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CANADIAN WOMAN RECEIVES INTERNATIONAL AWARD

Scottsdale, Arizona August 1997 -- Donna Chevrier, AICI, a Mississauga based image consultant, was recognized for her contribution in building global membership for the Association of Image Consultants International, (AICI) at their annual conference here.

With a large international audience in attendance, AICI President Louise Elerding, presented the newly created, Jane Segerstrom International Award to Ms. Chevrier at the closing ceremonies of the conference. The award is in memory of an international AICI luminary, Jane Segerstrom. Ms. Segerstrom died of cancer in 1996.

Donna Chevrier, of Donna Chevrier & Associates, International Business Presence & Protocol, is a professional member of AICI and serves as the International Advisor. Ms. Chevrier maintains, "International business etiquette is a required element for building successful business relationships. Learning how to communicate effectively at home and on the worlds' stage is a basic component for growth and prosperity."

For more than a decade, the late Ms. Segerstrom, had been one of a group of dedicated image consultants in the AICI, who have been building the recognition, education, public perception and stature of image consultants on an international scale. The Association of Image Consultants International is represented in more than twenty-two countries.