



EXPANDING OUR HORIZONS  
CONFERENCE BROCHURE



AICI 2012

ANNUAL CONFERENCE & EXHIBITION

MAY 17 - 20, 2012

MARRIOTT WAIKIKI, HONOLULU, HI



# 2012 Conference At-A-Glance

TIME	Thursday, May 17			
7:00am - 5:00pm	Conference Registration Desk Open			
8:00am -12:00pm	Brunger <i>Personal Change for Personal Power</i>	Parsons / Judd <i>Generational Trends, Styles and Marketing for Boomers &amp; Beyond</i>	Wildermuth <i>The Platinum Rule</i>	
8:30am - 11:30am	FLC Exam			
12:00pm - 1:00pm	Lunch on Own			
1:00pm - 5:00pm	Bayer / Paik <i>Civility Rules! In Social Media</i>	Reinten <i>Reading People: Interpreting the Messages of Appearance</i>	Balistreri <i>Reading the Tells: Learning How to Read Body Language</i>	Samuels <i>Get Clients Now! Marketing Action Plan</i>
5:15pm - 6:15pm	First Timers' Meeting			
Friday, May 18				
	Track 1 - FLC / Beginner	Track 1 - FLC / Beginner	Track 2 - Intermediate / Advanced	Track 2 - Intermediate / Advanced
7:00am - 5:00pm	Conference Registration Desk Open			
7:00am - 7:30am	Continental Breakfast			
7:30am - 8:50am	Annual Membership Meeting			
7:00am - 1:00pm	Exhibitor Setup			
9:00am - 11:00am	Brunger <i>From Terror to Triumph: Coach Your Clients on Public Speaking</i>	Stoltz <i>Color + Clothing = A Winning Clothing Capsule for Your Client and \$\$ for You!</i>	Mathis <i>The New Esthetics of Human Identity</i>	Kinsel <i>The Write Stuff: Create Your Marketing Makeover</i>
11:15am - 1:15pm	Rasband <i>Values Communication through Personal Style</i>	Youakim <i>Ability, Possibility &amp; Profitability</i>	Graham <i>Airbrush Makeup: The Future of Makeup is Now!</i>	Lampert <i>Tapping into the E-book Revolution</i>
1:15pm - 2:15pm	Buffet Lunch in Exhibit Hall			
1:15pm - 5:00pm	Exhibit Hall Open			
4:30pm - 5:30pm	AICI Philanthropic Event			
6:00pm - 10:00pm	Hilo Hattie Event			
Saturday, May 19				
7:00am - 5:00pm	Conference Registration Desk Open			
8:00am - 9:00am	Breakfast			
8:00am - 9:00am	Chapter Presidents' Breakfast			
9:00am - 11:00am	Whitmore <i>Techno-Etiquette: How to Be a Cyber Superstar and Build Your Online Brand</i>	Donnelly <i>Grown Up Style - Dressing the 50+ Woman</i>	Ong <i>Gearing Up Your Game Plan to Win Corporate Clients</i>	Pang <i>Talk Your Way to More Sales</i>
11:00am - 2:00pm	Box Lunch / Exhibit Hall Open			
2:00pm - 4:00pm	Lindquist <i>Personal Color Analysis: What You Need to Know to Be a Pro</i>	Zuchter <i>E-zine Marketing 101: Attract Clients with Shameful Ease!</i>	Berset-Price <i>Bridge the Cultural Gap</i>	Schuller / Graham <i>AICI at Work: Image &amp; Career Fairs A Perfect Fit</i>
5:00pm - 9:00pm	Brunger / Zuchter <i>From Striving to Thriving: Create an Exceptional Business Legacy</i>	Galindo <i>Makeup for Your Clients</i>	Pang <i>Create &amp; Deliver Dynamic Workshops</i>	
6:30pm - 9:30pm	Evening on Own			
Sunday, May 20				
7:00am - 4:00pm	Conference Registration Desk Opens			
8:30am - 10:00am	Breakfast			
7:30am - 10:00am	Leadership Training: Mandatory Attendance for ALL Chapter Board Members			
10:15am - 12:15pm	Higashiguchi <i>From Procrastination to Productivity</i>	Morton <i>Nice Matters</i>	Weinstein <i>Beyond the Classroom: Tips &amp; Techniques for Distance Learning</i>	Donnelly <i>Colorful Consulting</i>
12:15pm - 1:30pm	Lunch on Own			
12:15pm - 1:30pm	CIP / CIM Only Luncheon: For Every Challenge, There is a Solution; For Every Question, There is an Answer			
1:45pm - 3:45pm	Bahl <i>From A Novice to A Pro</i>	Stoltz <i>I Don't Need an Image Consultant, She Does!</i>	King / Machbitz <i>Landing Media Coverage</i>	Brummit <i>Outstanding at Standing Out: A Study of Executive Presence</i>
4:00pm - 5:00pm	CEU Workshop Walkthrough	FLC Walkthrough	CIP Walkthrough	CIM Walkthrough
6:00pm	Cocktail Reception			
7:00pm	Gala Awards Banquet			

You can earn a total of 1.2 CEUs (when attending six concurrent sessions) at the 2012 conference • Pre- and Mid-Conference Workshops require additional fee  
This schedule subject to change without notice • Final schedule will be published in the Conference Proceedings Book



# Join Us In Paradise!

This year AICI is *expanding our horizons* across the Pacific Ocean for our first international conference to be held outside the North America mainland. We hope you will *expand your horizons* by taking advantage of this opportunity to meet with each other, learn with each other and grow with each other... all in a tropical ocean-front setting. Join us in beautiful Honolulu, Hawaii, May 17-20, 2012, at the Marriott Waikiki Resort & Spa.

Again this year we have outstanding trainers and will be offering two tracks for our concurrent sessions: one track for FLC/beginners, those who are new to the image consulting industry, and one track offering intermediate/advanced sessions that will appeal to those who are more experienced. These sessions are included in your conference registration. For more in-depth education, we are pleased to offer a choice of ten additional workshops. Our concurrent sessions and workshops are a great way to learn the latest techniques and upgrade your skills at any level. These sessions provide continuing education and an opportunity to earn CEUs. Be sure to explore the conference website for additional information about the workshops and sessions.

If this is your first AICI conference, we invite you to attend the First Timers meeting on the evening of Thursday, May 17<sup>th</sup>, where we will provide a walkthrough of everything you need to know about how to navigate the conference to get the most from it. You will meet the AICI Board of Directors and have the opportunity to meet and network with others.

If you are planning to apply for your FLC, CIP or CIM certification, join us on Sunday, May 20, for related walkthroughs to learn the steps needed to earn these certification levels. The FLC exam will be offered as a paper-pencil test at the conference hotel on Thursday, May 17, prior to Conference.

We have two opportunities to learn about AICI: All attendees are invited to join us for breakfast at the Annual Membership Meeting to hear about AICI's accomplishments and goals for the future. And for those in Chapter leadership roles, Leadership Training is now mandatory attendance. This session will provide you with the tools required to take the guesswork out of managing a successful Chapter.

To stay updated on the latest information about Conference 2012, become a fan of the *AICI - The Source for Image Professionals* Facebook page. If you missed last year's conference or would like to hear what others have said, take a look at the photos, comments and video testimonials from last year.

Remember when you register *online* for Full Conference by *April 4<sup>th</sup>* and you can save \$100. I am looking forward to seeing you in Paradise!



Kimberly Law, AICI CIP  
AICI International President



Kimberly Law, AICI CIP  
AICI International President



Helena Chenn, AICI CIP  
2012 VP Conference



Hitomi Ohmori, AICI CIM  
AICI VP Education

# Thursday, May 17

8:30 a.m. – 11:30 a.m.

## FIRST LEVEL CERTIFICATION EXAM

**(Must be pre-registered)** If you register for the FLC exam, you will not be able to participate in the morning workshops on Thursday, May 17, as the times overlap. *If you register for the exam and a morning workshop, you will be charged a \$100 processing fee to make any corrections to your schedule.*

8:30 a.m. – 1:30 p.m.

