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FIRST LEVEL CERTIFICATION (AICI FLC)

Congratulations for aspiring to the first level of certification in your profession!

The AICI First Level Certification (AICI FLC) designation shows others that you have achieved practiced standards in the image consulting industry and that you keep abreast of current thinking and technical knowledge. As an AICI First Level Certified Image Consultant, you will be able to use the letters “AICI FLC” after your name and will be perceived by clients, colleagues, and the media to have achieved a competent level of training and knowledge in the image field.

Please review this application carefully, as it will take some time to complete. All information will remain confidential. You will be accepted as an AICI FLC if you successfully fulfill all the requirements stated in the AICI FLC application. The standard is high and you must prove to the reviewer that you have received appropriate training and are working in a qualified image business.

The decision of the AICI FLC Committee is final, but you will be told the reasons you fell short in any section. You have one year from the date you pay your certification registration fee to complete the requirements, add or clarify information and send the folder with your documentation to the AICI FLC Committee.

If you have passed the AICI FLC exam, but you have run out of time (two years, one year after you pass the exam to submit your FLC application and one year from this date to complete your portfolio and cannot fulfill the qualifications before your year is up, you may reapply and pay the certification registration fee again. You will only have to retake the exam if your certification is has lapsed 4 years or more.

You are on a journey toward excellence in your profession!

If you believe you are eligible for AICI FLC, please complete and mail or fax the one-page AICI FLC certification registration form (found in this application package). The application fee is \$100.00 US/members and \$400.00 USA non-members. If you are sending payment by mail, send to: AICI, 1255 SW Prairie Trail Parkway, Ankeny, IA 50023-7068 USA.

You may submit your FLC application electronically using this fillable PDF document or you may submit the application by mail to the AICI FLC Co-Chair listed below. **If you choose to submit online, we recommend you combine all files into ONE SINGLE PDF document.**

Be certain to **keep all your originals and only submit copies** of your supporting documentation, **with the exception of the client evaluations** that must be sent by mail unopened. Please note that, effective May 1 2010, the FLC Committee is not returning any documentation.

If you live **in** the United States and believe you are eligible for FLC, please direct all questions to: Beverly G. Samuel, PMP, MS, AICI FLC, FLC Co-Chair, Beverly@PhoenixImageInstitute.com, (765) 346-3269.

If you live **outside** the United States and believe you are eligible for FLC, please direct all questions to: Catherine Ong, AICI FLC, FLC Co-Chair, Catherine@QML-INTL.com, +65-9178 2031.

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AICI FLC Basic Requirements

1. You take and pass the AICI FLC (First Level Certification) exam. Registration for this exam is online at www.aici.org/Certification/First_Level_Certification/First_Level_Certification.htm
2. Submit payment for the AICI FLC Application online at <https://www.aici.org/vango/core/orders/default.aspx> or complete and mail or fax the one-page AICI FLC certification registration form (found in this application package). The application fee is \$100.00 US/members and \$400.00 USA non-members. If you are sending payment by mail, send to: AICI, 1255 SW Prairie Trail Parkway, Ankeny, Iowa 50023-7068 USA. Please do **not** email this form with payment to Headquarters as email is not a secure way to send credit card details.

This opens your one-year candidacy period. The date the payment is received by AICI Headquarters is your application date. The AICI FLC Committee must receive your application within 365 days from the date AICI Headquarters receives your AICI FLC certification application payment. It is advised that you send your completed application 60 days earlier for review turnaround time in case you need to make revisions before the final deadline.

3. **Non-Members Only:** You send the signed AICI Code of Ethics (found in this application package) to AICI, 1255 SW Prairie Trail Parkway, Ankeny, Iowa 50023-7068 USA. (Members agree to abide by the AICI Code of Ethics when joining AICI and each year during membership renewal.)
4. **Members Only:** You are in good standing with AICI and the AICI Ethics Committee. Dues and all fees are up to date and any ethical/professional issues cleared.
5. You show proof of professional preparation (30 hours of image consulting training) in the image field.*
6. You have been a member of a professional image association for 1 full year. See application for the list of acceptable associations. Others will be considered upon request.
7. You have promoted yourself and your image knowledge through your business identity.*
8. You submit your photo with the application.*
9. You have experience working with at least five paying clients, showing proof of payment and submitting client evaluations.
10. Your presentation folder by mail or online scanned documents for the application demonstrates a professional level and passes the AICI FLC image and presentation criteria. The application and supporting documents must be computer-typed. Handwriting is not acceptable.

* See the *Application Guidelines (pages 4 – 15)* for specifics.

