacher of English to Speakers of Other Languages, has designed this session to give ESL image consultants power and confidence when doing business in an English-speaking environment. Drew specializes in privately coaching foreign nationals whose career and professional development depend on their English communication skills.

AccessorEYES - Choosing Eyewear to Frame your Image [B]

Wendy Buchanan, Licensed Optician

Choosing eyeglass frames is thought to be just as frustrating as finding the perfect pair of jeans. Learn how to help take your clients through a fun process of finding the eyeglass frames that will create balance on their face shape, reflect their personal style and business image, and help them get their message across at a glance. As one of the most noticeable accessories we will ever wear, eyeglasses help to complete a total image. After ten years working as a licensed optician, Wendy launched Perceptions Eyewear – “your mobile eyewear boutique” – in 1997. Combining her optical and image training and a unique personalized service, she has become the eyewear image consultant in Toronto, Canada.

Sunday At-A-Glance

7:00 am – 7:00 pm	Registration – Conference Registration Desk		
8:00 am – 8:45 am	AICI Presidents' Meeting		
7:00 am – 9:00 am	Breakfast		
9:00 am – 11:00 am	Making Traditional and New Media Work for You [B/I] – <i>Rivelli</i>	Looking Smart Starts with the Perfect Fit [B/I] – <i>Hatoum</i>	Money Savvy: 5 Steps to Earning What You Want and Deserve [B/I/A] – <i>McCall</i>
11:00 am – 11:30 am	Break		
11:30 am – 1:30 pm	How to Create Cross-Channel Relationships with Elective Health Care Practitioners [B/I/A] – <i>Cohen</i>	The Town and Country Styling System [B/I] – <i>Lindquist</i>	Web Site Wherewithal [B/I/A] – <i>Rosenfeld</i>
1:30 pm – 2:30 pm	Networking Lunch		
1:30 pm – 5:00 pm	Exhibits Open		
1:30 pm – 5:00 pm	AICI Bookstore		
6:30 pm – 10:00 pm	The Write Stuff: Writing for Profit, Professional Status and Pleasure [I/A] – <i>Kinsel</i>	The Power of Color [B/I] – <i>Kalisz</i>	Six Steps to Personal Polish for Your Working Clients [B/I] – <i>Hickey</i>

Concurrent Sessions 9:00 a.m. - 11:00 a.m.

Making Traditional and New Media work for You [B/I]

Jessica Rivelli

Get the inside story on how to target local media and get publicity and media attention! Jessica Rivelli is a television news producer at WTSP in Tampa, FL, and has worked with radio and newspapers as well. You will learn how to reach decision makers at local media outlets, and how to translate media exposure into profits. Included in this session will be a live internet demonstration of how to write a blog and where to find them on the Internet.

Looking Smart Starts with the Perfect Fit [B/I]

Abraham Hatoum, B.Com, AFE

We live in a world of inaccurate sizing tables, poor body image, cheap manufacturing, commercialism and media-created trends and ideals. Is it any wonder that most people struggle to find an outfit that fits perfectly? Or makes them feel good? Having an outfit altered to suit the individual's own form is essential in achieving the right personal look. Learn how to make your clients look great every time, regardless of their shape, size and budget. Abraham Hatoum is the founder of LookSmart Alterations with over 75 outlets across Australia and New Zealand, reinvigorating a dying industry and re-establishing tailoring in the heart of the fashion industry. He serves over a million customers and deals with over 1000 fashion stores including Gianni Versace.

Money Savvy: 5 Steps to Earning What You Want and Deserve [B/I/A]

Karen McCall

Do you see your value and are you able to charge for it? Are unresolved conflicts about money holding you back? With the guidance of expert financial counselor Karen McCall, discover how your underlying attitudes about money affect your earning power and whether your business flourishes – or not. Learn how to set, and meet, both spending and earning goals. By becoming truly money savvy, you'll ensure your clients know your value and keep coming back. Karen is the founder and owner of the Financial Recovery Institute and creator of the MoneyMinder® System.

Concurrent Sessions 11:30 a.m. - 1:30 p.m.

