

photo by Miriam Morris



DIANE CRAIG

BEHIND THE SCENES

ORGAN DONATION

SANDRINE'S STORY...

A TALE OF DEVASTATION TURNED TO HOPE

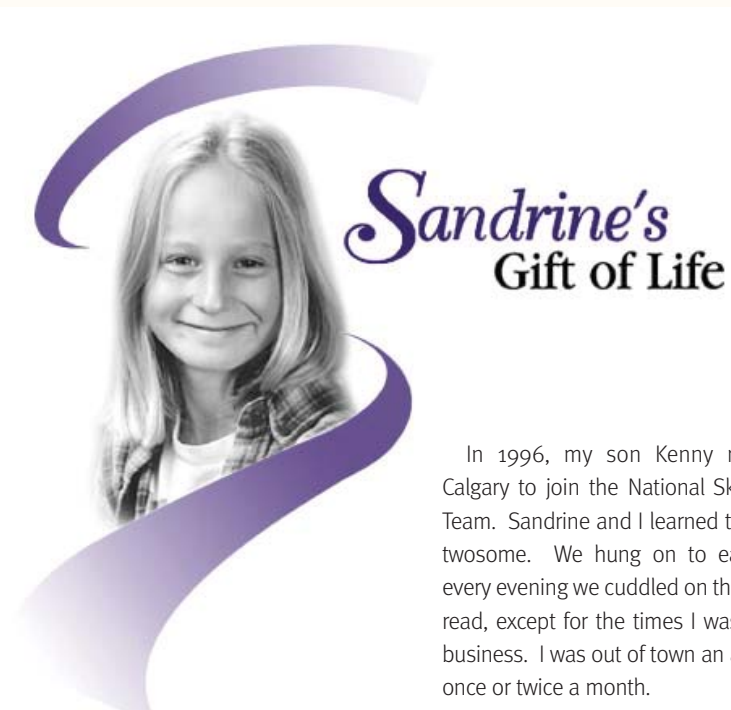
IN THE DECEMBER 2007 ISSUE OF B MAGAZINE WE FEATURED A BEHIND THE SCENES STORY ON CERTIFIED IMAGE AND ETIQUETTE CONSULTANT, DIANE CRAIG. MAY 26, 2009 MARKS THE 10TH ANNIVERSARY OF THE DEATH OF DIANE'S DAUGHTER, SANDRINE, FROM A TRAGIC SCHOOL BUS ACCIDENT. FOLLOWING IS SANDRINE'S STORY...A TALE OF DEVASTATION TURNED TO HOPE.

B Magazine: Thank you Diane for allowing us to tell Sandrine's story to our readers. Please start by telling us a little bit about yourself.

Diane: I studied fashion design at the Académie des Hauts Couturiers Canadiens, then I worked as a Haute Couture Instructor for the Académie. After becoming President of Image International in 1993, I decided to expand the company's services. In 1995, I took a certificate course at the Washington School of Protocol and in 1999, I completed an Intercultural certificate program at the University of British Columbia.

B Magazine: In 1994, a series of tragic events started to occur. Would you mind sharing the story with B's readers?

Diane: After one year as President of Image International, things were moving along really well. My hard work and efforts were paying off. It was an exciting time. My husband's business, a financial planning firm, Craig & Taylor and Associates was also doing exceptionally well. Our son Kenny, 12 years old, had just been invited to join the Junior National Ski Jumping Team and our precious little girl, Sandrine, 7 years old, was busy with a flurry of activ-



ities and friends.

On October 31st, 1994, as I was getting the children ready to go out for Halloween, the phone rang and it was the doctor telling my husband, Shawn, that his biopsy from the previous week confirmed he had lung cancer. Shawn passed away February 23rd, 1995 at the age of 44. Dreams were shattered; our perfect little family was ripped apart and left grieving. Why us?

In 1996, my son Kenny moved to Calgary to join the National Ski Jumping Team. Sandrine and I learned to live as a twosome. We hung on to each other, every evening we cuddled on the sofa and read, except for the times I was away on business. I was out of town an average of once or twice a month.