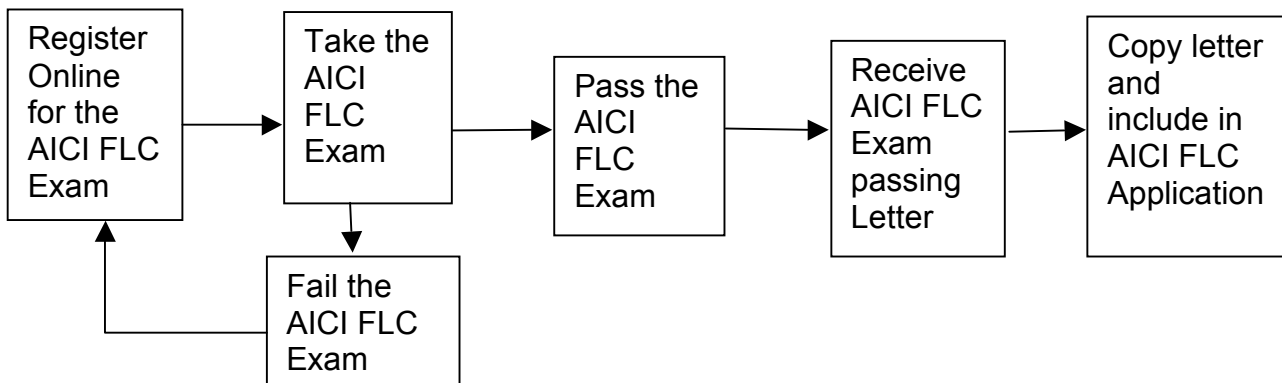
AICI FLC Application Guidelines

Please read and re-read the entire application carefully, until you are familiar with its requests. There are three steps to the AICI FLC Application.

Step 1: Pass the AICI FLC Exam

AICI FLC Exam Registration Online

Take and Pass the AICI FLC Exam



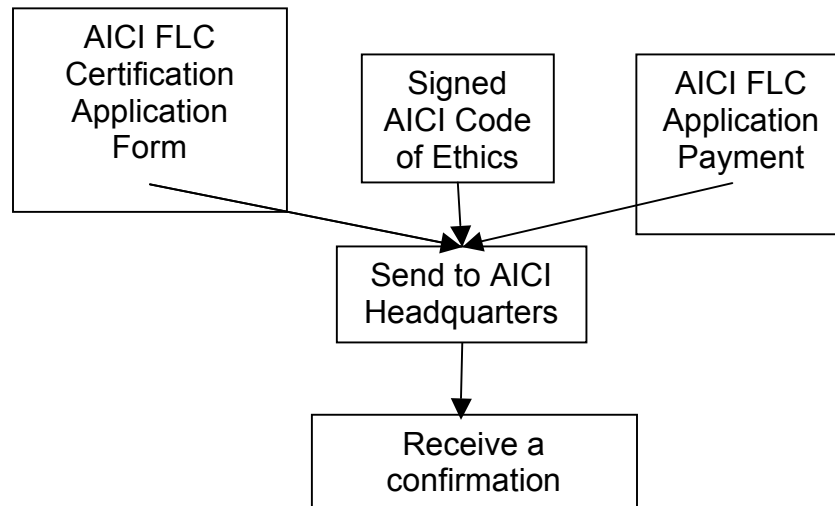
1. Complete the AICI FLC Exam Registration Form online for the date and location in which you wish to sit for the exam. Pay the exam fee online. This is located on the AICI website at www.aici.org/Certification/First_Level_Certification/First_Level_Certification.htm.
2. Take the AICI FLC Exam.
3. You must pass the AICI FLC Exam before you apply for AICI FLC certification. If you fail the exam, you will need to take it again. You will need to re-register and pay the AICI FLC Exam Fee again.
4. Once you pass the exam, AICI Headquarters will send you a confirmation letter stating that you passed the AICI FLC Exam.
5. Place a copy of the letter in your AICI FLC Application folder by mail or on-line scanned documents showing that you have passed the AICI FLC Exam.

Step 2: Submit the AICI FLC Application Payment

AICI FLC Certification Application Form

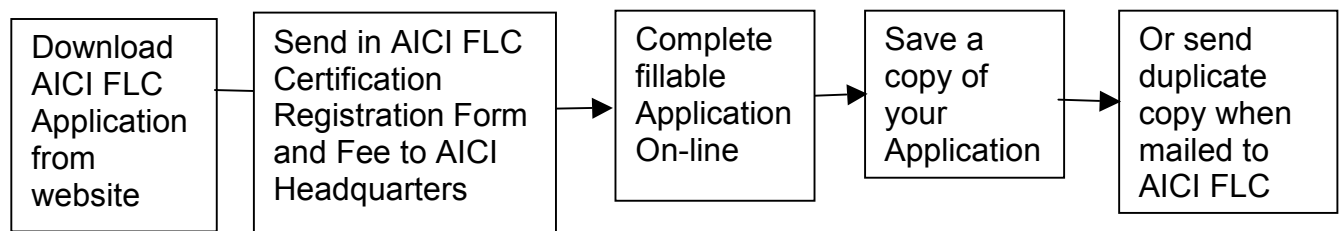
Code of Ethics Signed (non-members only)

Payment for AICI FLC Application



1. Submit payment for the AICI FLC Application online at www.aici.org/vango/core/orders/default.aspx or complete and mail or fax the one-page AICI FLC certification application form (found in this application package). The application fee is \$100.00 US/members and \$400.00 USA non-members. If you are sending payment by mail, send to: AICI, 1255 SW Prairie Trail Parkway, Ankeny, Iowa 50023-7068 USA. Please do **not** email this form with payment to Headquarters as email is not a secure way to send credit card details.
2. Read and sign a copy of the AICI Code of Ethics and send to AICI, 1255 SW Prairie Trail Parkway, Ankeny, Iowa 50023-7068 USA or by fax to +1 (515) 334-1174. (Non-members only; members agree to the Code of Ethics electronically during dues renewal annually.)
3. Receive a confirmation email from AICI Headquarters stating that your AICI FLC candidacy year starts from the date the Certification Application payment was received.

