

AICI

ASSOCIATION OF
IMAGE CONSULTANTS
INTERNATIONAL



AICI CODE OF ETHICS HANDBOOK

DECEMBER 2023 EDITION

AICI

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INTRODUCTION

Welcome to the AICI Code of Ethics Handbook. As stewards of the image consulting industry, we play a pivotal role in addressing organizational challenges and uplifting communities. With this privilege comes a profound responsibility to operate with integrity, transparency, and a deep commitment to ethical conduct.

As AICI continues to grow and evolve, it faces increasingly complex ethical dilemmas. We navigate a web of moral considerations that require thoughtful deliberation and principled action. How do we ensure the highest standards of governance and accountability? How do we balance the pursuit of our mission with the well-being of our members? How do we foster a culture of inclusivity, diversity, and respect within our organization?

This Code of Ethics Handbook has been developed to provide us with a comprehensive guide to ethical decision-making and conduct. It serves as a valuable resource for board members, staff, volunteers, and all members involved in AICI who are committed to upholding the highest standards of ethical behavior.

Within these pages, you will find a framework that encompasses the core values that underpin ethical practices. It explores fundamental principles such as integrity, honesty, compassion, and respect for the dignity and autonomy of individuals and communities. It offers practical guidance on navigating potential conflicts of interest, ensuring responsible financial stewardship, fostering a safe and inclusive work environment, and engaging in ethical and advocacy practices.

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By embracing this Code of Ethics, AICI can build a strong ethical foundation that inspires trust, cultivates meaningful relationships, and enhances the impact in the pursuit of our mission. It is a commitment to operating with transparency, accountability, and a relentless focus on the best interests of those we serve.

This handbook is not intended to be prescriptive, but rather a starting point for reflection, dialogue, and action. It encourages us to adapt and customize the principles and guidelines to our unique contexts, missions, and values. It is a living document that should be revisited and revised as the image industry landscape evolves and new ethical challenges emerge.

By embodying the principles and values outlined in this Code of Ethics Handbook, AICI have the power to set new standards of excellence, to shape a future where ethical conduct is the norm, and to inspire trust and confidence in our membership and community we serve.

We invite you to embark on this ethical journey, to embrace the opportunity to make a positive difference in the lives of individuals and communities, and to contribute to a more just and compassionate society.

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CODE OF ETHICS AND PROFESSIONAL RESPONSIBILITY

The Association of Image Consultants International (AICI) recognizes the fundamental role of members in the social, economic, and cultural development of their clients. AICI desires to guide members to be self-managed image professionals to ensure competent consultancy services to the public and the clients. AICI is dedicated to the principle that individuals in the image consulting profession must conform to the highest standards of practice, personal integrity, professional competence, sound judgment, and ethical discretion.

AICI believes that it is the right time to state universal policies and principles in a Code of Ethics and Professional Responsibility to help image consultants establish a dynamic and vibrant practice. This Code shall be the basis for best practices and cooperation among members, certified and non-certified.

AICI affirms that the public shall be protected and shall benefit from a universally accepted and applicable Code to which all professionals in AICI must conform and other image professionals are encouraged to follow.

ARTICLE I

Scope and Coverage

Section 1. This Code of Ethics and Professional Responsibility is aligned with the AICI Policies and Procedures Manual. This applies to all members of AICI, certified or non-certified.

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ARTICLE II The AICI Core Values

Section 1. The AICI Code of Professional Responsibility is based on the AICI Core Values, and the actions that flow from them.

Section 2. Image Consultants shall follow the AICI Core Values.

- a. Professionalism - The competence or skill expected of a professional
- b. Integrity - The quality of being honest and having strong, moral principles; moral uprightness.
- c. Continuous Learning - The desire to always seek ways to increase knowledge, and to learn new skills.
- d. Excellence - The quality of bring outstanding in all practices.
- e. Diversity and Inclusivity - Respect for all people regardless of age, gender, race, ethnicity, education, sexuality, physical ability or religion, and the belief in equal access to opportunities and resources for all.
- f. Service and Volunteerism - The desire to help others with no expectation of financial or other rewards.
- g. Sustainability - The highest regard for sustainable practice, environmental protection, and conservation.

