Appearance, or image, is a central factor in everyday life—in the home, school, church, community, and the workplace. Image is the way you see yourself and others see you. Image affects the way you think, feel, speak, and act, then the way others react or respond to you.

You could spend years worrying about the way you look, trying to sift through the myriad of image information, never knowing which is fashion sense or nonsense, wondering what works, and what doesn’t, falling for the latest fashion fable — OR —

You could enroll in this exciting, informative Image Enhancement Retreat and learn enough about how to dress, care for, and carry yourself to last a lifetime and simplify your life in the process.
Schedule At a Glance

Arrival Day
7:00 PM: Welcome Orientation
• Needs Assessment & Image Evaluation Exercise

Day One
9:00 AM - 1:00 PM:
• Clothes Power “Image Advantage” Seminar & Virtual Closet #1
1:00 PM: Lunch Break—No Host
2:00 - 6:00 PM:
• Wardrobe Strategies Seminar & Virtual Closet #2
• Lifestyle Evaluation Clinic
• Personal Style Evaluation Clinic
6:30 PM: No Host Dinner and Snoop-Shopping Excursion to Gateway Mall

Day Two
9:00 AM - 1:00 PM:
• ColorSense Seminar & Virtual Closet #3
• Personal Color Evaluation Clinic
1:00 PM: Lunch Break—No Host
2:00 - 6:00 PM:
• Style Line & Shape Seminar & Virtual Closet #4
• Fabulous Fit & Figure Evaluation Clinic
• Healthy Diet & Nutrition
6:30 PM: No Host Supper and Snoop-Shopping Excursion to Trolley Square

Day Three
9:00 AM - 1:00 PM:
• Skincare & Makeup Seminar & Virtual Closet #5
• Hair Care & Styling
1:00 PM: Image & Etiquette Tutorial Luncheon—Conselle Host, Little America
3:00 - 6:00 PM:
• Makeover Clinic
• Fabric - Texture & Pattern Seminar and Virtual Closet #6

Day Four
9:00 AM - 1:00 PM:
• Visual Design & Personal Style Seminar & Virtual Closet #7
• Personal Style Report
1:00 PM: Lunch Break—No Host
2:30 - 6:00 PM:
• Wardrobe Evaluation Clinic
• Cluster Planning Clinic & Virtual Closet #8
6:00 PM: No Host Dinner and Snoop-Shopping Excursion to Foothill Village

Day Five
8:00 AM - Noon:
• Everyday Makeover Evaluation
• Closet Organization & Clothing Care
• Shopping Savvy Seminar
• Action Plan
12:00 Noon: Send-off Luncheon—Conselle Host, Garden Café at Grand America
2:00 - 6:00 PM: Personal Shopping Excursion with a Personal Shopper
6:30 PM: No-Host Dinner, Tell Show, & Share

About Your Retreat Director
Judith Rasband,
Conselle Institute of Image Management
Link your dreams to a star—Judith Rasband is an international authority on image management, a Certified Image Master (CIM) through the Association of Image Consultants International (AICI), the first of only seven worldwide. She has received the image industry's highest award, the IMMIE. She holds an MS degree, specializing in the artistic, social, and psychological aspects of dress and image, chalk up more than 40 exciting years in the field as fashion and image educator, author, columnist, model, stylist, consultant, and coach. A trusted consumer advocate, Judi receives rave reviews for her informative, entertaining presentations, and contagious enthusiasm. An expert on personal style, she is a stickler for detail, accuracy, and the reason “why” or “why not” behind every point of practical advice. Her popular textbooks and videos are used in homes, schools, and universities throughout America and Canada, including Wardrobe Strategies, 5 Easy Pieces, the Image Management Quick Reference Guide, and the industry best-seller Fabulous Fit. She has been interviewed and featured on scores of radio and television news and talk shows, including NPR, the BBC, ABC and NBC Eyewitness News, GMA, Today, and Oprah. She has been quoted and published in professional journals, popular magazines, and newspapers such as Glamour, Self, Woman's Day, Entrepreneur, Threads, and WWD, the Christian Science Monitor, Wall Street Journal, and USA Today. Working with Judi will be rising stars, Jocelyn Gardiner and Ashley Perkins, both with degrees in the field, certification through Conselle and AICI, and boundless energy to add to the fun.
20 Good Reasons to Attend the Retreat