How to Create Cross-Channel Relationships with Elective Health Care Practitioners [B/I/A]

Anne Cohen, MBA

Your clients look to you for advice on matters of skincare and rejuvenative treatments such as plastic surgery, cosmetic dentistry and other areas of physical self-improvement. Anne Cohen, president of a leading marketing firm for elective healthcare professionals, will show you how to boost both your prestige and income by creating effective and mutually satisfying relationships with elective healthcare professionals in your area. Anne will be inviting one of her clients, a local plastic surgeon, to discuss the latest in cosmetic improvement procedures.

The Town and Country Styling System [B/I]

Debra Lindquist, MA, AICI CIP

End the confusion, and fit the puzzle pieces together when it comes to the organization of the various styling concepts available, by using "The Town and Country Styling System"! Learn how to use a process of elimination in determining how to assist your client in expressing individual authenticity. Consider body type, bone structure, skin texture, hair style, hair texture, personal coloring, voice, walk, age and personality in making your assessments. See how Yin and Yang affect styling options. Learn the vocabulary that paints the picture you are creating for your client's personal style. Debra has been active in the field of image for over 30 years, has served on the International Board, and is an AICI Immie Award recipient.

Web Site Wherewithal [B/I/A]

Joseph Rosenfeld, AICI CIP

A Web site is one of the best calling cards of an image consultant's business. Whether you currently have a Web site that needs updating, or want to create one, don't miss this opportunity to explore what goes into developing a marketing plan for your business that includes a successful Web site. Strategize and plan for a successful site design or re-launch, and consider how to optimize your business Web site to serve the goals of your business. Joseph has worked with Web developers to create a dynamic Web site that continues to bring him new clients. Joseph has served on the boards of several AICI chapters and is currently the editor-in-chief of AICI's quarterly electronic publication, *AICI Connections*.

Sunday, May 18

6:30 p.m. – 10:00 p.m.

MID-CONFERENCE WORKSHOPS

The Write Stuff: Writing for Profit, Professional Status and Pleasure [I/A]

Brenda Kinsel, AICI CIP

Is there a book “inside of you” – but you’re just not sure how to make it happen? As one of our industry’s most published authors, Brenda will share her insight and wisdom gained in writing such best-sellers as “40 Over 40”. Evaluate the role of an agent and explore the pros and cons of going for a publisher vs. self-publishing your book. You will discover the direct and indirect profit sources that come from being a writer, learn easy formats to turn your thoughts into organized text, and put your fingers on the marketing data that will help you get your book published.

Brenda is the owner of Inside Out—A Style and Wardrobe Consulting Company based in the San Francisco Bay Area, where she has been matching people’s clothes to their personalities, passions and lifestyles since 1985. She is the fashion columnist for the Pacific Sun newspaper. Her tips and expertise have been featured in In Style and Real Simple magazines, on The Oprah Winfrey Show, and in a regular syndicated radio segment on ABC Radio.



The Power of Color [B/I]

Kathryn L. Kalisz

Since it is color that creates a viewer’s first visual impact, it makes sense that color would be an image consultant’s very first consideration. Colors are forces, powerful electromagnetic energies that affect us positively or negatively, whether we are aware of it or not. Color not only affects the way we look, but also the way we think, feel and act. It is a life-sustaining element that has a significant effect on our health and well-being. Color therapy is now the fastest-growing natural health alternative of this new millennium – and you can be a part of this exciting new field! This program will provide you with the knowledge you need to harness and share the power of color with your clients.

Kathryn Lee Kalisz is an artist, colorist and writer, and has spent all of her adult life studying color, its use, its effect on people and its relationship to their well-being. A former colorist with Munsell Color, she now teaches art and color analysis privately through her company, Sci\ART Global, LLC.



Six Steps to Personal Polish for Your Working Clients [B/I]

Robert Hickey

This workshop will give you a ‘value-added’ etiquette package to use with your working/executive clients. You will leave with ready-to-deliver, practical and effective working-world lessons with exercises to add polish to those you have dressed for success. Lesson plans, teaching exercises and assessment tools will give you confidence in adding this package to your current image business.

Robert Hickey is Deputy Director of the Protocol School of Washington® and has been with the school since its first training in 1988. Mr. Hickey has written, developed or contributed to many books, including Carol Jackson’s Color Me Beautiful and Doris Posner’s Always in Style.



