



It is my honor to recommend Dr. Joyce M. Knudsen, AICI CIM. Dr. Knudsen shares my vision and association work, I believe has set the foundation of AICI's Asian growth. I met Joyce in 2002, the year that I made one of the best choices in my life – to select Joyce's originated Home Study Mentoring Program. Since then, I have achieved my FLC certification, CIP and have founded my Holistic Image business under her excellent mentorship. We then became the co-founder of the conceptual framework of HolisticImageArchitecture™ and Dr Knudsen & Desmond's Multi-dimensional Approach® in Imageology. This further brought us to publish our book jointly in 2004.

As a direct result of her global vision, I was encouraged to establish the first AICI approved program in Asia (Hong Kong) which nurtured over 90 percent of the founding members in Hong Kong. The very first Hong Kong Chapter was founded due to the excellent coaching that I received from Joyce during such an infant stage (2004-06). I was elected as the chapter founding President, and the Chapter soon became a largest Chapter in Asia. Since the establishment in 2004, the Hong Kong Chapter has been looking after members from Korea, Philippine, Shanghai, Singapore and Malaysia, and other countries. Some members have then founded their own Chapters afterward, such as AICI Singapore. Joyce's contribution as our chapter founding Honorary Advisor assured the safe delivery of our baby Chapter.

Finally, I received the Jean Segerstom Award in 2006 for the recognition of my contribution to AICI Asian development. This is an achievement through the coaching from the greatest mentor's within the industry – Dr. Joyce Knudsen. The Award signified the glory of Joyce's international vision and it is now the time to honor the true master behinds the screen. Without her extraordinary passion to nurture, her global vision and worldwide connection, the above breakthrough in the Asian image consulting industry could impossibly be achieved. In fact, the second President of Hong Kong Chapter, Ms. Patricia Lan Ting is also a mentee of Joyce and it was Joyce who brought Patricia and I together, and guided us to build the industry, not limited to Hong Kong, but beyond Asia.

This wonderful mentor's energy has no limit. She marked a new page in Asian Image Consulting by visiting Asia in 2005. Over 80 people enrolled to witness the charm of this very first Certified Image Master ambassador who gave an inspiring speech during the luncheon seminar. Joyce's vibrant innovativeness and her in-depth holistic approach attracted tremendous attentions. She was interviewed by the leading English newspaper – South China Morning Post in Hong Kong (attached). As the host of the event, I was honored to witness how Hong Kong society has shown the highest respect to AICI Hong Kong and to the profession as a direct result of Joyce's visit.

Joyce is the only image expert that I have ever seen to incorporate validated inner-self scientific tools such as Axiology, the work of a Nobel Prize nominee Professor Robert Hartman, into her creative image consulting practice. Such unprecedented cross industry approach has inspired and brought significant recognition of Image Consulting beyond international level but a multi-dimensional level. She has influenced and shown people the way to combine the science of business management and the aesthetic nature of image consulting. As a good example, I was convinced and guided by her to fusion my CPA (Certified Public Accountant) practice with the futuristic image business in Asia. Her guidance is validated by my healthy business expansion from a self-starter scale in 2003 to a leading firm with over 25 team members in Asia.

I, therefore, advise that Joyce is the most qualified Master to receive any such Award and I am pleased to provide any further reference and testimonial to support my nomination.

Sincerely,

Desmond Chan, AICI CIP

Jean Segerstrom Award Recipient (2006)

AICI H. K. Chapter Founding President (2004-06)