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Section 3. Image Consultants shall comply with applicable laws, rules and regulations or government policies and issuances in their territorial jurisdiction in relation to the practice of the profession. They shall avoid conflicts with laws, rules, regulations and government offices, agencies, and organizations.

Section 4. Image Consultants shall represent their qualifications, education, experience, affiliations and training with candor, fairness, and good faith.

Section 5. Image Consultants shall engage in the practice of their profession in accordance with their training and experience. They shall accept tasks they can competently perform and deliver.

ARTICLE III

Duties to the Global Community

Members of the profession work and live in harmony with the global community. The practice of their profession and advocacy has no borders, limits, or favors.

Section 1. Image Consultants recognize their status as global citizens and members of their respective states. As such, they accept the authority of International and Domestic Law.

Section 2. Image Consultants shall contribute towards the development of effective image consulting interventions and materials that are socially and culturally acceptable to the global community.

Section 3. Image Consultants shall comply with relevant laws, rules, and regulations in their respective territories.

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Section 4. Image Consultants shall exercise professional courtesy in dealing with professionals in other fields.

Section 5. Image Consultants shall help improve public understanding of the practice of the profession. They shall enhance public perception of the profession.

Section 6. A member of the profession shall avoid any behavior that would be unbecoming of a professional, in private or public life.

Section 7. An Image Consultant shall not breach any person's trust or commit acts of misrepresentation.

Section 8. An Image Consultant shall not commit, nor give the appearance of, any unfair, illegal, discriminatory, or corrupt practice.

Section 9. In appearing and communicating via multimedia platforms the Image Consultant shall maintain the highest professional standards. The use of honest, competent, and fair language shall always be employed. Information should be based on facts. Opinions shall be supported by reason. Advice should be based on study and sound best practices.

Article IV Duties to the Clients and Industry Partners

An Image Consultant shall competently carry out professional responsibilities. They shall provide services honestly and diligently. They must ensure that all their activities are within their expertise, knowledge, experience, and skill limits. When services required are outside one's level of competence, they shall secure necessary assistance and consistently provide high-quality consulting, training, and development services.

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Section 1. An Image Consultant shall always uphold the rights, interests, and dignity of the clients.

Section 2. The relationship of Image Consultants shall be personal and fiduciary, preserving good faith, mutual trust, and respect.

Section 3. An Image Consultant shall hinder oneself from excessive entanglements and involvements with personal life or personal affairs of clients.

Section 4. An Image Consultant shall respect the rights, liberties, and privacy of clients.

Section 5. Confidential information, trade secrets and privileged communication shall always remain secure.

Section 6. An Image Consultant shall charge reasonable fees according to services rendered, current industry standards, and agreed rates.

Section 7. Image Consultants shall give genuine regard and prioritize the transfer of learning to clients.

Section 8. An Image Consultant shall develop a sincere, objective, and friendly relationship with clients, while respecting individual personalities and differences.

Section 9. An Image Consultant shall support diversity and inclusion. They shall not commit acts of discrimination based on sex, race, status, religion, or physical condition.

Section 10. An Image Consultant shall serve clients and industry partners with loyalty, supporting their organizational mission, vision, and goals.

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Section 11. Setting the goals and expectations of clients shall be agreed upon before implementing any project or program. Roles, objectives, and standards for evaluating performance shall be clearly defined.

Section 12. Image Consultants shall avoid conflict of interest or the appearance of such.

Section 13. Image Consultants should uphold the interest of the Association above one's own interest. In all cases, when there is a potential or real conflict of interest in a contemplated or actual transaction, the Image Consultant should report it to the Association for the appropriate resolution.

ARTICLE V

Duties to Other Professionals

An Image Consultant shall maintain personal and professional growth in the profession by engaging in activities that enhance the credibility and value of the profession. Image Consultants should work together in harmony and with mutual respect. They should cooperate and safeguard the profession's best interest, reputation, and dignity.