Monday At-A-Glance

7:00 am – 7:00 pm	Registration – Conference Registration Desk		
7:00 am – 9:00 am	Breakfast		
7:45 am – 8:45 am	CEU Provider Training – <i>VP Education and Chair of CEU Committee, Bev Dwane</i>		
9:00 am – 11:00 am	Corporate Connections – Communication Strategies that Simplify the Sales Process [I/A] – <i>Isbecque</i>	Impression Management – Career Dressing Clearly Defined! [B/I] – <i>Bachmeier</i>	The Devil Really Does Wear Prada and You Can Too – What You Need to Know for Your First Five Years in Business [B] – <i>Stafford, Lindquist</i>
11:15 am – 1:15 pm	Developing a Mega-Marketing Plan That Wins Big Contracts and Massive Media Exposure [I/A] – <i>Whitmore</i>	It’s Raining Men! [B] – <i>Barnes</i>	Del Guardarropas Y Las Tres Cajas Magicas (The Three Magic Boxes) (This session will be presented in Spanish only) [B/I/A] – <i>Irizar</i>
1:30 pm – 3:00 pm	Certified Members Luncheon		
1:30 pm – 2:30 pm	Lunch On Your Own		
2:30 pm – 3:30 pm	FLC Walkthrough (First Level Certification)		
2:30 pm – 3:30 pm	CIP Walkthrough (Certified Image Professional)		
2:30 pm – 3:30 pm	CIM Walkthrough (Certified Image Master)		
5:00 pm – 6:00 pm	Angels’ Reception (by invitation)		
6:00 pm – 7:00 pm	Gala Reception		
7:00 pm – 10:00 pm	Gala Awards Dinner – “Night in Havana”		

Monday, May 19

Concurrent Sessions

9:00 a.m. - 11:00 a.m.

Corporate Connections - Communication Strategies that Simplify the Sales Process [I/A]

Dominique Isbecque, AICI CIP

Get to the heart of client needs and better manage client outcomes and expectations. Effective image consultants make sales when we identify true needs and solve problems. The needs analysis consulting techniques applied to the sales process can transform mild interest to a booked contract. This program strengthens your ability to identify needs and deliver on corporate client expectations. Dominique Isbecque is one of AICI's founding architects and a Past President. As Executive Director of The Image Resource Center of NY, she trains professional consultants and clients in leadership and image communication strategies.

Impression Management - Career Dressing Clearly Defined! [B/I]

Joan Bachmeier, AICI

This highly visual session will give you the core knowledge necessary to provide your clients with easy and distinct guidelines on how to manage and influence the impression they are leaving through their personal presentation. Learn the dressing guidelines for the Three Career Profiles for both men and women and identify the key components that signal professionalism in dress. Since 1991, Joan Bachmeier has been offering corporate and individual training in all areas of marketing oneself visually. She is currently the VP Education for the Canadian Chapter of AICI.

The Devil Really Does Wear Prada and You Can Too - What You Need to Know for Your First Five Years in Business [B]

Erin Stafford, AICI & Amy Lindquist, AICI

So you've had the training you need, now what? Get your business off the ground with these simple, easy to apply, proven sales and marketing techniques. Understand what it really takes to create an image consulting business and what you can expect in your first five years. Erin and Amy have both established successful businesses as image consultants. Erin brings her experience as a celebrity stylist to this new endeavor. Amy's passion for fashion coupled with her gift for recognizing others' gifts has allowed her to inspire and educate her clients and audiences.

Concurrent Sessions

11:15 a.m. - 1:15 p.m.

Developing a Mega-Marketing Plan That Wins Big Contracts and Massive Media Exposure [I/A]

Jacqueline Whitmore

Author and international etiquette expert Jacqueline Whitmore shares her secrets of how she turned a part-time hobby into a profitable, full-time business. During this session, Jacqueline will reveal her masterfully crafted marketing plan filled with tools to help you to garner more publicity, make more money, and position yourself as a credible expert in the image industry. Learn what makes an article enticing to reporters, and the seven deadly PR mistakes. Jacqueline will tell you how she created a national holiday and has garnered national exposure for her work.

It's Raining Men! [B]

Sonya Barnes, AICI

This session addresses the niche market of working with men as clients. Sonya will introduce basic concepts and terminology in fabrics, suiting with menswear styles, and shopping practices. You will learn how to communicate more effectively with men, and design your consultations to meet their goals. Sonya Barnes, President of Harris & Barnes, started her business six years ago and has mastered the niche market of corporate image consulting and menswear. She works with Fortune 100 companies and many of their executives. Sonya is a founding member of the Atlanta AICI Chapter.

