



# New Member Welcome Packet

[WWW.AICI.ORG](http://WWW.AICI.ORG)



#WEAREALLAICI  
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Dear Member:

On behalf of the Association of Image Consultants International (AICI), I want to extend a warm welcome to our esteemed organization. As the President of AICI, I am delighted to have you as a new member.

AICI is a premier global community of image consultants dedicated to excellence and growth in our industry. We are thrilled to have you join us on this exciting journey of professional development, collaboration, and networking. As a member of AICI, you will gain access to a wide range of benefits, including exclusive educational resources, industry insights, networking events, and career advancement opportunities. Our vibrant community is filled with talented professionals who are eager to share their knowledge and support your growth in this dynamic field.

I encourage you to take full advantage of all the resources and opportunities that AICI has to offer. Explore our website, connect with fellow members, and engage in our various programs and events. Your unique perspective and expertise will enrich our community, and we can't wait to see the impact you will make.

Once again, welcome to AICI! If you have any questions or need assistance, please feel free to reach out to me or our dedicated membership team. We are here to support you throughout your membership journey.

Here's to a successful and fulfilling experience with AICI!



**Shubha Joshi, AICI CIP  
President**

*Dear Member,*

*Congratulations!*

*Officially you are already a member of AICI Global.*

*As VP Membership, I welcome you and I want you to know that you can contact me for any questions about your membership in AICI.*

*I'll give you relevant information and guide you on how to get the most out of the benefits of your new membership.*



***Tum Khemakorn, AICI CIP  
VP Membership***



# AICI Member Guide

## What you will find:

1. Mission and Vision
2. International Board of Directors List
3. AICI Website Highlights
4. Member's Resources and Benefits
  - Education
  - Certification
  - Networking
  - Leadership





# AICI Mission & Vision

We are delighted to provide an updated version of our mission and vision statements and to continue to be a leader in this ever evolving world. We are stronger, more **diverse** and more **credible** than ever!

## **Our Mission:**

AICI connects image professionals to a diverse global community that: inspires creativity, builds knowledge, expertise creating sustainable impact on individuals, businesses and the world.

## **Our Vision:**

To always be the global leader of the image consultancy industry in an ever-evolving world.



# INTERNATIONAL BOARD OF DIRECTORS

The AICI International Board of Directors provides guidance and oversight to the affairs of the Association. It is the duty of the Board of Directors to carry out the objectives and purpose of the Association. The Board reports to and is responsible to the AICI membership. AICI International Board of Directors dedicates their time furthering AICI's vision and mission. Their leadership and guidance ensure your organization and your membership continue to provide value and advance the practice and profession of image consulting. The AICI International Board of Directors is listed below.

## President

Shubha Joshi, AICI CIP | India  
Email: [president@aicl.org](mailto:president@aicl.org)  
Term: 2025-2027

## Past President

Olen Juarez, Lim, AICI CIP | Philippines  
Email: [pastpresident@aicl.org](mailto:pastpresident@aicl.org)  
Term: 2025-2026

## Secretary

Sonia Dubey Dewan, AICI CIP | India  
Email: [secretary@aicl.org](mailto:secretary@aicl.org)  
Term: 2022-2026

## Interim Treasurer

Nubia Garcia | Mexico  
Email: [treasurer@aicl.org](mailto:treasurer@aicl.org)  
Term: 2025-2027

## VP Membership

Tum Khemakorn, AICI CIP | Thailand  
Email: [vpmembership@aicl.org](mailto:vpmembership@aicl.org)  
Term: 2025-2027

## VP Chapters West

Silvia Jiménez, AICI CIC | Mexico  
Email: [vpchapterswest@aicl.org](mailto:vpchapterswest@aicl.org)  
Term: 2025-2027

## VP Chapters East

Lewis Yau, AICI CIC | China  
Email: [vpchapterseast@aicl.org](mailto:vpchapterseast@aicl.org)  
Term: 2025-2075

## VP Marketing

Kristela Degay, AICI CIC | Panamá  
Email: [vpmarketing@aicl.org](mailto:vpmarketing@aicl.org)  
Term: 2024-2026

## VP Conference

Alma Barrero, AICI CIC | Canada  
Email: [vpconference@aicl.org](mailto:vpconference@aicl.org)  
Term: 2025-2027