<table>
<thead>
<tr>
<th>No.</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>High standards of excellence</td>
</tr>
<tr>
<td>2.</td>
<td>Accurate, reliable image information</td>
</tr>
<tr>
<td>3.</td>
<td>Principle-based concepts, skills, and strategies</td>
</tr>
<tr>
<td>4.</td>
<td>Comprehensive reference books – finest in the field</td>
</tr>
<tr>
<td>5.</td>
<td>Well-organized, sequential format</td>
</tr>
<tr>
<td>6.</td>
<td>Cutting-edge, interactive exercises</td>
</tr>
<tr>
<td>7.</td>
<td>Educated, experienced, award-winning instructors</td>
</tr>
<tr>
<td>8.</td>
<td>Inspiring, high-energy delivery</td>
</tr>
<tr>
<td>9.</td>
<td>Highly visual presentation and involvement</td>
</tr>
<tr>
<td>10.</td>
<td>Memorable “Virtual Closet” rack shows</td>
</tr>
<tr>
<td>11.</td>
<td>Objective guidance in evaluating your image</td>
</tr>
<tr>
<td>12.</td>
<td>Hands-on, personal Image Enhancement Clinics</td>
</tr>
<tr>
<td>13.</td>
<td>Individual attention and feedback</td>
</tr>
<tr>
<td>14.</td>
<td>Practical, easy, and effective applications</td>
</tr>
<tr>
<td>15.</td>
<td>High-value participant materials</td>
</tr>
<tr>
<td>16.</td>
<td>Immediate and long-lasting results</td>
</tr>
<tr>
<td>17.</td>
<td>International standards for dress and image</td>
</tr>
<tr>
<td>18.</td>
<td>Qualified network of professional shoppers</td>
</tr>
<tr>
<td>19.</td>
<td>Terrific value in cost, time, and resources</td>
</tr>
<tr>
<td>20.</td>
<td>The only event of its kind!</td>
</tr>
</tbody>
</table>

Conselle offers a principle-based educational program designed to increase image awareness, image impact, image integrity, and image improvement necessary to function in today's highly complex society.

Valuable Materials You'll Take Home:

- Personal Needs Assessment Results
- 250-point Personal/Professional Image Profile™
- Personal evaluation results from Image Enhancement Clinics
- Reference Books with charts and lists
- Personal Action Plan
- Conselle Plansheets for wardrobing, outfitting, and shopping
- An illustrated seminar guidebook with interactive hands-on exercises
- Forms to help you evaluate, plan, and organize your wardrobe
- The award-winning Conselle Personal/Professional Style Scale®

Valuable Concepts, Skills, and Strategies You'll Take Home:

- Identify the elements of image
- Assess your current image objectively
- See yourself as others see you
- Create positive first and lasting impressions
- Detect the universal influences of image
- Practice positive self-talk
- Recognize your range of personal style
- Manipulate the elements of design
- Look like a leader - in your home, community, or the workplace
- Increase your influence and influence others to follow your lead
- Balance your body build, personal coloring, and personality traits
- Determine what wardrobe items to discard or add, and why
- Assemble a workable wardrobe & organize your closet
- Sharpen your eye for visual design and harmony in your appearance
- Use clothing as a resource – a tool to meet your needs
- Present yourself with poise and positive high impact
- Apply image management skills within your family
- Master image as an aid in getting the job you want
- Adjust your dress to overcome role conflicts
- Use body language to enhance your image
- Apply stress management to maintain your ideal image
Click Here to Register Online
—OR—
By phone: 801-224-1207
By fax: 801-226-6122
By mail: Conselle Institute of Image Management
7052 University Station
Provo, UT 84602

Registration Policies
Payment must be made in US dollars. Registrations accepted on a first-come first-serve basis and no spaces will be held until payment is received.

Registration fees include: All five days of workshops, course materials, opening night orientation, two luncheons, daily nutrition/energy breaks, and a certificate of completion.