On May 25th, 1999, while on a business trip in Toronto, my morning session was interrupted. There was an emergency call for me. What could be so pressing? Earlier that morning there had been a school bus accident; Sandrine had been injured and was now in the ICU of the Children's Hospital in Ottawa. The next day, Sandrine was pronounced brain dead. My precious, happy little girl was gone at the tender age of 11. By then, Kenny was at my side and it

seemed like the whole world was crumbling right around us.

B Magazine: How did you cope?

Diane: Two ways: First my faith became stronger...I realized that I could plan and plan, but someone else was in charge. I trusted in God and prayed. He would protect us all, here on earth and in heaven, where Sandrine and her dad were now reunited.

Secondly, when Sandrine was declared brain dead, Kenny and I made the decision to donate her organs to save or enhance the lives of others. Immediately, our friends decided to launch a campaign on organ and tissue donation. We began campaigning for organ and tissue donation and embraced the cause whole heartedly. Sandrine's gift of life helped 6

B Magazine: When did you get involved with Trillium Gift of Life Network as a volunteer?

Diane: In 2001 I was invited to join The Premier's Advisory Board by Premier Michael Harris. Trillium Gift of Life Network was created following a recommendation made by this Premier's Board. In 2006, I was invited to join the Board of TGLN by Premier McGuinty. My term was just renewed and I will remain on the Board until December 2010. Currently I chair the communication committee for TGLN.

B Magazine: When and how did you find out who the recipient was of your daughter's heart and lungs?

Diane: As you may be aware, it is not customary to know who received your loved one's organs or do the recipients know

have never happened had she not recognized herself in Chatelaine's article.

B Magazine: How has this relationship progressed?

Diane: It is a relationship of great mutual respect. Sandrine's heart and lungs have found a good home. Anna is an amazing person supported by a loving husband, Carmine, a close caring family and trusted friends. Anna and her husband, Carmine, are gracious people.

B Magazine: It has been 10 years since Sandrine died. How are you coping today and what are your plans to mark her death?

Diane: Not a day goes by I don't think about Sandrine. On May 24th, we will hold a memorial service in Ottawa to mark the 10th anniversary of her passing. This memorial will help us remember Sandrine, raise awareness for organ and tissue donation and transplantation, and of course celebrate the 10th anniversary of Anna's life saving transplant. The speakers will be CEO of Trillium Gift of Life, Dr. Frank Markel, and the CEO of Canadian Blood Services, Dr. Graham Sher. Anna Foglia, Sandrine's heart and lung recipient, will be our guest of honour.

B Magazine: Please tell us about your life today?

Diane: I opened a new office in Toronto in 2004 and in 2007 I decided to continue my consulting career in image and etiquette consulting under the new name of Corporate Class Inc. Toronto is a great city and despite the economy, Corporate Class Inc. is thriving. We service several loyal customers within the financial, pharmaceutical, legal, consulting and communication industries. More recently we have developed new clients in the US and Europe. This year we launched a new program "The Look of Success by Diane Craig™" for Men and Women. This new program allows people to enjoy image consulting from the comfort of their home at a very low price. All the information for this program can be found on our website www.corporateclassinc.com.



Anna Foglia: Recipient of Sandrine's heart and lungs

people: a 34 year old woman received her heart and lungs, two teenagers each received a kidney, an 8 month old baby received her liver and two elderly people each received the gift of sight.

B Magazine: Who inspired you through-out these tragedies?

Diane: I was inspired by the strong community support we received. It was overwhelming. I was inspired by a young man of 26, Eddie, so brave and so determined. He was waiting for a lung transplant which never arrived. You can read his story at www.sandrinesgift.org. It is a story of hope and courage.

who their donor is. A few months following Sandrine's passing, Chatelaine Magazine wrote about Sandrine's accident and the gift of life she made. Anna Foglia, a 34 year old woman, read the article and recognized herself. In 1999 I believe only two recipients received both a heart and lungs. Sandrine died May 26th and Anna was called on May 26th and told they had a potential donor for her. Anna was transplanted in the early hours of May 27th. Anna contacted Peter Carter, the reporter at Chatelaine magazine and had him contact us. We finally met 4 years later. As for the other recipients, I have no idea who they are. Our meeting with Anna would