Step 3: AICI FLC Application Submission



DEADLINE

To ensure success in your FLC application and give the Certification Committee an opportunity to be of help to you, **it is highly recommended your portfolio reach your designated reviewer THREE (3) months in advance of your final deadline.** This will give the Committee an opportunity to assist you in case you need to make revisions by the final deadline. **Your final deadline is one year (365 days) from when your registration and payment are processed by AICI Headquarters.** No refunds of fees are given. If the application process is not completed within the one-year period, the certification registration fee is required again upon resubmission. You may submit your application at any time. For you to be acknowledged at Conference, the AICI FLC Committee must receive your complete application folder no later than **March 1.**

MATERIALS SUBMISSION – Online Submission

Keep all original documents. Scan all original documents and save them electronically on your computer. You will submit your FLC Application electronically.

1. Download and complete the fillable FLC Application form, Sections I – VII and the FLC Summary Page.
2. Gather your electronic documentation requested in Sections I – VII.
3. Once you have completed the fillable FLC Application form, Sections I – VII, and have gathered your electronic documentation, send the application form and documentation to the appropriate FLC Co-Chair , listed on page 1 of this document.
- 4. By postal mail, you will submit your client evaluations.**

Once your electronic documentation is received and your client evaluations have been received, your FLC Application will be reviewed.

Ask an AICI FLC, CIP or CIM to be your Advisor to assist in the application process. This is strongly advised, but not mandatory.

If you do not submit your completed application materials by Conference of the following year, you must contact Headquarters to ensure that you are working with the newest version of the AICI FLC Application. AICI and the AICI FLC Committee reserve the right to change or update this application and its fees at any time. It is the responsibility of the applicant to ensure they are working with the most recent edition of the AICI FLC Application.

GUIDE TO COMPLETING THE AICI FLC APPLICATION

SECTION I: PROFESSIONAL PREPARATION

A. Image Industry Relevant Training: Attendance at Training Programs, Courses, Seminars or Workshops Offered by an AICI CEU Provider or Other Educational Providers

1. In order to qualify for the AICI FLC, applicants must have attended training programs, courses or seminars that address areas listed in the AICI Core Competencies (pages 16 – 18). You *must* include training in the areas listed in Section I.D of the AICI Core Competencies (Technical Knowledge: Artistic Aspects of Image/Visual Design in Apparel). Additional training may be in the areas listed in Section I.A through I.C of the AICI Core Competencies.
2. Each entry must be of at least six (6) hours.
3. Conference sessions and chapter CEU-approved educational events will not be considered in this sub-section, and must be entered under Continuing Education.
4. The Training Provider must be a reputable individual or company.
 - a. For programs/courses/workshops CEU'd by AICI: Provide a copy of your CEU Report to validate attendance
 - b. For programs/courses/workshops NOT CEU'd by AICI: You will be required to provide a complete course description or outline, as well as instructor's/company's qualifications as a trainer in this area.
5. For each training program/course/workshop that is submitted, you must attach at least ONE of the following as documentation. Make sure to clearly indicate Application Section and date for each piece of documentation:
 - CEU Report (may be obtained by going to www.aici.org and logging in as a member. Click **MyProfile** and then click **Click here to review your CEU Participation Report.**)
 - Certificate of Attendance/Completion/Achievement
 - Letter of Confirmation: Letter must be on training company's letterhead and signed by the instructor. Letter should include the course title, date(s) of attendance, length of program, and confirmation of your attendance and completion of the program.

B. Continuing Education: Attendance at Conferences, Seminars & Workshops Sponsored by National or International Image Organizations or Associations

National or International Image Organizations or Associations that offer programs related to the AICI Core Competencies include:

- AICI Annual Conference or AICI Chapter Education Events or Conferences
- Colour Designers International
- Color Marketing Group
- Other _____

Documentation required as proof:

It is required that each entry be supported by at least *one or more of the following documentation*. Make sure that all submitted documentation clearly indicates the relevant Application Section and is correctly dated.

- CEU Report or Copy of CEU Verification Form from AICI's Conference
- Continuing Education transcript
- Workshop or conference registration confirmation or welcome letter & proof of payment
- Letter of attendance (Short official letter signed by the instructor, preferably on letterhead, including the course title, date and length of course, confirming you attended and completed the course)
- Chapter Newsletters articles / Programs/ copy of handouts/ proof of attendance

A. Business Development Courses, Seminars and Workshops Attended

Course content must address Section II of the AICI Core Competencies – Professional Preparation & Development. This would include any courses related to finance, business management, computer software training, website development or marketing.

Documentation required as proof:

It is required that each entry be supported by at least *one or more of the following documentation*. Make sure that all submitted documentation clearly indicates the relevant Application Section and is correctly dated.