## FIRST LEVEL CERTIFICATION EXAM

### (English as a Second Language)

If you register for the FLC – English as a Second Language exam, you will not be able to participate in morning or afternoon workshops on Thursday, May 17, as the times overlap. *If you register for the exam and workshop, you will be charged a \$100 processing fee to make any corrections to your schedule.*

8:00 a.m. – 12:00 p.m.

## PRE-CONFERENCE WORKSHOPS

### MORNING SESSIONS

*All workshops require an additional fee: Early-bird fee for members is \$199, After April 4, member fee is \$279. Non-member fee is \$295.*

TRACK 1 & 2

### Personal Change for Personal Power

*Karen Brunger, BHEc, AICI CIP*

If your clients desire higher levels of self-esteem, charisma, and personal power, you can be the facilitator for that change. In this workshop you will receive a powerful holistic 'Energy Shifting' tool to release blocks and limitations for a positive outcome. You will acquire skills in muscle checking that will allow you to 1) identify your clients' ineffective patterns, and 2) the steps required to change those patterns. The result for your clients is a higher level of awareness and insight that will enable them to achieve more balance, fulfillment and *joie de vivre*.

**Karen Brunger, BHEc, AICI CIP**, is President of International Image Institute Inc. and an international Past-President of AICI. A recipient of AICI's Award of Excellence and an image trainer, Karen has coached top consultants in the industry.



TRACK 1 & 2

### Generational Trends, Styles and Marketing for Boomers and Beyond

*Alyce Parsons, AICI CIP, CET, CIHM & Pamela Judd, AICI CIP*

"Boomers and Beyond" span five decades of potential clients with unique requirements. Image consultants are in a perfect position to reach these large, untapped markets. Decades are being redefined. Your fifties are the new forties and 70 is the new 55! Understand what each decade wants. Identify strategies to market to and communicate with an older and younger client base. Discover and interpret current trends and learn how to translate them for your clients. Get cutting edge information from extensive research and interviews. Valuable takeaways include an exciting *Fall 2012 Fashion Trend Report* and *Staying Stylish through the Decades*.



**Alyce Parsons, AICI CIP, CET, CIHM**, is a founding leader in image consulting. A foremost creator of image consulting style systems, Alyce

has authored several textbooks, including *StyleSource: The Seven Universal Styles for Men and Women*.

**Pamela Judd, AICI CIP**, is the President of Make Me Proud of You, Inc. and founder of *The Confidence Project™*, a successful communication series to help high-potential women communicate with Clarity, Confidence, and Civility in the workplace. Pamela specializes in diversity training and conducts 360 and Myers-Briggs® assessments for professionals and teams.



TRACK 1 & 2

### The Platinum Rule

*Anna Wildermuth, AICI CIM*

Would you like to be able to communicate effectively with your clients? A key to being a successful consultant is being able to engage inclusively, to adapt your natural style to those different from yours. In this highly interactive program you will be able to: List the 4 Basic Behavioral styles; identify your own Behavior Style; name at least one characteristic of each style; discuss one action item each style can do to adapt; give two examples of open behavioral communication styles; give two examples of closed behavioral communication styles; name two questions you ask yourself to quickly identify the style of other people; categorize two styles in their similarities.

**Anna Soo Wildermuth, AICI CIM**, is a certified Platinum Rule Coach, Trainer, Stakeholder Centered Coach, and a member of the American Society of Training and Development. She works with Fortune 100 companies and high potential leaders in various industries.



1:00 p.m. – 5:00 p.m.

## PRE-CONFERENCE WORKSHOPS

### AFTERNOON SESSIONS

TRACK 1 & 2

### Civility Rules! In Social Media

*Lew Bayer and Penelope Paik, MA*

Are you a civility or image consultant seeking ways to broaden your client base? This hands-on workshop will equip you to help your clients gain a better understanding of how to use civility in their social media to prevent or minimize rudeness and champion civility instead. You'll brainstorm and come away with samples to incorporate into your own civility and social media presentations. Best of all, you'll receive a template, or Leader's Script, to conduct presentations to clients. Bottom line—this workshop is a **tool** for your own consulting practice that will immediately add to your repertoire and expertise!

**Lew Bayer**, President of Civility Experts Worldwide, is an eight-time published author and national columnist. She founded the International Civility Trainers' Consortium and is a Master level trainer and certified Culture Coach with over 15 years of expertise in social intelligence and cultural-competence.



**Penelope Paik, MA**, President of Civility International Inc. and co-author of *The Power of Civility* book, has partnered with clients for over ten years, providing workshops and strategies on civility, business etiquette, professional presence and image for men and women. Her

background includes organizational development, intercultural and interpersonal communications and management/leadership development across a variety of industries.

**TRACK 1 & 2**

**Reading People: Interpreting the Messages of Appearance**

*Ann Reinten, AICI CIP*

A person's visual appearance speaks volumes about who they are, what they stand for and their direction in life. While most people have an innate ability to pick up on many of the silent messages, being able to truly and accurately read and interpret them is a core ability that image consultants need if they are to work with clients to achieve a new look, help them gain an advantage or be perceived a different way. Join Ann and learn how to really 'see' what you are looking at, how to break down the layers of information and, if necessary, reconstruct the appearance from head to toe to create the desired impression. From the history of dress to psychology and the aesthetics of line and design you will leave the session with your 'eyes wide open,' ready to take on your next makeover challenge with new insight.



**Ann Reinten, AICI CIP**, is the founder and CEO of The Australian Image Company. Since 2003, TAIC has become the largest image company in the Southern Hemisphere and one of the largest in the world. A leader in the field of image, Ann has produced some of the most innovative and acclaimed image resources in the world.

**TRACK 1 & 2**

**Reading the Tells: Learning How to Read Body Language**

*Jerry Balistreri, M.Ed, DTE*

Have you ever met someone who seems to know what you're thinking before you say it? Someone with that "special something" that makes them seem like they're totally in tune with people? Perhaps you've marveled at their insight and envied their abilities. What if you could develop this skill, simply by studying nonverbal cues, or tells. This powerful workshop gives you practical techniques, tools, and strategies for understanding and using nonverbal communication for the highest impact and effectiveness. Become a highly respected, highly influential, and highly successful communicator! As an image consultant, the degree of career success you enjoy is virtually dictated by your skills in communicating with clients and others. You will leave this session with practical and useful information that you can implement immediately.

**Jerry Balistreri, M.Ed, DTE**, is a professional educator, administrator, and trainer. His training on how to read body language leaves participants wanting more and creates a memorable experience. Jerry gets the participants involved with fun learning experiences that leave them with concrete knowledge of how to read body language and what the "tells" mean.



**TRACK 1 & 2**

**Get Clients Now!**

*Beverly Samuel, PMP, MS, AICI FLC*

GET CLIENTS NOW! is a complete sales and marketing system used by thousands of consultants worldwide since 1995. You will create an effective marketing plan that allows you to perform the tasks that are natural to you, so that you get results each time you implement your plan. In this systematic, structured program, new and experienced professionals will design a focused, cohesive marketing action plan that produces results, and will learn tactics and tools for marketing professional services with step-by-step recipes for their use. The program is flexible and reusable and will become a reliable marketing resource for years to come.

**Beverly Samuel, PMP, MS, AICI FLC**, designs and delivers customized programs to meet the needs of consultants and professionals with service-oriented businesses. She is a Certified Project Management Professional, Certified Image and Etiquette Consultant, Peak Performance coach, author and trainer.



5:15 p.m. – 6:15 p.m.

**First Timers Meeting & Reception**

If this is your first AICI conference, you are in for a real treat. VP Membership, M. Cecilia Stoeckicht, AICI CIP, and the AICI International Board members are excited about sharing information with you: what you will need to initiate your business, what to expect from conference and how to get the most from AICI.