Del Guardarropas Y Las Tres Cajas Mágicas (The Three Magic Boxes) [B/I/A]

Agueda Irizar, AICI

Please note: This session will be given in Spanish only with no translation.

La sesión que dará tratará sobre el sistema de Las Tres Cajas Mágicas de Agueda para Optimizar el Placard, y todo lo que soluciona. Veremos las personalidades del guardarropas, escucharemos a sus dueños en la pantalla y las diferentes soluciones. El placard es un resultado de la autoestima, de la imagen mental del cuerpo y de las compras, por ende, de sus dueños. Esta es una clase amena y divertida para aprender a ofrecer soluciones concretas y creativas.

AICI Certification Walk-throughs

AICI's Certification Program is for all image consultants who wish to obtain universally accepted certification to validate you as a professional. Certification gives you enhanced credibility with your current and future clients, colleagues, the media and the public at large.

Any questions regarding certification should be addressed to Elaine Stoltz, AICI CIM, VP Certification at elaine@elainestoltz.com.

2:30 p.m. - 3:30 p.m. FLC Walkthrough

AICI's First Level of Certification (FLC) is the basic level of certification and requires successfully passing an exam and submitting a successful application. Learn about the qualifying exam, the application and the benefits of certification. There will be time for questions and answers. This session is open to all NON-certified consultants. This session will not be audiotaped. (No CEUs)

2:30 p.m. - 3:30 p.m. CIP Walkthrough

If your goal is to become an AICI Certified Image Professional (CIP) and you have successfully achieved the First Level Certification (FLC), you are encouraged to attend this session to review the process and necessary documentation for submitting a successful CIP application. The benefits of receiving this level of certification will be discussed and your questions about the process will be addressed. This session will not be audiotaped. (No CEUs)

2:30 p.m. - 3:30 p.m. CIM Walkthrough

The highest level of certification that AICI offers is Certified Image Master (CIM). This is the next step for current CIPs. If you are currently a CIP, attend this session to review and discuss the Master process. Long-range planning is a must for the Master level. The application and documentation required will be reviewed and questions answered. This session will not be audiotaped. (No CEUs)

General Information

REGISTRATION

Registration and workshop fees are shown in U.S. Dollars. Full Conference Registration includes admittance to general meetings, concurrent sessions and the Exhibition. Meals include breakfast on Saturday, Sunday and Monday, lunches on Saturday and Sunday, refreshments at breaks Saturday and Sunday, the Opening Ceremonies and the Gala Awards Banquet.

One Day Conference Registration (Saturday, Sunday or Monday) includes enrollment into your choice of concurrent sessions, admission to the Exhibition, plus breakfast and lunch on Saturday or Sunday, breakfast only on Monday. Does not include Gala Awards Banquet or Opening Ceremonies.

Please note:

In order to register for Mid-Conference Workshops, you must be registered and have paid the Full Conference Registration fee or the One Day Conference Registration fee in addition to the Mid-Conference Workshop fee.

EARLY BIRD REGISTRATION

Conference Registration must be received or postmarked on or before April 4, 2008, at AICI headquarters in order to take advantage of Early Bird pricing.

Ways to Register:

1. Fax to +1 (515) 243-2049
2. Mail to AICI Headquarters
300 East Grand Avenue, Ste. 330
Des Moines, IA 50309 USA
3. Online at www.aici.org.

ON-SITE REGISTRATION

Registration will be open Thursday, May 15, through Monday, May 19 from 7:00 a.m. – 7:00 p.m.

MEMBERSHIP INFORMATION

Please visit www.aici.org or contact AICI Headquarters at +1 (515) 282-5500 with membership inquiries. Complete the Membership Application in this brochure to receive the member registration rate.

ACCOMMODATIONS

Renaissance® Tampa Hotel International Plaza
4200 Jim Walter Boulevard
Tampa, Florida, USA 33607
Telephone: +1 (813) 877-9200
Facsimile: +1 (813) 877-3000
www.renaissancetampa.com

TOLL-FREE RESERVATIONS

US & Canada attendees phone number to call:
+1 (800) 644-2685
For International Toll Free numbers, see:
www.marriott.com/reservation/worldnum.mi

GUEST ROOM RATES

To Make Hotel Reservations

Contact the Renaissance Tampa Hotel directly at either +1 (813) 877-9200 or
+1 (800) 644-2685.