- Certificate of Achievement/Completion
- Handout, program outline or description, proof of attendance
- Letter of confirmation
- CEU Report or Continuing Education transcript
- Invoice with proofs of payments: receipt, check/credit card statement

SECTION II: BUSINESS IDENTITY

This section will be evaluated by the AICI FLC Committee. The applicant does not total points in this section.

Please note that, if you work for an image consulting firm, you must submit **your own** promotional materials, such as: business cards, flyer, brochure, bookmark, print-out of blog or website and can be under the firm's brand.

A. Professional Appearance

Please submit a recent promotional head shot photo of you with your application. Scan your photo and place in this Section in your AICI FLC Application. This provides identity of the applicant.

B. Business Identity: Business Name / Logo / Business Card / Stationery

Please submit samples of your business identity (name and logo) such as your business card and stationery. Scan your business card and stationery for the electronic submission or if by mail mount them on paper and place in clear protectors. Place them in this section in your AICI FLC Application folder.

C. Business Promotion: Brochure / Website

Please submit samples of your business brochure and/or website. Scan these pages if submitting electronically or submit the pages of the website and include for mail submission. Your samples should be placed in this section.

SECTION III: CONSULTING EXPERIENCE

You are required to submit documentation as proof of having conducted Image consultations or presentations with five (5) paying clients. Please submit the following documentation for each entry:

- Invoice
- Evaluation form completed by client (two-page Evaluation Form follows)

If your client does not speak English, contact your Chapter and ask for a bilingual client evaluation form. You are not allowed to assist your client in completing this evaluation.

The evaluation forms cannot be completed online and emailed. They must be **mailed unopened to the appropriate FLC Co-Chair.**

A. Official Client Evaluations

Submit five evaluations from your clients, participants in a seminar or training, coaching clients or customers or a combination. Print or photocopy the evaluation form (pages 25 – 26) and send it to at least 5 clients, with a date by when they should return it to you. Send each one a stamped, addressed envelope with their name and AICI FLC EVALUATION clearly marked on the front. If evaluations must be sent by courier or hand delivered, the following statement must be on the front of the envelope:

I certify the consultant has not read this evaluation.

Signed: _____ Date: _____

Client name: _____

Keep the envelopes sealed when submitting them with your one page online form or if you are submitting your application by mail in your portfolio. Evaluations that have not been through the mailing system (no OFFICIAL stamps or other proof of mailing) will not be considered. You may send more than 5 evaluations out to clients, but only submit 5 in with your application. Keep a record of all the clients to whom you have sent evaluations.

Include a list of the five clients' names whose evaluations you are submitting.

SECTION IV: MEMBERSHIP

You must have been a member of a professional image association for at least one (1) year at the time you submit your portfolio. Only full years are considered.

Proofs of documentation

Documentation must be provided for *each year of membership!* (From mo/day/year to mo/day/year)

- Membership application/Registration form
- Proofs of payment: receipt, check or credit card statement

SECTION V: AICI FLC EXAM

Electronic submission scan your AICI FLC Exam confirmation letter or if by mail send a copy of your AICI FLC Exam confirmation letter stating that you passed the AICI FLC Exam. Include the copy in this section.

SECTION VI: PORTFOLIO PROFESSIONALISM

This section will be evaluated by the AICI FLC Committee, and it applies to both physical and online submissions. The applicant does not total points in this section.

The FLC Co-Chair will assign a maximum of four (4) points for the clarity, organization, completeness and aesthetics of the portfolio.

SECTION VI: PROFESSIONAL PARTICIPATION IN AICI

Participation in AICI at an international or chapter level in any capacity listed below. Only completed roles will be considered. Please review the AICI Leadership points system below:

Level of Commitment	<i>Position</i>	Points
Very High	International President	10
	501(c)3 Board President	9
	International Board Officer	8
	501(c)3 Board Officer	7
High	International Chair	6
	Chapter President	
	501(c)3 International Chair	
Medium High	Chapter Board Officer	5
	501C-3 International Committee Chair	
Medium	Conference Team Leader	3
	International Committee Member	
	Global Ambassador	
	Region Representatives	
	501C-3 International Committee Member	
	Civility Ambassador	
Medium-low	Conference Team Chair	2
	Chapter Committee Chair	
	Chapters' Mentors	
	501(c)3 Conference Team Chair	
	Chapter Committee Member	

Low	Conference Team Member	1
	Conference Speaker support	
	FLC Proctor	
	"I am here for you" Buddy	
	501(c)3 Conference Committee member	

SUMMARY

Complete the summary page and include in this section.

CODE OF ETHICS

Include a signed copy of the AICI Code of Ethics (pages 32 – 33).

CALCULATING YOUR POINTS

(See applications for the points for each section.)

- Sections have point requirements. If you are unable to meet the requirements, set your application aside until you are eligible. If you have earned more points than the number allowed, write only the required number at the subtotal and total levels. As you complete each section, post your points in the subtotal space.
- Calculate and enter your total for each section.
- Transfer your total points for each section to the Summary Page at the end. You must attain a total of 20 points in order to qualify. The AICI FLC Committee will verify only 20 points.