You will meet many new people and learn how to maneuver through the Conference schedule like a pro. You will find out about AICI, its education and certification process, and you will have the opportunity to meet some of the pioneers of our industry who will be available to answer your questions.

**Guidelines for Workshops & Concurrent Sessions**

**Track 1 – FLC & Beginner**

Content relevant to the AICI FLC exam and consultants fairly new to the image industry

**Track 2 – Intermediate/Advanced**

Content relevant to the consultant who has been in business five or more years of experience and have attended previous AICI Conferences/Training

**All concurrent sessions are first come, first serve. If the session you wish to attend is full, please select another session.**

**AICI CEUs**

AICI's conference sessions offer Continuing Education Units (CEUs), an internationally recognized educational credit.

To obtain CEUs for the sessions you attend, you will need to arrive no later than 10 minutes after the session starts and stay until the session ends. You will be required to complete the CEU Learning Outcome Form and Session Evaluation Form (both in your proceedings book) and turn them in before you leave each session. More information will be available with your conference registration packet.

When you attend one session from each concurrent block, you will earn .2 CEUs. Total CEUs for attendance in *all* concurrent sessions will earn you 1.2 CEUs at the 2012 Conference. Workshops earn you .4 CEUs per session.

# Friday, May 18

7:30 a.m. – 8:50 a.m.

## Annual Membership Meeting

Get to know AICI! Join us for breakfast on this morning for the Annual Membership meeting to hear about AICI behind the scenes. At this meeting, the 2011–2012 International Board of Directors will be sharing AICI's accomplishments for the past year and their vision for the future and we will be installing 2012–2013 officers.

9:00 a.m. – 11:00 a.m.

## MORNING CONCURRENT SESSIONS

### TRACK 1

### From Terror to Triumph: Coach Your Clients on Public Speaking

*Karen Brunger, BHEc, AICI CIP*

Experienced by at least 75 percent of the population, the fear of public speaking can sabotage careers, opportunities, and success. Help your clients overcome this fear, and not only will you add a profitable tool to your business, you will also add value beyond measure to their lives. In this session, you will acquire a minimum of 20 tools and exercises to enable your clients (and yourself!) to be confident in any public speaking situation. You will be able to incorporate processes to heighten performance, increase personal power and transform your clients into powerful, confident, engaging and effective speakers.

**Karen Brunger, BHEc, AICI CIP**, is President of International Image Institute Inc. and an international Past-President of AICI. A recipient of AICI's Award of Excellence and an image trainer, Karen has coached top consultants in the industry.

### TRACK 1

### Color + Clothing = A Winning Clothing Capsule for Your Clients and \$\$ for You

*Elaine Stoltz, AICI CIM*

Color has a powerful influence on how we are perceived. Building wardrobes based on personal color harmony saves clients time and money by creating a wardrobe that automatically begins to mix and match. They'll no longer have those dreaded "orphan" pieces in their closet. A color palette provides a client with a "gold mine" to help them build a well-balanced wardrobe composed of flattering neutrals and colors as well as metallics. Please join me in my session to learn how to create clothing capsules that "wow" your clients and in turn, successfully increase your profitability.

**Elaine Stoltz, AICI CIM**, is president of the Stoltz Image Institute in Fort Worth, Texas, where she teaches image consultants to master visual appearance, including custom color, body style, wardrobing, and personal shopping. For over twenty years she has helped thousands of clients find their own unique style while enhancing their self-confidence and credibility. She specializes in custom color analysis.



### TRACK 2

### The New Esthetics of Human Identity

*Carla Mathis, AICI CIM*

Who am I and why am I here? These are two of life's great questions. What if our physical bodies held a key to answering

these questions? A key simple enough to inspire a child to get up and run into the playground looking for clues. What if our clients no longer worried about what to wear as much as what dimension of their identity they wanted to express each day? What if a genetic pathway exists linking Who We Are on the inside to How We Look on the outside? How would this change our perception of ourselves and our place in the world? I invite you to come and find out.



**Carla Mathis, AICI CIM**, is an icon in our industry. She has consistently over the years pioneered new methodologies and practices for helping people discover who they are and present how they look in ways that creatively express their unique identity. Her groundbreaking book, *The Triumph of Individual Style*, is essential reading in our industry.

### TRACK 2

### The Write Stuff: Create Your Marketing Makeover

*Brenda Kinsel, AICI CIP*

Your public wants to know, like and trust you before they sign up for your services. Are you ready to create powerful pieces that will win their attention? Join Brenda Kinsel, AICI CIP, award-winning image consultant and author for hands-on writing and marketing mentoring. She provides simple steps for creating marketing pieces to confirm your credibility to potential clients and remind your *current clients* that you're there and ready to serve them with repeat business. The sooner you embrace the role of marketing in your image career, the sooner you'll be enjoying what you love most – serving your clients and getting paid for it.

**Brenda Kinsel, AICI CIP**, is an award-winning image consultant and best-selling author. Her tips and expertise have been featured in countless magazines and newspapers. She's appeared nationally on radio and television, most notably on *The Oprah Winfrey Show*. Brenda has served on AICI's International Board as the VP of Marketing.



11:15 a.m. – 1:15 p.m.

## MID-MORNING CONCURRENT SESSIONS

### TRACK 1

### Values Communication through Personal Style

*Judith Rasband, MS, AICI CIM*

Hawaii is ideal, where East meets West, to explore the illuminating social psychology of verbal and nonverbal communication cues reflecting personal values. An essential part of personal style, the program provides fascinating foundational information and interactive exercises. Come experience the reality of image from the inside out. See style with substance as you advance your knowledge base to advance your business bottom line.

**Judith Rasband, MS, AICI CIM**, is a veteran fashion and university image educator, stylist, author, newspaper columnist, consultant, and professional speaker on nonverbal communication in dress and image, on business casual issues, wardrobing, and custom fit. Judith is founder and CEO of the Conselle Institute of Image Management, and holds a master's degree specializing in the aesthetic, social and psychological aspects of dress and image.



TRACK 1

**Ability, Possibility & Profitability**

*Ferial Youakim, AICI CIP*

Expand your horizons by improving your *Ability* to sell your services, enhancing the *Possibilities* of success and increasing your *Profitability* by adding additional services to maximize every client sale. This training will share with our seasoned and new consultants the tools and tactics that make a difference to master the image consulting business. You will learn new, easy and straightforward methodologies that remove the guesswork and ensure your clients get the maximum benefit from your services. Additionally you will be inspired, empowered and have the ability to up-sell and cross-sell new and existing services. This training will help you grow your business to new horizons and beyond.



*Ferial Youakim, AICI CIP*, is a respected image consultant who's been in the fashion and image industry since 1986, working in Australia, the USA and the Middle East. She is Past President of the Florida Chapter, Middle East Ambassador, and Arabic community Liaison.

TRACK 2

**Airbrush Makeup: The Future of Makeup Is Now!**

*Judith Graham, AICI CIP*

For thousands of years, men and women have applied makeup using brushes, sponges and applicators. Now all that has changed. Airbrush makeup provides a flawless finish without touching the face with traditional tools. Learn how to use airbrushing as foundation, mascara, create eyebrows, cover tattoos, blemishes and apply blush. Learn why airbrush makeup is beneficial and when it is most desirable. This new technique will open your eyes to a whole new world of transformation. Whether you airbrush yourself or recommend it to your clients, knowing about airbrush makeup will enhance your business and establish you as a trend-setting consultant.

*Judith Ann Graham, AICI CIP*, is a professional makeup artist in New York City and was one of the first leaders in airbrush makeup. Many brides, TV personalities and celebrities have depended on Judith's creative touch and mastery of airbrush technique. She teaches Makeup for Media at the Fashion Institute of Technology and is a member of The Powder Group. In the makeup profession more than 20 years, she has earned the nickname Beauty by Judy.