For friends and family who wish to attend together, a roommate option is provided. (Contact Conselle with special dietary and physical needs).

Cancellation policy: Registration may be transferred to another individual with notification in writing. All cancellations received in writing at least 30 days prior to the Retreat will receive a refund (minus $50 administration fee). Cancellations received less than 30 days prior are NOT refundable, but may be used as a credit towards a future retreat.

*Includes registration only. See below for discounted hotel rates and room options. To facilitate the entire Retreat, all event participants will stay at the lovely and luxurious Little America Hotel.

Limited Space—Register early to reserve your spot! Only $899!* EARLY BIRD DISCOUNT!! at least 30 days in advance to receive $50 off your registration — Only $849!* Limited Space—Register early to reserve your spot! Only $899!* EARLY BIRD DISCOUNT!! at least 30 days in advance to receive $50 off your registration — Only $849!*

Registration Form

I the understated, have read, understand and agree to abide by all the policies and terms set forth in the foregoing enrollment agreement. I am returning this agreement with my registration fee on this date . I understand that this amount is the total tuition and is non-refundable within 30 days of the retreat. It is agreed that I shall not be relieved of my obligation to make any payments agreed to.

Yes! I can’t wait to attend the Retreat in Salt Lake City starting on and ending on .

Name ___________________________________________________________
Street Address _______________________________________________________________________________________________________
City ____________________________________________________________ State/Province __________ Zip/Postal Code ___________
Telephone: Home __________________________ Work __________________________
Fax: __________________________________________ e-mail __________________________

Payment:
☐ I enclose registration fee of $899.00 ($849.00 at least 30 days prior to retreat). ☐ Check ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover
Account # ___________________________ Exp. _______
Name on credit card: ___________________________________________________________
Signed ___________________________ Date __________________________

Room preference:
☐ Single $119/night ☐ Double $129/night Rooming with: ___________________________________________________________

(Hotel charges paid to hotel at checkout)

PLEASE RETURN FORM TO:
Conselle L.C. Institute of Image Management • 7052 University Station • Provo, Utah 84602
• (801) 224-1207 • FAX (801) 226-6122 • www.conselle.com • judith@conselle.com
Pamper yourself for a few days and get solutions to your image needs,
Stay at the legendary and luxurious Little America Hotel, which hosted foreign dignitaries during the Salt Lake Winter Olympics.

Retreat Registration Includes:
- Educational materials, book, forms and plansheets
- Pre-event materials
- Personal evaluation during Image Enhancement Clinics
- Award-winning Instructors and Personal Shoppers
- Two luncheons
- Daily Nutrition/Energy Breaks
- Opening Evening Orientation
- Other gifts and goodies throughout the Retreat!

(Travel and accommodations not included in basic registration; see registration form for special hotel room rates.)

Still haven’t picked up the mouse or phone?

Here are five more reasons why you’ll want to attend this special retreat.

1. Experience an energizing self-discovery.
2. Gain information you’ll want to teach your family.
3. Never be a fashion victim again!
4. Save time, money, space, and simplify your life!
5. Have fun with fashion and make it work for you!

This retreat is an empowering experience that makes you stop and think seriously about your values, attitudes, interests, roles, and goals as they relate to the way you present yourself - the way you think, feel, act or behave, and the way others react or respond to you. The result? Old attitudes and inhibitors will give way to new attitudes and strategies for personal image management and family wardrobe management. The sooner you learn the valuable concepts, strategies, and skills, the more effective and efficient you will become.
Women LOVE Conselle because we make sense! We make fashion & image fun again!

Getting dressed has never been so much fun!

“At this unique retreat, you will learn how to create a positive personal and/or professional image that will earn you respect from yourself and others, and increase confidence, capability and credibility, allowing you to forget about yourself and get on with your life and the achievement of your goals.”

Image Enhancement Retreat

Conselle I.C.
Institute of Image Management
• 7052 University Station
• Provo, Utah 84602
• (801) 224-1207
• FAX (801) 226-6122
• www.conselle.com
• judith@conselle.com