DOCUMENTATION

- The FLC Application submitted may be submitted electronically, using the fillable FLC Application Form or mailed in. The five client evaluations must be sent via postal mail.
- Except for the mailed evaluations, submit all supporting documentation electronically. If you are mailing in your portfolio—only submit copies of required documentations with the 5 un-opened evaluations.
- Some points will require multiple documents as proof.
- Expect to ask others (schools, trainers, associations, clients, etc.) to supply supporting information electronically. Verification by others requires their contact information and signature on their official letterhead. Telephone numbers for persons providing the documentation should be included so that the AICI FLC Committee can call to verify the information sent.
- Be accurate, factual and complete in every response.
- Avoid abbreviations and acronyms.
- If there is a question of dates, qualify with “approximately.” When possible, try to obtain exact information.

Submit your completed portfolio via email (with the exception of the client evaluations that must be MAILED) or mail as follows:

Applicants residing in the US to:
AICI FLC Committee
c/o: Beverly G. Samuel, PMP, MS, AICI FLC
Phoenix Image Institute
143 Trailview Dr., #8
Carmel, IN 46032
United States
Email: Beverly@PhoenixImageInsitute.com

Applicants residing outside of US to:
AICI FLC Committee:
c/o: Catherine Ong, AICI FLC
QML International
41 Kallang Pudding Road
#01-02 Golden Wheel Building
Singapore 349316
Singapore
Email: Catherine@QML-INTL.COM

Any questions to:
VP Certification to:
Mihaela Ciocan, BA, AICI CIP
ImagePro International Institute
Email: mihaela.ciocan@image-pro.ca
Phone: (778) 861-5776

Please Note: **DO NOT** send your Certification Application payment to these addresses.

Your **Certification Application payment** is to be sent directly to AICI Headquarters. See page 5 for instructions.

FACILITATING THE REVIEW PROCESS

The AICI FLC Application Review process takes 2 months. Here are some suggestions to consider:

- It is recommended that you do not pay the AICI FLC Certification Application fee until you are ready to send in your completed application. However, please ensure that you submit the payment and your pre-application within one (1) year from passing the FLC Exam. Late submissions will not be considered and you will need to re-take the FLC Exam.
- Only submit your FLC Application and supporting materials when you are confident that all points are strongly documented. However, please ensure that you submit your completed portfolio before your one year candidacy is up. **it is highly recommended your portfolio reach your designated reviewer THREE (3) months in advance of your final deadline.** This will give the Committee an opportunity to assist you in case you need to make revisions by the final deadline. **Your final deadline is one year (365 days) from when your registration and payment are processed by AICI Headquarters.**
- Your information must speak clearly for you, as you are not present during the review process.
- When contacted by the AICI FLC Committee, please respond to their questions in a timely manner.
- Send only the electronic version of all supporting documentation for electronic application. If by mail send only copies of your required materials for your application. Electronic or by mail requires mailing for unopened client evaluations. The AICI FLC Committee and AICI **cannot** be held responsible for the loss or destruction of AICI FLC material.

WHEN YOUR AICI FLC APPLICATION HAS BEEN RECEIVED

The AICI FLC Committee will send a confirmation email that your application has been received. The AICI FLC Committee reserves the right to grant or withhold certification for any applicant. If you do not achieve the requirements needed for AICI First Level Certification, you will be given reasons why certification is denied. Each application for certification will be duly considered based upon the criteria set out in the application.

MAINTAINING YOUR CERTIFICATION STATUS WITH AICI

Once you have obtained the title of AICI FLC, you will be required to renew your certification every three years. The Certification Renewal Requirements are as follows:

- All AICI Certifications are renewed every three (3) years – with a July 1 due date.
- As a measure of your ongoing professional development, you must earn a minimum of 2.4 CEUs in the 3 years following your AICI FLC acceptance, and every three years thereafter. If you neglect to earn the minimum number of CEUs, certified status will be revoked.
- You will be required to pay a Certification Renewal Fee of \$300.00 US for AICI members/\$750.00 US/non-members. Please note that this three-year renewal fee is in addition to your AICI Annual Dues in your renewal year.
- If certified status is revoked, AICI FLC status may be only reinstated to those who have continued to earn the required number of CEUs and who pay a Reinstatement Fee (see below) in addition to all renewal fees missed. Proof of CEUs earned will be required. Individuals who do not meet the CEU requirement will not be considered for reinstatement.

Reinstatement Fees	Members	Non-Members
AICI FLC	\$500	\$1000

- Practice and adhere to the AICI *Code of Ethics*. Violations may be reported to the Ethics Committee and may result in the rescinding of AICI FLC status.

AICI Core Competencies

The **AICI Core Competencies** identify the knowledge, skills, abilities and behaviors required for success as an Image Consultant. These Core Competencies form the basis for certification with AICI and establish a path for continued professional development.

Please refer to the *AICI First Level Exam (FLC) Examination Handbook* at www.aici.org/Certification/First_Level_Certification/Candidate_Handbook.htm for information on which Competencies are covered in the AICI FLC Exam.