## VP Education

Veronic Gjud, AICI CIC | Argentina  
Email: [vpeducation@aicl.org](mailto:vpeducation@aicl.org)  
Term: 2025-2027

## VP Certification

Rui Zhang, AICI CIP | China  
Email: [vpcertification@aicl.org](mailto:vpcertification@aicl.org)  
Term: 2022-2026

## VP Business Development

Leslie Castellanos, AICI CIP | Mexico  
Email: [vpbusinessdevelopment@aicl.org](mailto:vpbusinessdevelopment@aicl.org)  
Term: 2025-2027



## Quick Links & Member Benefits:

- Learn & Grow – [AICI Academy](#)
- Connect with Members – [Member Dashboard](#)
- Events & CEUs – [View Events](#)
- Update Your Directory Listing – [Edit Profile](#)
- Member Logo & Branding – [AICI Brand Identity](#)
- Free Training & CEU Providers – [View CEU Resources](#)

# AICI WEBSITE



BECOME A MEMBER OF AICI



IMAGE CONSULTANT INDUSTRY

See the many benefits that AICI has for you. You will find access to teleclasses, webcasts, upcoming conference, chapter information, marketing, business resources, and specialty industry groups and much more!

MEMBERS ONLY

AICI has members in 38 chapters and a presence in over 60 countries across the globe. Find the chapter closest to you and join an incredible caring network of Image Consultants.

FIND A CHAPTER

Get access to a list of approved CEU programs to keep up your continuing education and maintain your certification with AICI.

SEE CEU PROGRAMS

Thank You Annual Sponsors & Featured Training Institutes

**AICI** ASSOCIATION OF  
IMAGE CONSULTANTS  
INTERNATIONAL

WWW.AICI.ORG  
   

# MEMBER RESOURCES



### Manage My Profile

Manage your information and renew your membership.



### Website How-To

Learn to navigate the AICI website and listen to webinars on new features.



### Member FAQ

Read common questions of AICI members.



### 2021 Brand Launch



### AICI Identity Guidelines

Download the AICI Identity Guidelines to learn more about the brand.



### Renew My Membership

We don't want to lose you! Renew your AICI membership today.

# MEMBER RESOURCES

## Education



### Workshop and Webinar Archive

AICI workshops and webinars provide an opportunity to keep your skills current, explore new topics and interact with industry experts.



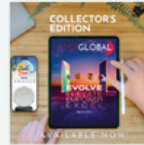
### Certification

Learn about the different certifications available through AICI. [Click here](#) to learn how to view your CEU history.



### AICI Events

Get information on the Annual Conference, Chapter Meetings, Upcoming Teleclasses and Webinars.



### AICI Global Magazine

Read AICI's quarterly *AICI Global* magazine.



### Newsletter Archive



### CEU Providers

Learn more about AICI's CEU Providers and [approved courses](#).



# AICI

ASSOCIATION OF  
IMAGE CONSULTANTS  
INTERNATIONAL

## Referral Program


AICI members who refer a new member will receive a 20% off renewal promo code when the new member submits their AICI ID. Refer up to five new members per year.

## Leadership Points

Earn AICI Leadership Points by completing chapter, international, or conference volunteer roles—remember, points are only awarded when the full term is completed.

## Sponsorship Opportunities

Join 1,180 image professionals across 59 countries and access global events, certifications, education, and media opportunities. Elevate your brand and connect with the world's leading image and personal styling network.





# NETWORKING

Benefit from exclusive AICI membership **reduced rates** to attend the largest gathering of international image consultants world-wide at AICI conferences.

**Be a part** of the largest international association of image consultants and network with over 1,200 image professionals who practice throughout the Americas, Canada, Europe, Asia, Africa and Australia.

**Be listed on**, and have access to, one of the world's most recognized web site, [www.aici.org](http://www.aici.org), which has become the internationally recognized resource for finding image professionals and information pertaining to image standards by thousands of individuals and organizations world-wide.

**Be spotlighted** on the upcoming new 'Find an Image Consultant' with full bios, photograph and descriptions of the criteria achieved in order to obtain certification.

**Reach** a wider international audience by having exclusive member advertising rates on the AICI website.

**Enjoy** increased business opportunities by having the ability to offer paid non CEU training sessions to fellow AICI members internationally.





