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DON'T SAY ETIQUETTE & IMAGE ARE NOT IMPORTANT, THAT'S JUST RUDE
South Florida Etiquette Consultant to Represent Our State Globally

Miami, 24 October 2014 -- Elena Brouwer, founder of the International Etiquette Centre, renowned South Florida international etiquette consultant, was named President of the Florida Chapter of the Association of Image Consultants International (AICI).

Elena's chapter members, who hail from Chile to Dubai, and everywhere in between, will benefit from her know-how, fresh ideas, and the opportunities she will share with them to help them grow their businesses. Outgoing chapter president, Cheryl Lampard of Style Matters International, said: "After being a three-term president, it's not surprising that I felt protective about the chapter! I was delighted when Elena was elected as our new chapter president as I know she'll be an asset to the membership and will continue to drive it forward."

"I am honored to serve and look forward to making our business community aware of the high caliber of our well respected members, who can impact their success," she said. As Director and Certified Etiquette Officer for her company, International Etiquette Centre, Elena brings years of expertise in international business etiquette and personal and professional image branding workshops.

Elena helps participants from many industries, including legal, insurance, medical, upscale hotels, restaurants, hospitality personnel, and office staff. These workshops polish the image, business and social skills of her clients that make them stand out from their competition. Thanks to her bilingual skills in both English and Spanish, Elena travels internationally as a speaker, educator, and presenter.

About Elena Brouwer

Elena Brouwer, Director and Chief Etiquette Officer of the International Etiquette Centre, has developed an exclusive and effective strategy that incorporates business etiquette, international protocol, and personal image branding for world-class clientele. She is highly regarded as an authority on international business etiquette and has a popular Train-the Trainer program for *would be* consultants. Elena travels throughout the U.S. and internationally as an expert speaker, educator, and presenter. For more information: www.etiquettecentre.com, elena@etiquettecentre.com or 954-921-0565 / 305-332-4527.

About The Association of Image Consultants International

The Association of Image Consultants International (AICI) is the leading and largest professional association of personal and corporate image consultants worldwide. A non-profit organization, AICI is dedicated to advancing the level of professionalism and enhancing the recognition of image consultants. Our members counsel both individual and corporate clients on appearance, behavior, communication skills, etiquette and international protocol. As experts in image consulting, our members guide clients to achieve their specific goals with authenticity, credibility and confidence. Supporting the development of the Image Consulting Profession, AICI brings together individuals and companies who seek image-consulting services with the appropriate expert. For more information visit: www.AICI.org

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