Section 1. An Image Consultant shall support the profession's advancement by contributing to human development within their organization and beyond.

Section 2. An image consultant shall share information, concepts, experience, best practices with others while always maintaining transparency and accountability.

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Section 3. An Image Consultant shall respect the intellectual property of others. Proper acknowledgment, attribution and fair use shall always be practiced.

Section 4. An Image Consultant shall support the professional development of peers.

Section 5. An Image Consultant shall always respect others in the profession.

Section 6. Members of the profession shall observe a proper protocol and referral system. In making referrals, the clients' best interest shall be the primary consideration, and the professional standing and expertise of the consultant.

Section 7. In case of irreconcilable differences or conflicts of opinions between members of the profession, the matter shall be referred to the Ethics Committee for the appropriate resolution.

Section 8. Professionals shall be encouraged to report to the AICI Ethics Committee personal knowledge of any corrupt, unethical, or dishonest conduct of members of the profession.

Section 9. An Image Consultant shall exercise good faith and honesty in communication and expressing opinions. Avoid derogatory statements and undue criticisms concerning other members of the profession or those that may affect the reputation and dignity of the profession.

Section 10. An Image Consultant shall avoid any conduct, attitude or behavior that would harm the reputation of the profession.

Section 11. An Image Consultant shall respect and follow branding guidelines of AICI.

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Section 12. An Image Consultant shall constantly update membership status and maintain good standing with AICI to enjoy membership benefits.

Section 13. Image Consultants shall report to the AICI Ethics Committee misconduct of members and/or members of the profession.

Section 14. Image Consultants shall refrain from attempting or persuading AICI members to disengage from their affiliations with AICI or other professional networks.

Section 15. Image Consultants shall maintain professional integrity and ethical conduct when interacting with colleagues and peers within the image consulting industry, refraining from engaging in activities that could be perceived as poaching or undermining the professional relationships of others.

Section 16. Image Consultants involved in any form of membership or organizational recruitment must ensure transparency and honesty in their communications, providing clear and accurate information without engaging in disparaging or coercive tactics.

ARTICLE VI Duties to Self

An Image Consultant shall always act according to the profession's principles by upholding the AICI Core Values.

Section 1. An Image Consultant shall conduct oneself in a manner consistent with the philosophy, principles, values, and beliefs of the Image Consulting Profession.

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Section 2. An Image Consultant shall strive continuously for excellence, knowledge, and mastery. They shall be encouraged to aspire for AICI Certification.

Section 3. An image Consultant shall always act with integrity, candor, and fairness.

Section 4. An image Consultant shall only claim credit and ownership for their own work output, created or attributed.

Section 5. An Image Consultant shall pursue personal and professional development as a life goal.

Section 6. An Image Consultant shall always provide competent and professional service. In case of conflict-of-interest resolution, the personal benefit shall be secondary to service.

Section 7. An Image Consultant shall be upright, diligent, and competent.

Section 8. An Image Consultant must be able to substantiate claims, representations, qualifications, and expertise.

Section 9. In communicating services to others, Image Consultants shall employ fair, honest, and complete information. The use of false, deceptive, misleading, and incomplete information shall be always avoided.

Section 10. Image consultants shall not use AICI to endorse their business other than stating their membership and certification.

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ARTICLE VII Image Consultant's Pledge

Image Consultants covered by this Code shall make this Pledge:

I, a member of the Image Consulting Profession, solemnly pledge to abide by this Code of Ethics and Professional Responsibility.

I shall uphold the principles, core values, and interests of the profession.

I shall serve with honor, integrity, excellence, loyalty, and fairness to the public, the clients, and the other members of the Image Consulting Profession.

I will faithfully practice as a professional Image Consultant to the best of my ability.

I will obey laws, rules and regulations and relevant policies promulgated by competent authorities.

I voluntarily pledge to this Code of Ethics without reservation.

