

BUSINESS

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Oakville woman nominated for Francophone business award

By Liz Campbell

SPECIAL TO THE BEAVER

Angèle Desgagné, image consultant and owner of ImagÉlite International, has been nominated for the Chambre économique de l'Ontario (CEO) 2002 Phénix Award, in the Small Enterprise category.

The CEO promotes the interests of Franco-Ontarian business. It attempts to gather and mobilize the economic forces of Francophones in the province, contributing to the development of the Ontario economy, and assisting its members through the formation of networks within the province as well as nationally and internationally.

It currently has 1,300 members in every part of the province. The Phénix identifies French entrepreneurs in nine different categories including small, medium and large business, new enterprise, tourism, technology, young entrepreneur, export and within specific a specific Ontario region. The winners must have demonstrated pioneering talent and their efforts have resulted in products or services which have proved highly competitive in the business environment of Ontario.

"It's a huge honour to be selected by your peers," says Desgagné who started her company in 1996. "I have no idea who nominated me but I'm very excited."

The Phénix Award represents not only a symbol of will and perseverance, it also highlights the strength and dynamics of the French Ontario economy. Since 1999, the award has allowed more than 20 enterprises to gain visibility and recognition provincially, nationally and internationally.

Winning enterprises are celebrated for their innovation, risk taking, ability to overcome obstacles and their capacity to develop highly competitive products and services.

Desgagné's company, ImagÉlite International is based in Oakville and serves individual and corporate clients looking for 'an edge'.

"Making a good first impression is very important. It's very hard to overcome a negative one," she explains. "I help my clients to feel better and present a more confident image."

Using both psychology and fashion skills, she helps her clients to overcome barriers and to show themselves to best advantage. A Certified Image Professional, she helps private and corporate clients to develop grace, style, poise and credibility while exploring their individuality and embracing their greatness. She is the creator of Personal Image &



Angèle Desgagné

Professional Brand Management Strategies, a well-known keynote speaker and community leader. She has helped companies to develop corporate standards of dress for their employees.

Desgagné has been president of Association des Femmes d'Affaires Francophones de Halton-Peel (AFAF), a French business women's association, for three years. She also serves as president of the Association of Image Consultants International - Toronto Chapter (AICI).

She believes strongly in giving back to the community through involvement, sharing and leadership.

She lives in Oakville with her husband George Anastasopoulos, who runs Leadership Fundamentals, a marketing strategies company in Oakville. They have three teenage children.

The award winner will be named at the annual CEO Gala Dinner to be held in conjunction with their annual meeting, Sept. 25-27, in Timmins.