



Judi Moreo

Appearance Matters

Style is being yourself, on purpose.

Without even saying a word, you are transmitting a message with your appearance. Your physical presence is the foundation upon which you build your credibility.

Analyze and thoughtfully plan how you will present yourself. Is your style on *purpose* ... your purpose? Is the message your appearance gives the message you want people to receive?

Do you project an attitude of success?

While attending a professional women's meeting recently with one of my executive friends, I observed the two women running the meeting had appearances that in no way indicated they were high-powered.

They both wore pink jersey knit tops and neither of them wore jackets. Their bras were obviously not the correct undergarments to wear under such thin, knit jersey tops, because their breasts were not properly sup-

ported.

Both women's breasts jiggled when they walked. Their nipples were standing out like headlights and one woman's nipples were even at different levels by a couple of inches.

These two women stood there, side by side, speaking with enthusiasm about their new organization, but I'm sure no one heard a word either of them said! It was impossible to concentrate on what they were saying, because their physical appearances were so distracting.

There was one man in the group and he seemed to be trying to figure out where to look - or rather, where *not* to look.

We make judgments about others based on their appearance. In fact, in the first seven seconds of meeting someone, we make judgments about his or her economic level, educational level, trustworthiness, social position, level of sophistication, level of

success, moral character, and even social and educational heritages.

How many times have you heard people say, "They come from old money," or "They're *nouveau riche*." I doubt many people are even aware of how closely they scrutinize others.

However, there is probably not much they miss.

Just the other day, I caught myself making a judgment about the escrow officer who was helping me when I was signing some legal documents. She had shaved off her eyebrows and drawn new ones from the bridge of her nose straight up to her hairline. It gave her the appearance of a devil

or a Klingon from *Star Trek*!

I was sitting there thinking, "She couldn't be very smart if she'd do that to her own face. I wonder if she knows how that looks? I wonder what the purpose is for doing that to herself."

Then I realized I wasn't concentrating on the business at hand. Do other people do this as well? You bet they do. That's why we don't want our appearances to detract from the situation or keep people from hearing what we have to say.

We must think about our purpose and develop our style to enhance that purpose.

Judi Moreo is a former model and owner of Universal Models Finishing School & Model Agency. She served two terms as the President of the International Association of Model Agents. In 1984, she won the Career Model of the Year title at the World Modeling Association Competition and was later named as one of the 8 Most Beautiful Women in America by Dove Soap. Judi can be reached at Turning Point International. (702) 896-2228.



Judi Moreo

Sun City MacDonald Ranch Fashion Show

The McDonald Ranch House Committee presented their annual fundraiser luncheon fashion show at the Willows Restaurant on Saturday, April 22,

2012. The theme, Tulip Time, was beautifully exhibited in the decorations and topped off with a *Tulip-tini* cocktail.

Fashions from Dillard's De-

partment Stores and the Desert Willow Pro Shop were modeled by members, Kathleen DeVleming, Myrna Meola, Bertha Hale, Susan Ludvigson, Dorothy Hov-

er, Evi Poolillo, Shelley Jabaay, Terri Quinn, Emilie Karezewski, Janet Slover, Phyllis Tigges, JoJo Smith, Doug Sipe, and Dan Hyde.



Sun City MacDonald Ranch Chairman Michelle Sipo with House Chairman and Fashion Emcee Laurie Fancey.



The audience enjoyed the fantastic fashion show.



The Vegas Vixens were all smiles.



Our Judi Moreo with 3 lucky winners. Judi contributed her award winning books to the Fashion Show.