This Code shall take effect on July 1, 2023.

Signature and Date

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RULES OF PROCEDURE FOR ETHICS COMPLAINT

RULE I

Title, Construction, and Proceedings

Section 1. Title of the Rules. These Rules shall be known as the Rules of Procedure of the Association of Image Consultants International (AICI).

Section 2. Construction. Subject to the requirements of due process, these Rules are in place to assist any party seeking effective resolution of an ethics complaint.

Section 3. Nature of the Proceeding. Proceedings before the Association shall be confidential in character and summary in nature. Proceedings do not require a trial like process.

RULE II

How to File a Complaint

Section 1. How to File a Complaint. A Complaint against an image consultant may be filed before AICI Ethics Committee by writing a letter of complaint by post or by email with all relevant evidence attached.

Section 2. AICI Disciplinary Power. AICI Disciplinary Power. AICI may exercise its power to discipline and enforce policies, rules, and the Code of Ethics and Professional Responsibility by initiating a complaint against a member by these rules.

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RULE III Forms and Documents

Section 1. Forms and Documents. The only forms and documents allowed are the complaint, answer, and position papers of the parties.

Section 2. Prohibited Forms and Documents. The following shall not be allowed:

- a. Motion to Dismiss
- b. Motion for Bill of Particulars
- c. Motions intended to delay proceedings.
- d. Motion for Reconsideration
- e. Supplemental Pleadings

Section 3. Issuance of Notice. Within three (3) days from receipt of the complaint, AICI shall issue the required notice to the member involved attaching a copy of the complaint and supporting evidence, if any. The information shall indicate that the respondent has ten (10) days from receipt within which to answer with supporting evidence, if any.

RULE IV Venue and Assignment of Cases

Section 1. Venue. All cases filed before AICI shall be sent to AICI Headquarters.

Section 2. Referral to Ethics Committee. All cases shall be referred to AICI Ethics Committee for appropriate disposition.

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Section 3. Consolidation of Cases. Where there are two or more cases pending before AICI involving the same parties, they shall be consolidated to avoid unnecessary costs or delay.

Section 4. Referral to Chapter President. Once the Ethics Committee has agreed on the action to be taken, upon endorsement of the AICI Board, it may refer to the Chapter President concerned for the reception of evidence from the complainant and respondent or their respective witnesses. The Chapter President shall forward such proof to the Ethics Committee for evaluation and consideration in preparing a report and recommendation.

RULE V

Proceedings Before the Ethics Committee

Section 1. Mandatory Conference. Immediately upon receipt of the answer from the member involved, the Ethics Committee shall set a mandatory conference to address the following:

- a. The possibility of an amicable settlement
- b. Admissions
- c. Stipulations of facts
- d. Definition of issues

Section 2. Submission of Position Papers. After the mandatory conference, the Ethics Board shall direct both parties to submit their position papers with supporting documents within a non-extendable ten (10) days from notice of termination of the mandatory conference.

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Section 3. Determination of Necessity of Clarificatory Meeting. Immediately after the submission by the parties of their position papers, the Ethics Committee shall determine whether there is a need to conduct a meeting for clarification. If necessary, a hearing date shall be set wherein the Ethics Board shall ask questions to the parties and/or their witnesses to further elicit facts or information. Meetings may be held in person or online.

Section 4. Minutes of Proceedings. The proceedings before the Ethics Committee shall be recorded.

Section 5. Failure to respond or Non-appearance of Parties. Failure to respond, refusal to file a response or non-appearance at the mandatory conference or at the clarificatory meeting dates shall be deemed a waiver of right to participate in the proceeding. In such an event, the conference or hearing shall be conducted. Only documents and evidence submitted or filed shall be considered by the Ethics Committee.

Section 6. Issuance of a Notice Submitting the Case for Decision. After the parties have submitted their position papers or after the clarification meeting date, the Ethics Committee shall inform the parties that the case shall be submitted for decision.