TRACK 2

**Tapping into the E-book Revolution**

*Imogen Lamport, AICI CIP*

With the birth of the iPad, the Kindle, and all the other e-readers coming onto the market, e-books are quickly replacing traditional publishing formats. The e-book revolution enables you to become an author, giving you more credibility as an expert in the marketplace. New technology is enabling us to create fantastic passive income streams from products sold online, which is important to image consultants because we sell our time. As an author, you can make money while you sleep. Learn how to write, format, market and sell your e-books to increase your income.

*Imogen Lamport, AICI CIP*, writes the popular blog *Inside Out Style* and has written and published four successful style and image related e-books. Before becoming an image consultant, Imogen worked for global publishing house Penguin Books and has an insider's knowledge of the traditional publishing process, which has helped her with the development and marketing of her own e-books.



1:15 p.m. – 5:00 p.m.

**Exhibit Hall Opens**

1:15 p.m. – 2:15 p.m.

**Buffet Luncheon with Exhibitors**

3:30 p.m. – 4:00 p.m.

**Snack/Refreshment Break with Exhibitors**

4:30 – 5:30 p.m.

**Giving Back Across the Globe: The Power of Civility, Philanthropy, and Ability**

Discover how Social Entrepreneurship can empower individuals, organizations, and communities in this high-energy, interactive session. Leave empowered to share your image and civility expertise with others and create a vibrant and visible brand. Get inspired by business success stories and meet the image industry leaders who are making a difference by transforming charitable projects into a new and exciting non-profit.

6:00 p.m. - 9:00 p.m.

**An Evening at Hilo Hattie's**

Join us for a fun evening at **Hilo Hattie**, Hawaii's largest retailer and manufacturer of Hawaiian fashions and gifts. Buses will pick us up at the Marriott Waikiki and take us to the main Hilo Hattie store in Waikiki for refreshments, hula lessons and shopping. Please be sure to sign up for this event at the Registration Desk before noon on Friday, May 18. More details when you arrive on site in Honolulu.

*Saturday, May 19*

8:00 a.m. – 9:00 a.m.

**Breakfast**

8:00 a.m. – 9:00 a.m.

**Chapter Presidents' Breakfast**

All current and incoming AICI Chapter Presidents are invited to join AICI International President Kimberly Law, AICI CIP, and Past President Lynne Marks, AICI CIM, for breakfast on Saturday, May 19<sup>th</sup>.

This is an opportunity to meet your peers and share with and support one another.

# Saturday, May 19

9:00 a.m. – 11:00 a.m.

## MORNING CONCURRENT SESSIONS

### TRACK 1

#### Techno-Etiquette: How to Be a Cyber Superstar and Build Your Online Brand

Jacqueline Whitmore, CSP

The way in which we communicate with clients and customers is rapidly changing. Social media is a huge phenomenon and the way we communicate through technology can either make or break our personal brands – whether it is through e-mail, texting, cell phone, or social networking. Learn why many image and etiquette consultants are choosing social media like Twitter, Facebook, and LinkedIn to build their businesses and to network with clients and colleagues. Learn the dos and don'ts of techno-etiquette, as well as how to build your online brand and go from invisible to invincible!

**Jacqueline Whitmore, CSP**, is a certified business etiquette consultant, founder of The Protocol School of Palm Beach, and the author of the new book, *Poised for Success*, published in November 2011 by St. Martin's Press.



### TRACK 1

#### Grown Up Style: Dressing the 50+ Woman

Sue Donnelly, AICI CIP, MIFIC

Research says "Midlife women have the money, leisure time and life experience to 'have it all,' yet most feel totally invisible." Reaching your sixth decade can be traumatic. Redundancy, divorce, illness, empty nesting, menopause, caring for parents/children and changes in body shape can depress rather than excite. Dressing like your daughter or your mother are not viable options, so shopping for authentic, flattering clothing can be a nightmare, not a pleasure. This interactive session will provide a realistic insight into the new breed of midlife women, the challenges they face, and how we can best accommodate them as image professionals.



**Sue Donnelly, AICI CIP, MIFIC**, has always wanted to help women enjoy, and dress for, their 'mid-life' years but didn't realize how challenging this was until she hit the BIG 5-0 a few years ago. Sue has authored four books, including *Feel Fab at 50*, is a magazine stylist and columnist, has appeared on TV and is regularly quoted in the press.

### TRACK 2

#### Gearing Up Your Game Plan to Win Corporate Clients

Christina Ong, AICI CIM

Where can you grow beyond what you've accomplished? Explore why, when and how to change your game plan to capture market trends. This session explores whether corporate image training is the *blue ocean* where you can create new business opportunities, assess what it takes to reach and retain corporate clients, and teaches how to ensure sustainable revenue. Be warned that this session could change or accelerate your game plan! Either way, gain perspective from the shared experiences of an industry peer who weathered several economic downturns and her fair share

of mistakes to establish a reputable corporate image training portfolio.

**Christina Ong, AICI CIM**, is arguably Asia's image industry trailblazer. She has developed the Branding Through People™ program at Imageworks, a leading group-based corporate image consultancy. Regional clients include top names in banking, finance, property, hospitality, retail, government and academia.



### TRACK 2

#### Talk Your Way to More Sales

Li Kin Pang, AICI CIP

Most image consultants shun the 'sales' part of the work. In fact, some even hate it. Unfortunately, sales are very much a part of our work, especially if we work alone. If you feel stressed about making a 'sales pitch', or uncomfortable persuading people to engage you, this session is for you. You will identify the key steps to a successful sales conversation and use a proven model to turn your ordinary sales talk into an awesome one that brings in the dollars. You will practice opening and closing a sales conversation, questioning and listening skills, and handling objections with style.

**Li-Kin Pang, AICI CIP**, has 25 years of experience in business development and corporate training. Her international experience spans 20 countries worldwide, having worked with individuals and corporate clients across sectors and cultures. Li-Kin is an appointed AICI Success Coach helping image consultants build a niche for their image business.



11:00 a.m. – 2:00 p.m.

#### Box Lunch/Exhibit Hall Open

2:00 p.m. – 4:00 p.m.

## AFTERNOON CONCURRENT SESSIONS

### TRACK 1

#### Personal Color Analysis: What You Need to Know to Be a Pro

Debra Lindquist, MA, AICI CIP

You may think you know all about color, but do you? There is more to understanding color than deciding if a color is warm or cool. Define the level at which you wish to deliver color information. Break through the barriers and myths relating to color analysis by understanding that there are various levels and approaches to color analysis concepts. Grasp the meaning and importance of The Three Dimensions of Color. Learn to identify the body color harmonies of clients. Doing so is more than just a "matching" game. Understand the visual and psychological effects of color combinations on clients.

**Debra Lindquist, MA, AICI CIP**, has been active in the field of color analysis for over 37 years. Her education, experience, dedication and tenacity qualify Debra as a unique source of information for image consultants. Debra is the innovator of Color Profiles color systems and was the first to introduce the concept of color runs color strips at the AICI Conference in San Diego in 1999.



TRACK 1

**E-Zine Marketing 101:  
Attract Clients with Shameful Ease**

*Joshua Zuchter*

Imagine hundreds or even thousands of prospects adding their names and e-mail addresses to YOUR database. At the same time, you are saving thousands of dollars compared to traditional forms of advertising by maximizing the power of e-zine marketing! We will explore the ins and outs of e-newsletter creation, including best practices, the five mistakes you don't want to make, best frequency, days, times, looks, and inexpensive to free software. Discover how Joshua generated opening rates of up to 321%, compared to the average of only 13-40%. You will learn how to mirror these powerful methods and potentially increase your results even further!

**Joshua Zuchter** is an author, international business and life coach and inspirational speaker. Known for his holistic and leading edge insights, tools, and techniques, he is also regularly featured as a guest expert with the media. Joshua has worked with over 700 business owners and individuals and delivered over 700 presentations for thousands of people over the past 15 years.