I. Technical Knowledge

A. Psychological Aspects of Image

- Effects of Image
- Self Concept Theory/Individual Identity
- General Values & Clothing Value Theory
- Personality Theory
- Defense Mechanisms

B. 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

C. Physical Aspects of Image

- Physical Body Perception & Presentation
- Body Language
- Nutrition/Diet
- Exercise/Fitness
- Cosmetic Surgery
- Grooming

D. Artistic Aspects of Image/Visual Design in Apparel

- Art in Dress & Image (including Accessories)
- Design Principles (Goals)
 - Balance
 - Proportion
 - Scale
 - Rhythm
 - Emphasis
 - Unity
- Design Elements (Tools)
 - Line
 - Shape
 - Color
 - Texture
 - Pattern
 - Scale
- Personal Style in the Elements of Design
- Wardrobe Management

II. Professional Preparation & Development - Application of Technical Knowledge

A. Clientele/Target Market

- Potential Clientele

B. Programs (Working with Groups)

- Presentation Topics (*refer to I. Technical Knowledge, above*)
- Program Presentation Skills
- Types of / Formats for Programs/Presentations
- Teaching/Facilitation Techniques
- Teaching Aids & Materials
- Program Preparation Materials

C. Services (Working with Individuals)

- Potential Services (Women, Men, Children)
- Service Preparation Materials
- Coaching/Facilitation Techniques

D. Products

- Potential Products/Product Development
- Distribution

E. Marketing/Marketing Techniques

- Public Relations
- Promotions/Promotional Materials
- Graphics
- Fee Structure
- Selling Skills
- Business/Personal Networking
- Social Media

III. Business Management

A. Organizational Aspects

- Business Forms
- Official/Business Location
- Financing
- In-Office Staff
- Resources/Related Professionals
- Associations to Join/Conferences to Attend
- Publications to Subscribe to

B. Management Aspects

- AICI Code of Ethics
- Strategic Planning/Business Plan
- Equipment & Supplies
- Legal Issues
- Management Style & Skills
- Accounting & Record Keeping
- Travel

Outline adapted with permission from the work of Judith Rasband, AICI CIM, Conselle LC, for use by AICI.

One-Page AICI FLC Certification Application Form

Submit payment electronically at www.aici.org/vango/core/orders/default.aspx. If you choose to submit payment by mail or fax, complete this application and mail it to AICI, 1255 SW Prairie Trail Parkway, Ankeny, Iowa 50023-7068 USA, or fax to +1 (515) 334-1174. Do **not** email this form to Headquarters as email is not a secure way to send credit card details.

The AICI FLC Application fee is \$100.00 US members (\$400.00 for non-members), which will be non-transferable and non-refundable.

Name:
Address:
Phone:
E-mail:
Website:
Date your payment was sent to AICI Headquarters:
Date and location you passed the AICI FLC Exam:
Completion date for materials to reach the AICI FLC Committee:

I understand that all my financial, proprietary and copyrighted material sent to the AICI FLC Review Committee will remain strictly confidential. Anyone violating that agreement will be reported to the Ethics Committee.

I understand that the decision of the AICI FLC Review Committee is final and that I may not enter into any discussion with the individuals involved beyond the official comments and recommendations made to me in the Review Report.

I understand that AICI is not responsible for any lost or stolen file, folder, letter, evaluation or piece of information that my clients or I send to AICI.

I enclose payment for \$100.00 US (\$400.00 for non-members) to open my AICI First Level Certification Candidacy period which will end one year from the date my payment is received by AICI.

Signed:	Date:
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Electronic signature is acceptable for online application.

Send or fax this Certification Application payment to:

Association of Image Consultants International (AICI)

1255 SW Prairie Trail Parkway, Ankeny, Iowa 50023-8657 USA

FAX: 1+ (515) 334-1174

Payment: Check (US dollars only) Visa MasterCard American Express

Credit Card # _____ Expiration _____

Name on the Card _____



AICI FLC Application

DEADLINE: You may submit your application at any time. For you to be acknowledged at Conference, the AICI FLC Committee must receive your completed application electronically or portfolio by no later than **March 1**.

Please refer to the *Guide to Completing the AICI FLC Application* (pages 4 – 15) to ensure you are adequately meeting all requirements.

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Name _____ Date _____

SECTION I: PROFESSIONAL PREPARATION

[Documentation must be included in support of each section]

We want to know if you have taken image training courses.

To qualify as validation for training or education, a course description, course learning outcomes or a course outline must be submitted. The course topics must be within the AICI Core Competencies. (See *AICI Core Competencies*, pages 13 – 15). CEU Reports are considered validation.

A. Attendance at Training Programs, Courses, Seminars or Workshops offered by an AICI CEU Provider or other educational providers.

.1 point = per hour of instruction
 each entry must be of at least six (6) hours
(CEU Report is accepted as valid documentation.)

Training Company	Course Name	Date(s)	Days	Points

Minimum points **2 (20 hours)** Subtotal: _____

B. Attendance at Seminars & Workshops Sponsored by National or International Image Organizations or Associations

.1 point = per 1 hour workshop or seminar during last 3 years
(CEU Report is accepted as valid documentation.)