Section 7. Period to Resolve the Case. The Ethics Committee shall submit its report and recommendation to the AICI Board within thirty (30) days of informing the parties that the case was submitted for resolution.

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Rule VI Service of Documents

Section 1. The Ethics Committee shall request the attendance of witnesses and that pertinent documents and evidence, as necessary, be supplied.

Section 2. Service of Papers. Documents or notices served shall be made to the parties concerned or the AICI, by post, courier or through electronic mail.

Rule VII Resolution

Section 1. Review by the AICI Board. All cases heard by an Ethics Committee shall be reviewed by the AICI Board upon submission of the report and recommendation.

Section 2. Resolution. The decision of the Board upon such review shall be in writing and clearly and distinctly state the facts and reasons on which it is based. The decision shall be made within a period not exceeding thirty (30) days from the next meeting of the AICI Board following the submission of the Investigating Ethics Committee Report.

Section 3. If the respondent is absolved or pardoned by the Ethics Committee or the disciplinary action is less than suspension or removal as a member, such as a warning or a reprimand, it shall issue a decision absolving or exonerating the respondent or impose such sanction.

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Section 4. If the Ethics Committee, by a vote of most of its membership, determines that the respondent should be suspended or removed as a member, it shall issue a resolution setting forth its findings and recommendations.

Section 5. Notice of the resolution or decision of the AICI Board shall be given to all parties.

Rule VIII Penalties

Section 1. Table of Offenses and Penalties

Nature of Offense	Penalty
On the recommendation of the Ethics Committee to the AICI Global Board, and at the discretion of the Board	Warning
	Reprimand
Simple Misconduct, Simple Negligence, Simple violation of the Code of Ethics and Professional Responsibility	Suspension
Serious Misconduct, Serious Negligence, Gross violation of the Code of Ethics and Professional Responsibility	Removal of Membership and Certification

RULES OF PROCEDURE FOR ETHICS COMPLAINT

Section 2. Accessory Penalties. The AICI Board may impose the following additional penalties:

- a. Disqualification from membership in the AICI Board
- b. Disqualification from membership in any committee
- c. Removal of awards and citations

Rule IX Applicability

Section 1. These rules shall apply to all professional image consultants.

Rule X Effectiveness

Section 1. These rules shall take effect on July 1, 2023. They shall govern all cases before the AICI Ethics Committee and AICI Board. In cases where the Board believes this process would be unfeasible or unjust, the Board may adopt a different procedure.

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GLOSSARY

Definition of Issues - An issue is a point of controversy or disagreement between parties and is submitted to the Ethics Committee for resolution.

Fiduciary: A fiduciary is a person or organization that acts on behalf of another person or persons, putting their clients' interests ahead of their own, with a duty to preserve good faith and trust.

Motion to dismiss - asking outright dismissal of a complaint.

Motion for bills of particulars - asking an explanation or details of complaint instead of answering the complaint.

Motions intended for delay - anything to delay in answering the complaint.

Motions for reconsideration - asking to reconsider a charge or complaint or decision.

Supplemental pleadings - addendum or documents adding more arguments or evidence when an answer is already filed.

Admissions - is a party's statement acknowledging that a certain statement or fact asserted against that party is true. In certain circumstances an admission can be made by silence. For example, silence after another party's assertion of a fact, would typically elicit an acknowledgment of the asserted fact.

Stipulation of Facts - Stipulation of facts refers to an agreement on the facts of a case for the purpose of simplifying the issues involved and to guide the committee to properly in making a judicious decision.

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ACKNOWLEDGEMENT

We would like to express our heartfelt gratitude to all those who contributed to the creation of this handbook. It is through their dedication, expertise, and unwavering commitment to ethical principles that this valuable resource has come to fruition.

First and foremost, we extend our deepest appreciation to the author and revisory panel who invested countless hours of research, writing, and refinement to produce a comprehensive and insightful handbook. Their knowledge, passion, and meticulous attention to detail have ensured the quality and relevance of the content within these pages.

