

## Makeover haven

### Nonprofit CEO enjoys free image update

By DIANA DILLABER MURRAY  
Of The Oakland Press

Beth Morrison, the CEO of HAVEN, spends most of her time and energy ensuring victims of sexual and domestic abuse are sheltered and have their needs met.

There's little time left for focusing on the do's and don'ts of the New York fashion world. So when Morrison learned about Refined Images of Royal Oak's 2007 Makeover Challenge, she talked herself into submitting an entry even though she was a little hesitant to take the plunge.

Refined Images owner Patty Buccellato selected Morrison after reading essays in the more than 30 entries for the three-month makeover process.

This meant new flattering clothes, a haircut, makeup, glasses and a lot of fashion tips for Morrison.

"Beth was chosen based on her touching story of work in the nonprofit arena and her dedication to caring for others," Buccellato, an image consultant, speaker and author, said in a news release.

"I felt she was particularly deserving of the indulgent, pampering services that would be a part of the makeover process."

In her essay Morrison wrote, "I have always worked in the nonprofit arena which has meant low pay, crazy hours and interesting work environments ... after years of human service work and taking care of others, maybe it is also time for me to spend some time taking care of me."

Buccellato said Morrison was a bit reticent about taking part in the makeover.

"I wasn't really sure what to expect since I had never done such a makeover before, so I only had my TV exposure to shows such as 'What Not to Wear' to compare it to," Morrison said.

Morrison had a personal color analysis that laid the foundation for selection of hair color and makeup, and her hairstyle is based on her face shape and facial design patterns to enhance her features, Buccellato said.

Since Morrison's position requires her to meet with a variety of business leaders, donors and other community members, "we wanted her to shine in all her natural radiance," Buccellato said. Clothing was selected to harmonize

#### FYI

To contact Patty Buccellato, visit [www.refinedimages.net](http://www.refinedimages.net), call (248) 650-2916 or e-mail [patty@refinedimagesplus.com](mailto:patty@refinedimagesplus.com). For more information about HAVEN, call (248) 334-1284 or visit [www.haven-oakland.org](http://www.haven-oakland.org).

with her own personal coloring, and her body's personal design pattern. The individual design pattern of her face was used as a guide in selection of new eyeglass frames to flatter her features and add "lift" to her face, the image consultant said.

For the business meetings that call for a more conservative and "buttoned up" visual presentation, Morrison was outfitted in a dark brown suit, which lends seriousness to her look without the severity of black that would overwhelm her fair coloring.

"And lest we overlook the fun, spirited aspect of Beth's personality, we selected social attire in lively, harmonious hues and some creative eyewear for those not-so-serious occasions."

On the design team with Buccellato, were Judy Ray of Palazzio, Royal Oak, who provided hair services; Maria Herschelman of About Face, Royal Oak, who provided professional makeup artistry; and Rosh Sillars of The Rosh Group Inc., who provided professional photography.

The makeover included an initial consultation with body type and color analysis, style and wardrobe consultation, closet audit and personal wardrobe

Before



After



The Oakland Press/DOUG BAUMAN  
before and after photos courtesy of Rosh Sillars

Patty Buccellato of Refined Images (left) assists HAVEN CEO Beth Morrison as they choose clothes at Somerset North. Morrison won a makeover from Refined Images.

plan. It also included a haircut, color and style; makeup consultation and application; and before and after photos.

"The experience was much more positive, practical, fun and engaging than I had expected," Morrison said. "It was interesting, enjoyable work, and well worth all the time and effort."

HAVEN's (Help Against Violent Encounters Now) residential program

is Oakland County's only 24-hour emergency shelter exclusively for survivors of domestic violence and sexual assault crimes. The organization also provides numerous other services, including counseling, education, advocating for the victim in legal and human service areas, and providing immediate crisis intervention services.