TRACK 2

**Bridge the Culture Gap**

*Valérie Berset-Price, AICI FLC*

Effective image consultants realize that nonverbal communication goes beyond the way people dress. One of the hot topics in business today is cultural intelligence and how executives and employees must learn to relate to and influence people of different cultural origins. This session cracks the DNA of cultural intelligence, highlighting the importance of adjusting one's approach concerning seven specific cultural values. It provides the ABCs of cross-cultural communication and is the perfect toolkit you need to teach corporate clients and adjust your own discourse to reach a wider audience.

**Valérie Berset-Price, AICI FLC**, is the founder of Valérie Antoinette, a business consultancy that specializes in cross-cultural mediation and international troubleshooting. A graduate of the Swiss International Business School and of the Monterey Institute of International Studies, Valérie has lived all over the world and speaks five languages.



TRACK 2

**AICI at Work: Image & Career Fairs - A Perfect Fit**

*Judith Ann Graham, AICI CIP & Catherine Schuller, AICI CIP*

Unemployment continues to rise globally and in the U.S. How can we grow our businesses in a broken economy? Consider the career fair market in your community. Job seekers are challenged to assess, redirect and reinvent themselves in a competing world. This session will show you how to connect with career fair producers, sell the importance of image and how to inspire, instruct and motivate job candidates. This is a "business in a box" opportunity for anyone who wants a new niche to compliment his/her existing business.

**Catherine Schuller, AICI CIP and Judith Ann Graham, AICI CIP**, are 20-year veterans of AICI. Both have served as President of the New York



Catherine Schuller

Tri-State Chapter. Judith and Catherine have appeared on the *Today Show*, *Good Morning America*, *The View*, *David Letterman* and many more. Catherine is a former plus-size Ford model and plus-size industry "celebrity" and spokesperson for Divabetic. Judith is a former Miss New York State and author of *My Bride Guide*. Both teach at the Fashion Institute of Technology and are co-authors of *Image Power*.



Judith Ann Graham

5:00 p.m. – 9:00 p.m.

**MID-CONFERENCE WORKSHOPS**

*All workshops require an additional fee: Early-bird fee for members is \$199, After April 4, member fee is \$279. Non-member fee is \$295.*

TRACK 1 & 2

**From Striving to Thriving:  
Create an Exceptional Business Legacy**

*Karen Brunger, BHEc, AICI CIP, and Joshua Zuchter*

All truly great businesses enrich lives AND build prosperity. The key lies in the way we relate to prospects and clients and can make the difference between struggling to endure and creating a superior business legacy. Barriers can include challenged communication and lack of commitment from our clients, enough to block us from achieving results. This session is a must if you are striving to create a first-class thriving business. Discover how to tap into the heart and soul of your clients and audiences to create meaningful and enduring relationships, develop repeat clients and referrals, and discover your ultimate legacy!

**Karen Brunger, BHEc, AICI CIP**, is President of International Image Institute Inc. and an international Past-President of AICI. A recipient of AICI's Award of Excellence and an image trainer, Karen has coached top consultants in the industry.

**Joshua Zuchter** is an author, international business and life coach and inspirational speaker. Known for his holistic and leading edge insights, tools, and techniques, he is also regularly featured as a guest expert with the media.

TRACK 1 & 2

**Makeup for Your Clients**

*Rosario Galindo, AICI CIP*

After taking this practical workshop, you will have many tools to use for yourself and with your clients. You will be able to: analyze the skin structure and layers; recommend appropriate treatments; classify the different face and eye shapes and practice how to apply the necessary corrections; apply corrective makeup to nose, chin, double chin, and lips; select the right colors for every coloring season; identify all makeup tools available in the market (brushes, Vernier ruler, tweezers, etc); and you can practice it in class on "model papers" while the instructor demonstrates on a live model.

**Rosario Galindo, AICI CIP**, started her career selling cosmetics and later became a sales training manager. Rosario has been established since 1990 in Mexico with her business, Armonia y Estilo (Harmony & Style) Makeup and Personality International Center. In addition to writing magazine articles, Rosario has written and published four books, and produced the DVD, *33 Ways to Use Scarves*. She was the first Mexican member to earn CIP status, and was one of the founders of the AICI Mexico Chapter in 2005.



## TRACK 1 & 2

### Create and Deliver Dynamic Workshops

Li Kin Pang, AICI CIP

To expand your horizons, you need to differentiate yourself by creating dynamic workshops that are not run of the mill. This course is designed for image trainers who want to turn their ordinary image workshop into an extraordinary one. You will identify instructional strategies for different audiences, and be equipped with creative tools and techniques for captivating audience attention, encouraging participation, addressing difficult audiences, and inspiring change. This is a highly interactive workshop where participants will be actively involved in role plays, demonstrations and practical exercises. You may even end up creating one or two new tools yourself!

**Li-Kin Pang, AICI CIP**, has 25 years of experience in business development and corporate training. Her international experience spans 20 countries worldwide, having worked with individuals and corporate clients across sectors and cultures.

# Sunday, May 20

7:30 a.m. – 10:00 a.m.

## LEADERSHIP TRAINING

### Mandatory Attendance for ALL Chapter Board Members

**Breakfast will be served at this training.**

*Note: If you are a current or incoming chapter board member, this training is mandatory. If you are interested in leadership within AICI, then we invite you to attend, too.*

Take the guesswork out of managing a successful chapter! Come learn how to organize your chapter board, schedule meetings, plan programs, build chapter membership and more. You will have an opportunity to exchange ideas with your counterparts from other chapters, and to address AICI board members on specific issues and questions. Even if you attended last year, it is important that you come again, to hear what is new and to help out those just beginning.

Come prepared to ask questions and share ideas, as we explore the requirements, strategies and proven techniques for starting, growing and maintaining a successful AICI chapter. **Please RSVP to Riet de Vlieger at [RietdeVlieger@dress4success.nl](mailto:RietdeVlieger@dress4success.nl) by May 10, 2012.**

10:15 a.m. – 12:15 p.m.

## MORNING CONCURRENT SESSIONS

### TRACK 1

### From Procrastination to Productivity

Dennis Higashiguchi

Time management is a way to develop and use processes and tools for maximum efficiency, effectiveness, and productivity. It involves mastery of a set of skills, such as assigning priorities for tasks, setting goals, scheduling, planning, and delegating. You may need to experiment with various time management tools and methods to discover the blend of strategies that works best. At the heart of effective time management is the ability to take charge of the time we have. In this session, you will learn a five-step process for effective time management as well as strategies to overcome procrastination.

**Dennis Higashiguchi** is the manager of consulting services at N&K CPAs, Inc. in Honolulu, Hawaii, specializing in organizational development consulting, strategic planning facilitation, and skills-based training in leadership, sales, customer service and team building. He is described by clients as a great trainer and facilitator, with the kind of knowledge and firepower that gives him instant credibility.



### TRACK 1

### Nice Matters

Leslie Morton

“Education, Experience, Excellence!” Excellence is one of three vital words describing the Association of Image Consultants International organization. Professionals must maintain a level of excellence in order to guarantee competency and integrity. How do we obtain and maintain excellence? Civility! “Nice Matters” takes a look at the gracious life and teaches us how to think beyond the rules. Developing and practicing the art of civility contributes to a more distinctive way of living. “Nice Matters” is an inspirational look at the practical approach to Civility, stressing sincere behaviors that encourage inclusiveness, tolerance and respect. When the principles of Civility are applied, life’s journey is better.

**Leslie Morton** has been teaching the art of civility for over 30 years, and teaches “Professionalism and Civility”—the first course of its kind offered in any accredited university in the country—at George Mason University in Virginia. Five Texas governors and two U.S. Presidents have formally recognized her contributions for educational impact. Leslie was recently named an Ambassador of Civility under the ‘Global Civility Initiative.’



