

**Vision**

• AICI champions and supports the personal and professional development of image consultants worldwide. • AICI provides an international community which fosters opportunity for personal support and fellowship by providing a challenging and inspiring environment for business growth and development. • AICI sets and maintains industry standards. We *are* the industry by definition. • AICI eliminates boundaries and increases possibilities for our members and their clients to accomplish their personal and professional goals.

**Charter by the year 2000**

• Raise the level of professionalism in the industry • Provide strong educational programs for business growth • Make available to our members the wealth of current information supported by ground breaking research for the benefit of their clients • Increase and enhance the recognition of image consulting worldwide.

## Profile of AICI's '95 IMMIE Winner for Education: Helen Connor

*The events in our lives happen in a sequence in time, but in their significance to ourselves, they find their own order...the continuous thread of revelation. — Eudora Welty*

Recently I was invited to give a two-hour lecture/demonstration to 170 teenagers at the Waukesha County Technical College in Wisconsin. The last time I spoke to so many teenagers at one time was at my own high school, when I delivered the graduation speech to 500 seniors of the class of 1963! The passing of more than three decades has dimmed much of what I said during that proud moment, yet somehow I still recall the last two lines of my commencement address: **"We can make a better world. And the choice is ours!"** I believe that idealistic sentiment has colored almost everything I've done in my life since; no less so my current work in the image industry.

**Choice and influences**

When I was 4-1/2 years old, my parents chose to immigrate to America.

Growing up in a traditional Filipino family, education, character development and respect were prime values my parents instilled. "Always seek the truth," they said. "And always be truthful, or else you risk losing the trust and respect of others."

Much of my search for "the truth" came by way of the many things that I loved. These in turn greatly influenced what I chose to do in my life. My passions include:

- Education that serves lifelong learning and effects positive social change.
- Music, art, design, beauty, and the creative process.
- Writing, the study of literature and language.
- Teaching and excellent information design.
- Existential philosophy and innovative ideas such as those of humanist

Photo at right taken at IMMIE Awards Night



psychologist, Abraham Maslow.

Before I entered this field in 1982, I worked in educational publishing for 15 years designing and producing multi-media products across all curriculum areas. My career in publishing gave my

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### Checklist

**Newsletter Deadlines**

- March Issue: February 1
- June Issue: May 1
- September Issue: August 1
- December Issue: November 1

**CONVENTION '96**

Dallas, July 8-14

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## Profile of AICI's '95 IMMIE Winner for Education

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passions a fertile playing field. My products received pedagogical acclaim and design awards for innovation and excellence.

Between 1980 and 1988, I had my own publishing consultancy. It was during this period that I began work in the image field. Rather than choose image consulting, in some ways I think it chose me. My entrée was a call from the late Suzanne Caygill to write and design her promotional materials. As a result of my association with this great color innovator, I wrote my first in-depth article on personal color for Syntex Beauty Care in 1982.

Other industry clients called. Among them were then partners Carla Mathis and Patty Demetrios of Color Spectrums. They hired me to write their first brochure and client portfolio. That experience led to my present publishing partnership with Carla Mathis, which culminated in our co-authoring the book, *The Triumph of Individual Style*.

### Using God's Gifts

Again, my passions seemed to mesh with the work. My innate design sense guided me. During 10 years of research and practice, I discovered many flaws and inconsistencies in the various schools of thought on color and style. *Triumph* was an excellent medium to set things straight and even forge new theories of my own. Carla often joked about how some of my best ideas emerged whenever I took showers. I believe we are all innately creative, and that creativity is a gift from God. I gladly attribute some of my best ideas to the Heavens. From "splashes" of insight, I created many new concepts that I wrote about in *Triumph* including:

- a personal color exercise that forced me to redefine the traditional terms of color, as well as invent new terms such as the *resonance* of color.
- an easy 3-step paradigm which separates the body from clothes to allow one to discover the Body's Design Pattern™ through the elements of art, in a step-by-step fashion. This information design is the foundation of *Triumph*.
- an easy method to analyze body proportion by visually using the headlength measurement. I related this to the classic Golden Mean ratio as a way to see balance in our clothing, regardless of one's size and shape. This has since led me to a theory on how to choose one's hairstyles.

However innovative these concepts may seem, to me they are mere tools I use to reveal my larger vision: to forge a new psychology of beauty for women in the '90s and beyond.

### Redefining Beauty

My mission is to *restore* our humanity in the world of fashion and to *redefine* beauty on a grand scale. I teach how to bridge the world of fashion and the world of style through the body as art. This, along with my strong belief in self-actualization are the driving forces of my work.

There are times that I wish I had become a performing artist. I now know that my many years of classical violin and piano performance prepared me to be unafraid of public speaking. Nothing is scarier than performing Beethoven,

Scriabin, or Rachmaninoff by memory for a music-loving audience.

I've had many speaking engagements and media interviews the past three years. Everywhere I speak or teach, I tell my audiences that there is a new spirit of beauty today that honors the individual woman, just as she is. The woman's movement, of which I actively took part in the late 60's, helped to bring us to this contemporary attitude.

Attitude is a start, but it's not enough. After we've freed ourselves to be beautiful just as we are, then what? Can we truly become the masters of our own beauty and style? As an author, personal design consultant, and publisher with a passion to help women become "fully-functioning, mature human beings" my answer is a resounding 'yes'.

Any social change comes with new language and new laws. I believe beauty and style belong to every woman. I believe it will be the language of art and the laws of aesthetics that will free us from the constraints and image stereotypes of the past. And I have put all my passions and all my energies to educating women and men, too, who will provide the critical mass necessary to make this significant social change. This is also a legacy I wish to leave with yet another and perhaps my greatest passion—my children, our children, our future.

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## MEMBER SPOTLIGHT



**Aleysha Proctor**, Washington, D.C. Chapter, Directress of The Studio Elle Company served as Mistress of Ceremony of a community Women's Day program entitled "Divine Women". She was unanimously selected for the position by the Women's Committee.

**Susan Stackley Stephens** of Clarendon Hills, Illinois had an article published in the *DuPate Business Ledger* that addressed casual Friday business attire.

**Izora Earl** of the Houston Chapter was a speaker along with First Lady Kathy Keating at the American Business Women's Conference held in Oklahoma City, Sept. 3rd.

Professional Image Expert, **Diane Parente, AICI**, president of Image Development and Management, Inc. (IDMI) appeared on the Ten O'Clock News on KPIX (Channel 5) broadcast Wednesday, September 27th. Reporter Ann Fraser in her story on "the Trial of the Century", People Vs. O.J. Simpson, sought Diane's analysis of the potential impact on the jury's verdict of Marcia Clark and Johnnie Cochran's image. Anchor Dave McElhatton added Diane's comments about O.J. Simpson to complete the piece.

**Helen Connor** was profiled in the *San Mateo Times*, San Mateo, CA, the *Phillippine News*, San Francisco, CA and the *San Jose Mercury News*, San Jose, CA in August and September. She appeared as a featured speaker at the Lake Washington Technical College in Kirkland, WA and the Providence Medical Center in Seattle, WA in October.