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AICI CELEBRATES 20 YEARS IN THE IMAGE BUSINESS WITH A COMMITMENT TO CIVILITY--AND AWARDS ITS FIRST CANADIAN CIVILITY STAR TO LEWENA BAYER

Sacramento, CA The Association of Image Consultants International (AICI) will hold its Global Annual Conference in Vancouver, British Columbia, Canada from Thursday, May 20 through Sunday, May 23, 2010 at the Renaissance Harbour Hotel, and celebrates its 20th Anniversary.

Way back when in 1990, image consulting was considered a pricey perk exclusively geared to the rich and famous. Not any more! Now, professional image consultants' clients can include teens preparing for their first dance, recent college grads hunting for their first job, out-placed executive men and women trying to polish up their image to land a new job, or men and women seeking to climb the corporate ladder. Image has grown to include all segments of the population.

"It has been an exciting ride for our profession. What started as a primarily U.S.-based membership, AICI now has members in over 40 countries," says Lynne Marks, AICI CIM, the president of the international association, and founder/president of the London Image Institute, headquartered in Atlanta, GA. "We are a group of men and women who are certified image professionals, dedicated to helping individuals from all walks of life to learn, project and appreciate their own image uniqueness."

This conference does hold special significance. In 2009, members were first introduced the Civility Counts Project. As part of the 20th anniversary celebration, *Chase's Calendar of Events, The Ultimate Go-to Guide for Special Days, Weeks and Months*, has recognized AICI as the official sponsor of the month of May as "International Civility Awareness Month." States Marks: "We are very proud to support Civility.

Lewena Bayer, the Canadian-based founder and executive director of The Center for Cultural Competence and The Civility Experts, is the author of seven books and an acknowledged Canadian expert on civility in the workplace. In conjunction with the Civility Counts Project, AICI will award Bayer its first Canadian Civility Star Award, during the conference's Awards Ceremony on

Saturday, May 22.

The Civility Counts Project was inspired by Dr. P.M. Forni, author of *Choosing Civility--The Twenty-Five Rules of Considerate Conduct* and cofounder of the Civility Project at Johns Hopkins University. This long-term, multi-faceted program is based on the 3 Rs: Respect, Restraint and Responsibility, as defined by Dr. Forni.

President-elect Kimberly Law, AICI CIP, who runs Personal Impact Image Management in Burnaby, BC, states that an image consulting career is one of the most rewarding, especially in a tough economy. "Each year, our members and guests get exposed to the best--and the newest--opportunities in the image industry. They are encouraged to explore and to add additional image-related revenue streams. This year, we will be talking a lot about Civility, as a new business of image opportunity."

AICI, the Source for Image Professionals in Education, Experience and Excellence, is the leading and largest professional association of personal and corporate image consultants worldwide. A nonprofit organization, AICI is dedicated to advancing the level of professionalism and enhancing the recognition of image consultants. Online at www.aici.org.

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