### TRACK 2

### Beyond the Classroom: Tips and Techniques for Distance Learning

Liz Weinstein, PhD

Looking for some training tips and techniques on how to design and deliver distance learning courses? This workshop will provide basic techniques for developing quality webinars, teleclasses, online training sessions and home study programs. A team of experienced trainers will share their expertise on how they use these training vehicles to successfully teach their image topics to a global audience. Karen Brunger, AICI CIP, and CEU Chair; Brenda Kinsel, AICI CIP; Gillian Armour, AICI CIP, and Kelly Machbitz, AICI CIP, together with Liz Weinstein, PhD, AICI CEU Administrator, will respond to your distance learning questions and help prepare you for your distance learning endeavors.

**Elizabeth Weinstein, PhD**, has owned and successfully operated her consulting practice, Elizabeth Weinstein and Associates, Inc. for 22 years. Liz has four decades of experience in education and has adapted her teaching techniques to changing times. As the AICI CEU Administrator, Liz has seen much change in how learning opportunities are delivered by AICI’s CEU providers. She wants to help other members acquire the knowledge and skills to deliver successful distance learning programs. Her focus is on providing quality learning experiences for AICI members.



## TRACK 2

### Colorful Consulting

Sue Donnelly, AICI CIP

If you truly get along with everyone you meet, then this session is NOT for you. To successfully interact with others, you first need an insight into yourself and the impact you make. An interactive mix of lecture and experiential learning will demonstrate how making small adjustments can transform your communications, leading to enhanced business and personal relationships. You'll be introduced to four different color energies and how their characteristics can be recognised in yourself and others. Once recognized, you can adapt your behavior, connecting immediately whatever the situation. No more frustration, just win-win all round.

**Sue Donnelly, AICI CIP, MIFIC**, is passionate about positive personal impact and the importance of relating to each other harmoniously and authentically. She has been featured in and written for numerous magazines and newspapers, with TV appearances in the UK and New Zealand.

12:15 p.m. – 1:30 p.m.

### LUNCH ON OWN

12:15 p.m. – 1:30 p.m.

### CIP/CIM LUNCHEON

#### For Every Challenge, There IS a Solution For Every Question, There IS an Answer

For AICI CIP/CIM certified members only. We invite you to attend this very special open format Q&A luncheon. In these changing financial times, we recognize the many needs and benefits of having this type of session, where you will have the opportunity to ask question both during the session and/or by sending your questions prior to conference, if you wish to remain more anonymous. Our expert facilitator, international business and life coach, Joshua Zuchter, will speak to, share strategies and offer coaching during this session, so that both you and all participants gain the most from it. Attendees who sign up will have an opportunity to email Joshua at [info@joshuazuchter.com](mailto:info@joshuazuchter.com) with your questions in advance. Additional fee \$55, please see the Conference Registration Form for more detail.

1:45 p.m. – 3:45 p.m.

### AFTERNOON CONCURRENT SESSIONS

## TRACK 1

### From a Novice to a Pro

Sangeeta Bahl, MBA, AICI FLC

You have decided to shift from personalized image consultations to group seminars. You have an innate desire to be the best public speaker. Do you know how to keep the audience interested with your opening statements? What do your voice and gestures say about you? Are you able to showcase a calm demeanor, poised stance and hide nervousness while speaking in front of a group? Let me show you how to inculcate "The ABCs of Image Management" to keep the audience glued to you through excellent presentations and communication skills.

**Sangeeta Bahl, MBA, AICI FLC**, is the Director of Impact Image Consultants, Gurgaon, India, President of the AICI India Chapter and an Area Governor for Toastmasters International. She has extensively travelled and worked with over 70 nationalities worldwide during her stint with



the airline industry. She has co-authored *Executive Etiquette Power* with the leading AICI image consultants and is touted as a pioneer image and etiquette consultant in India.

## TRACK 1

### I Don't Need an Image Consult...She Does!

Elaine Stoltz, AICI CIM

After years of giving presentations on the value of image consulting and the benefits of the services I offer, I began to realize every participant is thoroughly entertained and LOVES my presentations but rarely comes to the realization that they need my services, too! They instantly think of the person sitting next to them but not of themselves. It's so much easier to be objective about their friend's appearance, rather than their own. Now I have come up with a solution that will help you convince everyone in the audience that they should be listening to what you say and taking action. Learn a selling strategy that works. Take home outlines of free presentations you can give that will hit home with your audiences.

**Elaine Stoltz, AICI CIM**, is president of the Stoltz Image Institute in Fort Worth, Texas where she teaches image consultants to master visual appearance including custom color, body style, wardrobing, and personal shopping. For over twenty years she has helped thousands of clients find their own unique style while enhancing their self-confidence and credibility.

## TRACK 2

### Landing Media Coverage

LynAnn King and Kelly Machbitz, AICI CIP

Businesses have to make the most of multiple media channels and approach communications and marketing by incorporating content marketing strategies that educate, entertain and attract potential clients. This session will focus on how to land media coverage with a killer "Pitch" that will put you on the editor's 'nice' list, and make you the go-to expert for print and broadcast programming. Participants will learn how to think like a journalist, target local media, and get publicity and media attention. You will also learn how to pitch TV segment programs that get noticed and get aired. Examples and techniques for anticipating the interviewer's questions and creating quotable sound bites will be explored. Best practices will be shared for building your online media room.

**LynAnn King**, of KingSings PR is a marketing visionary, strategist and publicist empowering entrepreneurs to deliver creative marketing communications and media campaigns. She is currently on the AICI International Marketing Committee team, and has been for the last seven years. In 2005, she was honored by the AICI San Francisco Bay Area Chapter as Member of the Year.



**Kelly Machbitz, AICI CIP**, was the on-air beauty expert for CBS *10 Connects News*. She has also appeared on WFLA, Fox 13, and NBC News' *48 Hours*. Frequently called upon in print media, Kelly is now the Tampa Fashion and Beauty columnist for *examiner.com*. A licensed esthetician and author of *All About Face, A Complete Guide to Makeup and Skin Care* (St. John's Press), Kelly owns and operates a successful Merle Norman Cosmetic Studio and consulting practice.



## Outstanding at Standing Out: A Study of Executive Presence

Sarah Brummitt, AICI CIP, MFIPI

How does a professional stand out from the crowd for the right reasons, rather than blend in with everyone else for the wrong ones? This session will explain the details of a large study of executives from a variety of industries, and show how its results have revealed the core components of 'Executive Presence'. You'll discover a selection of tools, frameworks and skills to coach and train your corporate clients, once you've taken care of the image discussion. *Outstanding at Standing Out* is designed to give you both inspiration and practical information to grow your opportunities in the corporate market.



**Sarah Brummitt, AICI CIP, MFIPI**, has been working with executives for 18 years and her image business focuses exclusively on the professional, corporate market. Exploring 'Executive Presence' came out of a desire to understand what clients really need from us – once we've taken care of their wardrobe.

*Outstanding at Standing Out* is the culmination of extensive research, and combines scientific data with a wealth of ideas, frameworks, strategies and skills to coach our clients – and grow our business.

3:45 p.m. – 4:00 p.m.

### Break/Snack/Refreshments

4:00 p.m. – 5:00 p.m.

## WALKTHROUGHS

### CEU Workshop Walkthrough

Elizabeth Weinstein, PhD

AICI's CEU Administrator, Elizabeth Weinstein, PhD, will take you through the AICI CEU application process for getting your training programs CEU-approved by AICI. Participants will be encouraged to ask questions and to share their experiences in applying for and delivering CEU-approved programs. The goal of the CEU application process is to set the standard for high-quality educational experiences for all members. *No audiotaping / No fee required / No CEUs*

### FLC Walkthrough

AICI's First Level Certification (FLC) is the basic level of certification and requires successfully passing an exam and submitting a successful portfolio. Learn about the qualifying exam, the portfolio requirements and the benefits of certification. There will be time for questions and answers. This session is open to all NON-certified consultants. *No audiotaping / No fee required / No CEUs*

### 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 the 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. *No audiotaping / No fee required / No CEUs*

### 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 an AICI 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. *No audiotaping / No fee required / No CEUs*

6:00 p.m. – 7:00 p.m.

### Cocktail Reception

7:00 p.m. – 10:00 p.m.