When making your reservation, be sure to identify the group name as AICI Annual Conference 2008. A limited number of guest rooms have been blocked for AICI, so be sure to make your reservations early! Room rates: \$160.00 single/double/triple/quadruple + tax (currently 12%).

In order to receive this discounted conference rate, reservations must be made by **April 21, 2008**. After April 21, 2008, reservations will be accepted on a space available basis and the conference rate cannot be guaranteed.

- Check-in time is 4:00 p.m. Rooms cannot be guaranteed prior to that time.
- Check-out time is 12:00 Noon. Late check-outs cannot be guaranteed.

The Renaissance Bell Desk can arrange to check baggage for those arriving early when rooms are unavailable and for guests attending functions on departure day.

HOTEL PARKING

Complimentary self parking is available in a gated lot. Valet parking is \$13.00 daily, \$16.00 overnight.

AIRPORT ACCESSIBILITY

Tampa International Airport (TPA) is serviced by many major carriers: Air Canada, AirTran Airways, American Airlines, British Airways, Cayman Airways, Continental Airlines, Delta Airlines, Freedom Airlines, Frontier Airlines, Jet Blue, KLM Royal Dutch Airlines, Midwest Airlines, Northwest Airlines, Southwest Airlines, Spirit Airlines, TED, U.S. Airways, United Airlines and WestJet.

GROUND TRANSPORTATION

Tampa International Airport (TPA) is approximately 2 miles, or a 7-minute drive to the Renaissance Tampa Hotel, International Plaza. Transportation to the hotel is available via:

SHUTTLE SERVICE

The Hotel provides a complimentary shuttle that picks up guests at the airport every half hour, from 5:00 a.m. to 1:00 a.m. Airport Limos (Shared Passenger Van Service) is provided by SuperShuttle at the Tampa International Airport. Ticket counters are located in the Commercial Ground Transportation Quadrants located at all four corners of the Baggage Claim Level. Discounts for additional members of a group going to the same address. Rates include of up to 3 pieces of luggage. Please contact the service provider directly for exact fares and other information. SuperShuttle:
+1 (727) 572-1111 or +1 (800) 282-6817

TAXI SERVICE

(The minimum fee from the airport is \$10)
The airport is served by Yellow Cab and United Cab. Both companies charge the same fares: \$2 plus \$2 per mile. The minimum fee is \$10. Taxi cab service is provided from the Commercial Ground Transportation Quadrants located in all four corners of the Baggage Claim Level.

EXHIBITOR INFORMATION

Please visit www.aici.org or contact Sharyn Baudler at AICI Headquarters at +1 (515) 282-5500 for details. Any individual and/or company wishing to display/sell their products or services during the AICI Annual Conference and Exhibition must do so in the Exhibit Hall during official hours. Exhibitor registration is necessary and fees must be paid in advance. No exceptions will be allowed. Any individual or company who does not follow these rules and regulations governing the AICI Exhibition will be subject to immediate dismissal from the AICI Annual Conference and Exhibition and be subject to an ethics violation.

GENERAL INFORMATION

AICI appreciates members' cooperation in refraining from scheduling educational events of their own from one week prior to one week following the Annual Conference and Exhibition. By helping the image consulting community focus exclusively on AICI events during that period, members are contributing to the success of the AICI Annual Conference and Exhibition.

CANCELLATION POLICY

Cancellations must be received at AICI Headquarters in writing before April 30, 2008. Your registration fee will be refunded, less a \$50 processing fee.

No refunds will be made after April 30, 2008.

If AICI cannot hold the 2008 Annual Conference and Exhibition due to acts of God, war, government regulations, disaster, strikes, civil disorder or curtailment of transportation facilitating other emergencies making it inadvisable, illegal or impossible to provide the facilities or to hold the meeting, each prepaid attendee will receive a copy of the conference handouts and any other materials that would have been distributed. Fixed conference expenses will be paid from the pre-registration funds. Remaining funds will be refunded to pre-registrants. AICI is not responsible for any other costs by pre-registrants in connection with the conference.