



Alliance of International
Aromatherapists

Alliance of International Aromatherapists

2020 Annual Report

Moving Aromatherapy Forward with Vision and Support

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Our Vision, Mission and Values

Our Vision

The AIA is a leading international aromatherapy organization making aromatherapy a readily accessible and respected holistic healing modality.

Our Mission

AIA unites aromatherapists from around the world to advance research and professionalism within the aromatherapy industry. As a result the public has the option for a safe, natural and complementary form of health care.

Our Values

We believe:

- Essential oil therapy is a scientifically proven healing modality that should be accessible to everyone.
- Through continued solid scientific research, we expand the understanding of essential oil therapy and its effect on mind, body and spirit.
- Through professional and responsible use of essential oil therapy, clinical aromatherapists are equipped to integrate with the medical community.
- Through standardizing aromatherapy education and qualifying criteria in North America we create a foundation of professionalism and common lines of communication with other health care professionals and regulatory agencies throughout the world.
- By supporting earth friendly harvesting and processing practices of aromatic plants we bring greater health to the Earth and her people.

From Our President

This has been a year to remember: COVID turned the world upside down with quarantines, business closures, face masks and social distancing. Each of these has redefined our role in society, business, family, and work, sometimes causing financial hardships, frustrations, questions and concerns about our future as a society. As a leading aromatherapy organization we too have had to re-examine our values, mission and ability to serve each of you.

Our first move was to improve our operations by opening our own virtual office on January 1st. This has been a huge success thanks to the countless hours and dedication of Carla, our office manager. We are taking better care of our membership and are more accessible to the public.

Our strategic plan for 2020 was to focus on expanding income, education and research. COVID changed the focus of our plans and impacted our membership growth. However, growth within AIA has expanded exponentially. All of our committees are more active and stronger. Putting together this report I was so touched by all the work our committees and reps have done this year. The growth within AIA has been tremendous and the accomplishments are many. There have been more regional and state Rep meetings, attended by members from all over the US, (thank you Zoom). Our volunteers have donated countless hours to the work of AIA; our AIA educational webinars are going strong, Rep meetings continue to grow, the research committee has compiled quite a few new references and a new membership welcome packet is underway. It is truly touching to work with such ambitious people and be part of AIA.

We still face the challenge of dealing with COVID in 2021. Our 2021 conference is now being offered both in person (if possible) and virtually, a challenge we have met through the dedication of the Conference committee and Board of Directors. We are learning new strategies to cope with limited in person events. We will continue to evolve and expand to fulfill our vision and mission to advance research and professionalism within the aromatherapy industry.

Sincerely,
Inga Wieser, MS, MA, APAIA, MH
AIA President

Our Board of Directors



*President
Inga Wieser*



*Vise President
Paula Begel*



*Treasurer
Carol Scheidel*



*Secretary
Jen Shepherd*

*Nancy
Lubin*



*Venessa
Levin*



*David
Kropp*



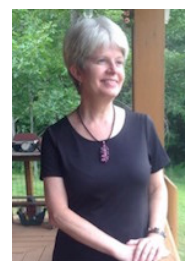
*Colleen
Thompson.*



*Denise
Joswiak*



*Marni
Reven*



Paid Support Team



*Executive Director
Lora Cantele*



*Journal Editor
Lisa Browder*



*Journal Editor
Crystal Brothers*



*Office Manager
Carla Pearson*

AIA Membership

AIA Membership Numbers

	January 1, 2020	December 31, 2020
Associate:	277	195
Professional:	268	251
APAIA:	8	10
Business:	16	11
Business Member:	39	27
Honorary:	9	9
Totals	617	503

AIA Recognized Schools Numbers

Foundation Level:	0	1
Professional Level:	2	2
Advanced Practitioner Level:	5	4
Totals	7	7

Annual Meeting

Annual Meeting

The annual meeting was held on October 15, 2020

Total number of Members present: 36

Vice President /Acting President, Paula Begel, called to order on 10/15/20, at 6:45 PM MT via zoom. Paula opened the meeting by welcoming everyone.

Committee reports were given for each committee as well as update on AIA financial status, AIA's journal *Aromatics In Action* and By-Laws changes. See our Committees for each report. By-Laws changes were discussed and voted upon. All changes were approved.