### Gala Awards Banquet

Come celebrate AICI's awards evening with a Hawaiian theme - outside, under the stars of Waikiki (weather permitting). Don your dressy Hawaiian attire for this celebratory evening. Be sure to bring a wrap.

Guests are welcome to attend. Please see the Registration Form or onsite at the Registration Desk for ticket details.

## Conference Attire

Smart business casual is appropriate for daytime conference programs.

Be sure to bring a wrap, as hotel meeting rooms can be chilly. Attire for Gala this year is tropical style.

## New Conference Policy

AICI recognizes there may be mutually beneficial opportunities when trainers schedule their own training around the AICI Annual Conference and Exhibition. The AICI International Board has recently voted to allow trainers to hold their own trainings *prior* to the conference dates only, but request that all training materials be submitted for approval so as not to conflict with any sessions being offered at conference. Training opportunities should enhance, not distract, from the attendance and success of the AICI Conference and Exhibition, and it is strongly suggested that trainers be in attendance at the Conference as well. The focus of the image consulting community should remain on the AICI Annual Conference and Exhibition.

Please contact Kim Johnson at [conference@aici.org](mailto:conference@aici.org), if you have any questions.

NOTE: Attendees and trainers are PROHIBITED from marketing products or trainings at conference unless they have purchased a table in the exhibition hall. 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. For exhibitor information, please contact Zayna Mosam, AICI CIP, VP Fund Development at [zayna@zmimage.com](mailto:zayna@zmimage.com).

# Conference 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 Friday, Saturday and Sunday, lunches on Friday and Saturday, refreshments at breaks Friday and Sunday, and the Gala Awards Banquet.

**One-Day Conference Registration** (Friday, Saturday, or Sunday) includes enrollment in your choice of concurrent sessions, admission to the Exhibit Hall (Friday and Saturday only), plus breakfast and lunch on Friday or Saturday, and breakfast only on Sunday. Does not include ticketed items such as the Gala Awards Banquet or CIP/CIM Luncheon.

*Please note: In order to register for Mid-Conference Workshops on Saturday evening, 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, 2012**, at AICI headquarters in order to take advantage of Early Bird pricing. Members and students must **register online before the cutoff date** to receive the **\$100 discount on conference registration**.

Ways to Register:

1. Online at [www.aici.org](http://www.aici.org)
2. Fax to: +1 (515) 334-1174
3. Mail to: AICI Headquarters  
1255 Prairie Trail Parkway  
Ankeny, IA 50023 USA

Registration by telephone will not be accepted. Attaching completed registration forms with credit card information by email is not encouraged, as this is not a secure method of transferring payment information.

## ON-SITE REGISTRATION

Registration for Conference, Pre- and Mid-Conference Workshops will open Thursday, May 17, at 7:00 a.m. There is no onsite registration for the FLC exam. Registration hours for each day appear on the Conference Agenda and will be posted at the registration desk on a daily basis.

## MEMBERSHIP INFORMATION

Please visit [www.aici.org](http://www.aici.org). Complete the Membership Application online and download the Membership Application and mail or fax it in to receive the member registration rate.

## ACCOMMODATIONS

### Waikiki Beach Marriott Resort and Spa

2552 Kalakaua Avenue,  
Honolulu, Hawaii 96815 USA  
Tel: +1 (808) 922-6611  
[www.marriottwaikiki.com](http://www.marriottwaikiki.com)

## GUEST ROOM RATES

A limited number of guest rooms have been blocked for AICI, at the discounted rate of **\$169/night** (single/double), so be sure to make your reservations early!

Check-in time is 3:00p.m. Check-out time is 12:00 noon.

**In order to receive the discounted conference rate, reservations must be made by April 14, 2012.** After April 14, 2012, reservations will be accepted on a space available basis and the conference rate cannot be guaranteed.

## RESERVATIONS

Make your reservations for the AICI 2012 Conference directly with the Waikiki Beach Marriott Resort and Spa at +1 (808) 922-6611. Be sure to mention ASSN OF IMAGE CONSULTANTS INTL (AICI) when making reservations and to receive the AICI group rate. Attendees may access the group reservation link by visiting the AICI website at [www.aici.org/Annual\\_Conference/Conference.htm](http://www.aici.org/Annual_Conference/Conference.htm) or [https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=7101567](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=7101567). Check-in time is 3:00 p.m.

Please request your sleeping room type (i.e., king or double) in the Comment Section when you reserve your room online. Requests are not guaranteed, but the hotel will do their best to accommodate your needs.

## HOTEL PARKING

**Overnight:** Self Parking \$22.50; Valet Parking \$35.00.

**Day rates:** Self Parking \$8.00; Valet Parking \$12.00.

## AIRPORT ACCESSIBILITY

Honolulu International Airport (HNL) is serviced by most domestic and international airlines. A complete listing can be found at their website: <http://hawaii.gov.hml>. The airport is located about 20 minutes from Waikiki Beach Marriott.

## GROUND TRANSPORTATION

There are a number of ways to get to and from the Honolulu International Airport. The airport is located 10 miles from Waikiki, and six miles from downtown Honolulu. The cost of shuttle services to the hotel from Honolulu International Airport is approximately \$15-35 one way. For a complete listing of ground transportation options, visit the Honolulu International Airport website (listed above and click on "Ground Transportation").

## EXHIBITOR INFORMATION

Please visit [www.aici.org](http://www.aici.org) or contact AICI Headquarters at [conference@aici.org](mailto:conference@aici.org) or call +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.

## CANCELLATION POLICY

Cancellations must be received at AICI Headquarters in writing before April 27, 2012. Your registration fee will be refunded, less a \$100 processing fee. **No refunds will be made after April 27, 2012.**

## IF AICI CANNOT HOLD THE 2012 ANNUAL CONFERENCE

If AICI cannot hold the 2012 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.



# 2012 CONFERENCE REGISTRATION FORM

Use this form as a guide for your online registration. Or, complete and return the form and payment to:  
 AICI HQ ♦ 1255 SW Prairie Trail Parkway ♦ Ankeny, IA 50023 ♦ Phone: +1 515-282-5500  
 Fax: +1 515-334-1174 ♦ staff@aici.org ♦ www.aici.org

**SAVE BY REGISTERING ONLINE BY APRIL 4, 2012.\* Go to www.aici.org to register.**

Please Print

First Name		Surname	
Company		Street Address	
City	State/Province	Zip/Postal Code	Country
Phone		Email	

**CHECK ALL THAT APPLY:**  First-Time Attendee  New Member  Vegetarian Meals Requested  
 Special Assistance Needed \_\_\_\_\_  Food Allergies \_\_\_\_\_  
 Yes, I will be bringing an interpreter – Name \_\_\_\_\_ – See Option 3

**Registration Options:**

	AICI MEMBER		NON-MEMBER	STUDENT MEMBER		Total
	Before 4/4/12	After 4/4/12	Anytime	Before 4/4/12	After 4/4/12	
<input type="checkbox"/> <b>OPTION 1:</b> Full Conference (Includes Exhibitor Reception & Gala Awards Dinner) *Members receive \$100 off Full Conference Registration if you register online by 4/4/12	\$665	\$855	\$985	\$535	\$645	\$ _____
<input type="checkbox"/> <b>OPTION 2:</b> One-Day Registration ONLY (Does not include Gala Awards Banquet) Select Day: <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY	\$285	\$385	\$415	\$210	\$310	\$ _____
<input type="checkbox"/> <b>OPTION 3:</b> Interpreter Meal Fee (This covers meals for Friday, Saturday and Sunday for your interpreter. Does not include Gala Awards Banquet or CIP/CIM Luncheon.)	\$265	\$365	\$365	\$265	\$365	\$ _____

**Full Conference Options:** (The following options are included with Full Conference Registration. Please check all you plan to attend)

- First Timers Meeting (Thursday, May 17, 5:15 p.m.)
- Annual Meeting (Friday, May 18, 7:30 a.m.)
- Philanthropy Event (Friday, May 18, 4:30 p.m.)
- Hilo Hattie Event (Friday, May 18, 6:00 p.m.)
- Leadership Training (Required for Chapter Board) (Sunday, May 20, 7:30 a.m.)
- Reception / Gala Awards Banquet (Sunday, May 20, 6:00 p.m.)