We would also like to acknowledge the invaluable input and feedback provided by a wide range of individuals and organizations. Their perspectives, experiences, and thoughtful suggestions have enriched the content and enhanced the practicality of this handbook.

We would like to recognize the support and guidance of our colleagues, mentors, and advisors, whose wisdom and encouragement have been instrumental in shaping this handbook. Their invaluable contributions have helped shape the vision and direction of this project.

Lastly, we express our deepest appreciation to the readers of this handbook. It is our sincere hope that this resource will serve as a valuable guide and source of inspiration in your ongoing commitment to ethical conduct within AICI.

Your dedication to upholding the highest standards of integrity and accountability is vital to the continued success and impact of our organization.

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In conclusion, we extend our gratitude to all those who contributed, directly or indirectly, to the creation of this handbook. Your collective efforts have made a significant contribution towards fostering a culture of ethical excellence within AICI.

Together, we can create a brighter future, where integrity, compassion, and social impact thrive.

Global President and Author: Olen Juarez-Lim, AICI CIP

Past President: Lilian Bustamante, AICI CIM

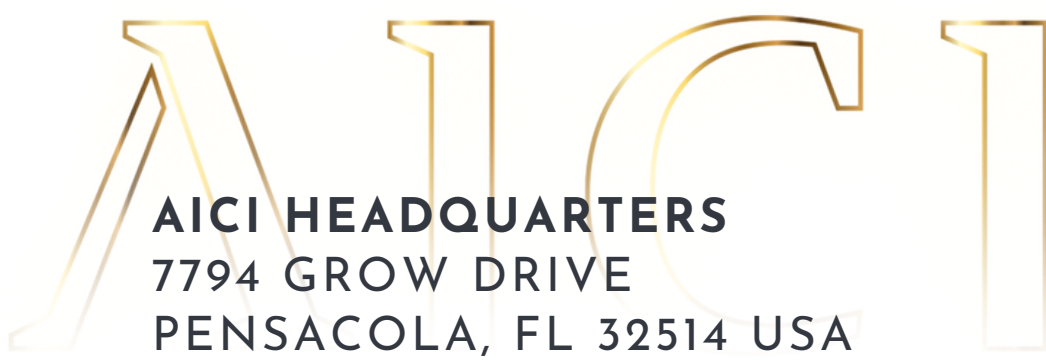
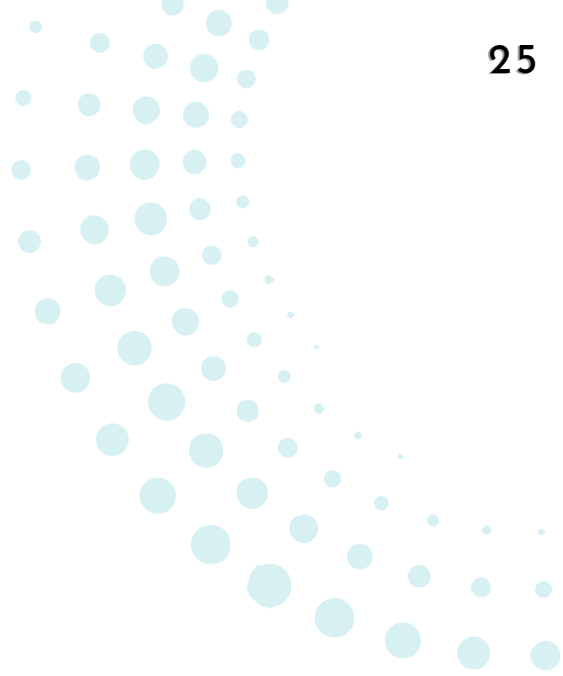
COE Revisory Panel 2022-2023:

- Ethics Committee
- Sonia Dubey Dewan, AICI CIP
- Rhonda Wiggins, Managing Director 2023
- Catherine Baxter, AICI CIC 2022
- Rachel Kwasniak, Managing Director 2022

Consultants:

- Dr. Liz Weinstein
- IAM Management Company
- Martelino Law Office

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