



Job Shadow

Who: Kimberly Law

Job: Founder, Personal Impact Image Management, Vancouver

Duties: Educates professionals about etiquette and fashion as an image consultant

Day in the life: "Clients come to my studio for analysis. Sometimes I'll go through their closet and we'll go shopping. Consultations take between 90 minutes and a whole day. Corporate seminars depend on what clients want."

Credentials: Trained as a professional model and makeup artist; vice-president, membership for Association of Image Consultants International

First job: "I was 14, sweeping floors and shampooing hair at a salon. I was terrible."

Career transition point: Left her last job as head of business development at cosmetics company Lancôme in 1996. "I did a career exploration program and found out that there was something that matched my skills called image consulting. Very few people were doing it at the time."

Notable clients: Vancouver School Board, CIBC, Simon Fraser University's MBA program, a current Vancouver mayoral race candidate ("Can't tell you who.")

Most common fashion mistake among men: "Men mix patterns and colours that just don't work. Make sure the tie has something in common with the other pieces."

Worst thing about the job: "Shopping in Vancouver can be limiting, especially for clients who are of challenging shapes and sizes."

Why she does it: "It's rewarding to see how people stand taller and feel better about themselves after their experience with me." — Jason Chow

in brief

It's not clear if we're getting sicker or hate our jobs more, but we are calling in sick more often. Last year, Canadians took off seven and a half days because of illness — a half-day increase from five years ago. Sure, flu shots and a sickroom might help keep us at work, but according to Deborah Jones, chair of the Health, Work & Wellness Conference 2005: The Next Generation, to be held October 20 to 22 in Montreal, employees get "ill" more often when they're stressed and/or unsatisfied with their jobs. Employers will have to take into account how workplace culture, relationships and meaning of work affect job satisfaction. Distaste for the job, however, is more than a reason to play hooky: lack of job control increases the risk of long-term serious health conditions, including cardiovascular problems and mental health disorders.

Wunderkind

Expert advice from overachievers

This month's lesson:
The perfect cup of coffee



Coffee. The arrival of fall (and what follows) makes that shot of artificial heat and stimulation all the more urgent. Sammy Piccolo of Vancouver's Caffe Artigiano chain is Canada's coffee-making king — three-time Canadian Barista Champion, silver and bronze medallist at the World Barista Championships in 2003 and 2004 respectively, and the 2003 World Latte Art Champion in Las Vegas (yes, Virginia, there is latte art — the creation of delicate designs through skilful pouring of foamed milk). Piccolo offers the following tips for office brew:

> **For drip coffee,** "the ideal brewing measure is two tablespoons of coffee per six ounces of water, because of the optimal flavour it provides." If you use less coffee, you'll end up with a bitter cup — a sign of over-extraction.

> **"Coffee should** ideally be made with water that is between 90C and 95C." Boiling water will burn coffee, which significantly affects the flavour.

> **Taking coffee to work?** Transfer it to the thermos immediately after brewing for maximum freshness. While drip coffee can remain hot in a thermos, "flavour will deteriorate after 20 minutes." Same goes for pots of coffee — drink it or lose it. Espresso should never be anywhere *near* a thermos.

> **Avoid microwaving** cold office coffee. "Coffee should never be reheated. Microwaves alter the chemistry of coffee and make it unbearably bitter." Be the office mensch — make a fresh pot.

> **"Try to buy** only enough coffee to last one week." Coffee loses its freshness once it's opened and starts to oxidize. Ever eaten chips that have been open for a week? — Steve Burgess