Sponsor	Activity	Date(s)	Days	Points

Minimum points **1 (10 hours)** Subtotal: _____

Name _____ Date _____

C. Business Development Courses, Seminars and Workshops Attended

Finance, business management, etc., sponsored by the Small Business Administration or other business organizations or training companies

.1 point = per hour of instruction during the last 3 years

Sponsor	Course	Date(s)	Days	Points

Minimum points **0**;

Subtotal: _____

SECTION I: Points Required: 3 **Total Points** _____

SECTION II: BUSINESS IDENTITY

[Documentation must be included in support of each section]

This section will be evaluated by the AICI FLC Committee. The applicant does not total points in this section.

A. Professional Appearance

Please submit a recent promotional headshot photo of yourself with your application. Scan and send electronically if submission is on-line. Mail-in application Insert the photos in this Section.

Points: 1 Point P oints _____

B. Business Identity: Business Name / Logo / Business Card / Stationery

Scan and send electronically if submission is on-line. Mail-in application copy samples of your business identity (name and logo) such as your business card and stationery.

Points: 2 Points P oints _____

C. Business Promotion: Brochure / Website

Scan and send electronically if submission is on-line. Mail-in application copy samples of your business brochure and/or website. Print the pages of the website and include.

Points: 2 Points P oints _____

Section II: Points Required: 5 Points

Total Points

Name _____ Date _____

SECTION III: CONSULTING EXPERIENCE

[Documentation must be included in support of each section]

Image Consulting Experience

You are required to submit documentation as proof of having conducted Image consultations or presentations with 5 paying clients. Please submit the following documentation for each entry:

- Invoice
- Evaluation form completed by client (two-page Evaluation Form follows)

1 point per consultation

Client	Type of Consult	Date	Points

SECTION III: Points Required: 5

Total Points _____

Name _____ Date _____



CANDIDATE PERFORMANCE EVALUATION

CLIENT EVALUATION

Candidate please complete:

Name of Image Consultant: _____

Name of Client Evaluator (Print): _____

Address: _____

Phone Number: _____

Email: _____

Date(s) of Consultation: _____

To the Evaluator:

Please help me by taking a few minutes to fill out this Client Evaluation form as part of my AICI First Level Certification (AICI FLC) Application.

Please place the form in the **stamped addressed envelope** provided. Please seal the envelope and send it to me; it will remain confidential until opened by the Reviewers. I will receive a copy of the evaluation only if you have given permission to do so.

I **do** **do not** give my permission for the Candidate to read this evaluation.

Evaluator's Signature _____ Date _____

Image Consultation / Presentation Evaluation

Name of Image Consultant (Print): _____

Name of Consultation / Image Presentation: _____

Image Topics Covered: _____

Length of Consultation / Image Presentation: _____

Thinking about your sessions, ***how valuable was the image consultant's help to you?***
 Please rate ***your level of satisfaction with the consulting/presenting process*** by circling the number that indicates how satisfied you are with each part of the process. Use the scale below.

YOUR SATISFACTION	1 Not Satisfied	2	3 Very Satisfied
Rapport with your consultant.	1	2	3
Your consultant's knowledge.	1	2	3
Your consultant's ability to relay knowledge.	1	2	3
Your consultant's ability to understand your goals.	1	2	3
Your consultant's ability to develop a plan to help you meet your goals.	1	2	3
Other area you were or were not satisfied with: (Please specify)	1	2	3

Did your meeting with the image consultant meet your expectations? **Yes** **No**

Was the image consultant professional in appearance and actions? **Yes** **No**

Evaluator's Signature _____ Date _____

Thank you! Please seal this survey in the envelope provided to you and return it and the cover sheet to your image consultant.

Name _____ Date _____

SECTION IV: MEMBERSHIP

[Documentation must be included in support of the section]

PROFESSIONAL IMAGE ASSOCIATION MEMBERSHIP

You are required to have been a member of a recognized professional image association (e.g., Association of Image Consultants International) for at least one year. Include proof of membership for the past year.

1 point = per full year of membership (only completed years are counted)

Association	From month/year	To month/year	Points

SECTION IV: Points Required: 1

Total Points _____

Name_____ Date_____

SECTION V: AICI FLC EXAM

[Documentation must be included in support of the section]

AICI FIRST LEVEL CERTIFICATION EXAM

Electronic submissions scan your letter of confirmation and if application is mail-in send in copy of your letter of confirmation from AICI Headquarters that you have passed the AICI First Level Certification Exam.

No points will be assigned for this section.

Name _____ Date _____

SECTION VI: PORTFOLIO PROFESSIONALISM

This section will be evaluated by the AICI FLC Committee, and it applies to both physical and online submissions. The applicant does not total points in this section.

The FLC Committee will assess the professionalism of portfolios based on the following criteria:

- 1 Point = Clarity of the portfolio submitted
- 1 Point = Organization of the portfolio submitted
- 1 Point = Completeness of the portfolio submitted
- 1 Point = Aesthetics of the portfolio submitted

SECTION VI: Points Required: 4

Total Points _____

SECTION VII: PROFESSIONAL PARTICIPATION IN AICI

[Documentation must be included in support of the section]

You are required to have been an ACTIVE member of the Association of Image Consultants International. Please review the Leadership Points System included in the FLC Application Guidelines for a list of all roles that will be considered, and points awarded for each role.