**Workshop/Event Options:**

**THURSDAY, MAY 17, 2012**

(Conference registration not required for Thursday Pre-Conference Workshops)

	Before 4/4/12	After 4/4/12	Anytime	Anytime	Total
<input type="checkbox"/> Personal Change for Personal Power (8:00 a.m. – 12:00 p.m.)	\$199	\$279	\$295	\$199	\$ _____
<input type="checkbox"/> Trends, Styles and Marketing for Boomers (8:00 a.m. – 12:00 p.m.)	\$199	\$279	\$295	\$199	\$ _____
<input type="checkbox"/> The Platinum Rule (8:00 a.m. – 12:00 p.m.)	\$199	\$279	\$295	\$199	\$ _____
<input type="checkbox"/> Civility Rules! In Social Media (1:00 – 5:00 p.m.)	\$199	\$279	\$295	\$199	\$ _____
<input type="checkbox"/> Interpreting the Messages of Appearance (1:00 – 5:00 p.m.)	\$199	\$279	\$295	\$199	\$ _____
<input type="checkbox"/> Learning How to Read Body Language (1:00 – 5:00 p.m.)	\$199	\$279	\$295	\$199	\$ _____
<input type="checkbox"/> Get Clients Now! Marketing Action Plan (1:00 – 5:00 p.m.)	\$199	\$279	\$295	\$199	\$ _____

**SATURDAY, MAY 19, 2012** (Conference registration required for Saturday workshops.)

<input type="checkbox"/> Create an Exceptional Business Legacy (5:00 – 9:00 p.m.)	\$199	\$279	\$295	\$199	\$ _____
<input type="checkbox"/> Makeup for Your Clients (5:00 – 9:00 p.m.)	\$199	\$279	\$295	\$199	\$ _____
<input type="checkbox"/> Create & Deliver Dynamic Workshops (5:00 – 9:00 p.m.)	\$199	\$279	\$295	\$199	\$ _____

**SUNDAY, MAY 20, 2012** (Conference registration required for Sunday events.)

<input type="checkbox"/> CIP/CIM Luncheon (CIP and CIM members only) (12:15 p.m. – 1:30 p.m.)	\$55	\$155	\$170	----	\$ _____
<input type="checkbox"/> Spouse/Guest Fee for Reception / Gala Awards Banquet (6:00 – 10:00 p.m.)	\$110	\$210	\$210	\$110	\$ _____

**Angel Fund Donation** (Archangel - Contributions of \$1,000 or more / Angel - Contributions of \$250 or more / Cherub - Contributions of \$50 - \$249) \$ \_\_\_\_\_  
 AICI Membership Dues – Membership application must be completed and must accompany this registration form. \$ \_\_\_\_\_

(All payments must be in U.S. Dollars)

**TOTAL PAYABLE TO AICI \$**

**CANCELLATION POLICY**

Changes and cancellations must be received at AICI Headquarters in writing before April 27, 2012. Your registration fee will be refunded, less a \$100 processing fee. (A \$100 processing fee will be incurred for changing workshops prior to Conference or at Conference.) No refunds will be made after April 27, 2012.

**Payment Information** All payments must be in US funds. Registration will not be processed without payment. You will receive an email confirmation for your registration. Note that if your membership dues with AICI are not current, you will be automatically charged the non-member fee.

Enclosed is my  Check (payable to AICI) **OR** Charge my:  Visa  MasterCard  American Express

Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Signature indicates authorization to charge card.

Payment may be deducted as an ordinary and necessary business expense. Consult your tax advisor for further advice.



## 2012 FLC EXAM REGISTRATION FORM

Use this form as a guide for your online registration. Or, complete and return the form and payment to:  
AICI HQ ♦ 1255 SW Prairie Trail Parkway ♦ Ankeny, IA 50023 ♦ Phone: +1 515-282-5500  
Fax: +1 515-334-1174 ♦ [staff@aici.org](mailto:staff@aici.org) ♦ [www.aici.org](http://www.aici.org)

**Location:** Waikiki Beach Marriott Resort and Spa, Honolulu, Hawaii  
**Date & Time:** Thursday, May 17, 2012 8:30 a.m. – 11:30 a.m.  
**Exam Fee in US \$:** \$545 (Member)  
\$1,090 (Non-member)  
**Early Registration Deadline:** April 4, 2012

**if you register between April 5, 2012 – April 18, 2012, you will be assessed a \$100 late fee  
No registrations will be accepted after April 18, 2012.**

**PLEASE PRINT OR TYPE AS IT APPEARS ON YOUR GOVERNMENT-ISSUED ID.** If your name on your government-issued ID and your name on your AICI member record are not the same, you must update your member record. Click MyProfile to update your name. Your names must match in both records to ensure you are able to take the exam and to accurately maintain your membership records.

First Name:	Surname:
Company Name:	
Street Address:	
City:	Country:
State/Province and Zip/Postal Code:	
Telephone:	Email Address:
<b>CHECK ALL THAT APPLY:</b> <input type="checkbox"/> Special Assistance Needed _____	
<input type="checkbox"/> \$545 (Member Rate)	<input type="checkbox"/> I am taking the exam as English as my first language.
<input type="checkbox"/> \$1090 (Non-Member Rate)	<input type="checkbox"/> I am taking the exam as English as a Second Language (ESL) <b>NOTE:</b> exam time is 8:30 a.m. – 1:30 p.m.
<b>Total:</b> \$ _____	

**Payment Information:** All payments must be in US funds. Registration will not be processed without payment. You will receive an email confirmation for your registration. Note that if your membership dues with AICI are not current, you will be automatically charged the non-member fee.

Enclosed is my  Check (payable to AICI)  Visa  MasterCard  American Express

Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

*Signature indicates authorization to charge card.*

### CANCELLATION POLICY

Changes and cancellations must be received at AICI Headquarters in writing on or before April 18, 2012. Your registration fee will be refunded, less a \$100 processing fee. **No refunds will be made after April 18, 2012.**

AICI cannot transfer the FLC Exam fee to a later date.



## *Honolulu @ Waikiki Tourist Information*

Home to the State Capitol, Honolulu is the vibrant epicenter of the Hawaiian Islands. Here you'll find everything from historic landmarks and treasured monuments to world-class shopping and a flourishing arts and culture scene. The sprawling city of Honolulu spreads throughout the southeastern shores of Oahu, from Pearl Harbor to Makapuu Point, encompassing world famous Waikiki, Oahu's main hotel and resort area.

Along the main strip of Kalakaua Avenue you'll find shopping, dining, entertainment, activities and resorts. Waikiki is most famous for its beaches, and the beach is just across the street to the Marriott Waikiki, AIC's 2012 conference hotel. There are other attractions in Waikiki like the Honolulu Zoo and the Waikiki Aquarium, both offering fun for the whole family. You can learn about the history of Waikiki by reading the surfboard markers along the Waikiki Historical Trail. Fantastic shopping and dining can be found all along Kalakaua and Kuhio Avenues and at gathering places like the Royal Hawaiian Center and the Waikiki Beach Walk. And the fun keeps going long after the Waikiki sunset with amazing nightlife and live music.

Best of all, Waikiki is within a half hour of a variety of Oahu attractions, including Pearl Harbor, Lolani Palace, the Nuuanu Pali Lookout and Hanauma Bay. Other notable points of interest nearby include Ala Moana Center, the local neighborhood of Kapahulu and the arts district of Chinatown.

So plan to come early or stay later, as the Marriott Waikiki is extending the conference rate two days prior and two days after the conference dates. (see page 13 for hotel information). For more information about the island of Oahu, visit [www.gohawaii.com/oahu](http://www.gohawaii.com/oahu).