# LEADERSHIP

**Become a member of an AICI chapter** and attend meetings, educational programs and networking events.

**Have a vote in AICI's board** and chapter elections, policies, procedures and industry standard settings.

**Earn valuable 'leadership' points** that ultimately contribute to earning professional certification levels.

**Serve on local chapters boards** and be recognized as a AICI leader.

**Serve on local and international task force teams** and be a part of setting future industry standards and practices.

**Become a international task force leader** and become recognized as a pioneer in setting industry standards and practices.

**Hold a position on the AICI international board** of directors and become an industry front-runner and recognized professional image industry leader.



# CERTIFICATION



**AICI offers three certification levels to help you grow your credentials:**

1. CIC – Certified Image Consultant (written exam + portfolio review)
  - [CIC Registration & Resources](#)
  - [CIC FAQs](#)
  - [Additional CIC Resources](#)
2. CIP – Certified Image Professional (available 1 year after CIC)
3. CIM – Certified Image Master (available 5 years after CIP)



# EDUCATION

Add credibility to professional skills, marketing materials and resume by participating in training programs that offer industry and internationally recognized '**certified educational units**' (C.E.U.'s).

**Access to a wealth of AICI accredited image training** resources; which include, but are not limited to; seminars, webinars, teleclass, blogs, books and training resource materials.

Benefit from **exclusive partnerships and discounts** offered by AICI's affiliate and corporate members and sponsors.

**Attend high caliber CEU'd concurrent sessions** at AICI conferences presented by top internationally recognized trainers.

**Opportunity to increase your business** services awareness and income by offering CEU workshops at AICI conferences and educational programs through AICI's innovative web-based technology.

Have **exclusive access to specialized workshops**, seminars, luncheons, networking groups and lounges at AICI conferences.



# AICI CORE COMPETENCIES

Rev. Aug 2021

## PROFESSIONAL PREPARATION AND DEVELOPMENT

**Clientele/Target Market** - Potential Clientele

**Programs (Working with Groups)** - Presentation Topics, Program Presentational Skills, Types of Formats for Programs/Presentations, Teaching/Facilitation & Engagement Techniques, Teaching Aids & Materials, Program Preparation Materials

**Services (Working with Individuals)** - Potential Services (Men, Woman, Children), Service Preparation Materials, Coaching/Facilitation Techniques

**Marketing/Marketing Techniques** - Public Relations, Graphics, Promotions/ Promotional Materials, Fee Structure, Selling Skills, Business/Personal Networking, Social Media, Digital Marketing, Corporate Social Responsibility

**Products** - Potential Products/Product Development, Distribution

**Personal Development** - Adapting to Virtual Training, Presenting & Consulting; Studio Setup & Equipment, Virtual Training Know-How, Blended Learning Model, Leadership, Personal & Corporate Branding

## BUSINESS MANAGEMENT

**Organizational Aspects** - Business Forms, Official/Business Location, Financing, In-Office Staff, Resources/Related Professionals, Associations to Join/Conferences to Attend, Publications to Subscribe to, Image and non-image related entities to associate with for strategic alliances

**Management Aspects** - AICI Code of Ethics, Strategic Planning/Business Plan, Equipment Supplies, Legal Issues (East & West), Management Style & Skills, Accounting 5-Record Keeping, Travel, Short & Long Term Business Projection, Pivot Strategy

## TECHNICAL KNOWLEDGE

**Psychological Aspects of Image** - Effects of Image, Self Concept, Theory/Individual Identity, General Values & Clothing Value Theory, Personality Theory, Defense Mechanisms, Psychological Shifts (Working From Home)

**Social Aspects of Image** - Origins, Motives, Function of Apparel, Grooming, Non-Verbal Communication via Image, Cultural Patterns, Diversity, Roles, Status & Stratification/Rank, Historic Costume, Fashion Industry & Fashion Trends, Etiquette & Protocol, Civility, Sustainability, Diversity & Inclusivity

# AICI Governance

AICI prides itself on professional governance. Our accredited association management company, and our Board of Directors are pleased to share the governance documents and accreditation policies that govern our association.

<https://www.aici.org/page/Governance>

Our association management is provided by:  
**International Association Management Company, LLC**  
7794 Grow Dr, Pensacola, FL 32514, USA  
Telephone: +1 (850) 484-9987  
Fax: +1 (850) 484-8762



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