Only completed roles will be counted. Include recent CEU Report or official letter from a committee chair, Chapter Officer or International Board Member stating that you have completed a role in a volunteer capacity.

Role in AICI	From month/year	To month/year	Points

SECTION VII: Points Required: 2

Total Points _____

AICI FLC Application Summary Page

Transfer your totals from each section to this page.

		<u>Required</u>	<u>Section Totals</u>	<u>Verified</u>
SECTION I	Professional Preparation	3	_____	<input type="checkbox"/>
SECTION II	Business Identity	5	_____	<input type="checkbox"/>
SECTION III	Consulting Experience	5	_____	<input type="checkbox"/>
SECTION IV	Membership	1	_____	<input type="checkbox"/>
SECTION V	AICI FLC Exam	0	_____	<input type="checkbox"/>
SECTION VI	Portfolio Professionalism	4	_____	<input type="checkbox"/>
Section VII	Participation in AICI	2	_____	<input type="checkbox"/>

***20 points** are required to achieve AICI FLC certification. Required points are established to ensure professional growth. Although your points may exceed the maximum, include only the points allowed when reporting totals. If you have fewer points than required, put the application aside until you can qualify.

Double-check your entries and documentation. All documents scanned or submitted must include your name, the section and subsection number. Submitted information is subject to verification by the AICI First Level Certification (AICI FLC) Committee. Additional supporting documentation may be requested during the review process. On-line application to the current AICI FLC Committee listed in the introduction of this document.

I hereby acknowledge that the information on this application is true and accurate.

Signed: _____

Date: _____

Electronic signature is acceptable for online application.

Print Name:	
Address:	
Phone:	Fax:
Email:	



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Email: info@aici.org Web: www.aici.org

AICI Code of Ethics and Standards of Professional Conduct

As Amended and Restated October 10, 2006

The Code of Ethics

Members of AICI shall:

- Act with integrity, competence, dignity, and in an ethical manner when dealing with the public, clients, prospects, employees and fellow members.
- Practice and encourage others to practice in a professional and ethical manner that will reflect credit on members and their profession.
- Strive to maintain and improve their competence and the competence of others in the profession.
- Use reasonable care and exercise independent professional judgment.

Standards of Professional Conduct

STANDARD I: FUNDAMENTAL RESPONSIBILITIES

Members shall:

- A.** Maintain knowledge of and comply with all applicable laws, rules, and regulations of any government, governmental agency, regulatory organization, licensing agency, or professional association governing the members' professional activities.
- B.** Not knowingly participate or assist in any violation of such laws, rules, or regulations.
- C.** Not undertake any professional responsibilities unless, by training and experience, the member is competent to adequately perform the work required.
- D.** Accurately represent qualifications, education, experience and affiliations in all forms of personal and professional communication as prescribed in AICI's Bylaws.

STANDARD II: RELATIONSHIP WITH AND RESPONSIBILITIES TO THE CLIENT

Members shall:

- A.** Clearly define, verbally or in writing, the scope and nature of the project or services to be performed and all fees or costs involved in the project or services from conception to completion.
- B.** Inform clients and prospective clients of any special relationship or circumstances that could be considered a conflict of interest.
- C.** Hold client information in confidence, except as compelled by law.

STANDARD III: RELATIONSHIP WITH AND RESPONSIBILITIES TO THE PROFESSION AND THE ASSOCIATION

Members shall:

- A. Not engage in professional misconduct.
- B. Members shall not engage in any professional conduct involving dishonesty, fraud, deceit, or misrepresentation or commit any act that reflects adversely on their honesty, trustworthiness, or professional competence.
- C. Not knowingly endorse an individual who is unqualified with respect to education, training, and/or expertise, as per the established Bylaws and membership requirements of the Association.
- D. Not discriminate against anyone based upon economic factors, race, creed, ethnic background, gender, age, sexual preference, physical condition or country of origin.
- E. Members shall not, without permission or giving appropriate credit, use materials, client lists, titles and/or thematic creations originated by others. Members will take credit only for work created by them or by those under their paid supervision.
- F. Hold inviolate any confidential information entrusted to them by a colleague, except as compelled by law.
- G. Not be a party to any agreement to unfairly and/or inappropriately limit another consultant's access to the marketplace.
- H. Not, by word or deed, cause unjust injury to another consultant's reputation and/or business relationship(s).

VIOLATION

As a member of AICI, or as a non-member receiving an AICI designation, I am committed to and obligated by this Code of Ethics and Standards of Professional Conduct. I understand that any violation of this Code shall be determined using the established rules and procedures set forth by the AICI Ethics Committee. I understand that any disciplinary action shall be applied by AICI in accordance with the Bylaws and Policies and Procedures of the Association.

I hereby waive any and all claims, including claims for defamation and restraint of trade, that I may have against AICI or against any member of AICI arising out of any complaint, investigation, proceeding, or enforcement related to the Code of Ethics, including with respect to findings and disciplinary actions, up to and including expulsion.

I subscribe to the AICI Code of Ethics and Standards of Professional Conduct. My signature on this document means my pledge to abide by these standards.

Signed: _____ Date: _____

Electronic signature is acceptable for online application.

- I am a member of AICI.
- I am a non-member receiving an AICI certification.