Committee Reports

Research Committee

Marian Reven Reporting

Committee Members: Marian Reven (Chair), Julie Jones (former Chair), Linda Anne Kahn (Secretary), Jan Tomaino (Liaison to Clinical committee), Jennifer Kovalchik-Langsdale (Liaison to Journal), Jerelyn Resnick (Liaison to Education Committee), Shannon Becker, Amanda May-Fitzgerald, Barb Kurkas-Lee, Marilyn Peppers-Citizen, Kelly Emery, Bethany Unger

Meeting Date: Second Monday of every month at 0730 MT

2019 to 2020 Summary

Research Database Content

- Reviews from 2016 to present. Almost all articles are full access. Content has increased by 75% in 2020 to include 39 reviews, with 9-10 added each quarter. Each member of the research committee contributes one article per quarter.

Research Grant

- Grant application is completely updated and in use.
- 2019 grant was awarded (\$1000.00) to Dr. Shannon Becker for her research study about Ehlers-Danlos Syndrome. This is ongoing; there was delay due to pandemic. As of September 14 committee meeting, Shannon reports she has begun collecting data again.
- 2020 AIA Research Grant Proposal was released for applicants in July 2020 through October 2020. No serious proposals have been received to date. The media committee continues to promote.
- Clarification/amendment to application: Professional and APAIA members are eligible for AIA Research Grants.

Journal contributions

- Shannon Becker—published an article about the corona virus both through the Tisserand Institute and the AIA Aromatics in Action Journal

- Jan Tomaino—wrote a synopsis of Marni Reven’s research study regarding aromatherapy patches for Aromatics in Action Journal research corner.
- Amanda May-Fitzgerald—published her article about the effects of aromatherapy on victims of human trafficking in AIA Aromatics in Action Journal
- Linda Anne Kahn—published her article about lymphedema and aromatherapy interventions in AIA Aromatics in Action Journal

Future Plans and Goals for 2021

- Database content: increase by 50 full access reviews
- Research grant: continue to work with current recipient and have another recipient
- Journal contributions: maintain a research section presence while adding “how to read research” section
- Intuitive/Energetic work: create original work/ present at conference/ publish in journal
- Collaboration: increase by at least one extra liaison and increase collaboration with the education committee to benefit membership
- Examine standards for research of aroma (CONSORT with non pharmacological treatments and Holism in aromatherapy [Amanda Lattin])
- Appoint committee co-chair(s)
- Social media: Increase social media presence by 50%

Clinical Committee Report

Donna Audia and Michelle Cohen Reporting

Committee Members: Donna Audia (Co-Chair), Michelle Cohen (Co-Chair), Carol Scheidel, Sue Pace, Linda Weihbrecht, Deb Reis, Jan Tomaino, and Cynthia Tamlyn

Meeting Date: First Thursday of each month

The Clinical Committee unanimously agreed that our original Clinical Aromatherapy Guidelines currently on the AIA website are the resource for practitioners to utilize in the clinical setting, as well as to provide a reference for aromatherapists and healthcare providers in the creation of educational modules and policies. The Clinical Committee will not be a part of providing education for these guidelines; however, we felt that the Clinical and Research Committees could serve as resources for the Education Committee should they make this their goal.

In response to the AIA Board’s request for the “need to develop the Terms of Use for these documents, [sic The Clinical Committee’s Clinical Aromatherapy Guidelines and

Pediatric Fact Sheet for the safe use of aromatherapy in the clinical setting] as we do with all other AIA intellectual property.” These original guidelines were created to encompass adult as well as the pediatric populations in the clinical setting. For clarification, the Clinical Committee is writing a Pediatric Fact Sheet, not a separate set of guidelines.

According to the AIA website Terms of Use, under the heading “*Definitions*,” it states: “All text, information, graphics, design, and data offered through our Website or Services, whether produced by our Members or by us, are collectively known as our “Content.” Furthermore, it states: “We distinguish content posted by our Members as “Member Content.” Under the Terms of Use heading “*Limited License*,” it states: “Your use of our Website and Services are solely for internal, personal, **non-commercial purposes**, unless otherwise provided in this Agreement.” And, lastly, under the heading “*Our Intellectual Property*,” it states: “You are granted a non-exclusive, non-transferable, revocable license to access and use www.alliance-aromatherapists.org strictly in accordance with these terms of use. As a condition of your use of the Site, you warrant to AIA that you will not use the site for any purpose that is unlawful or prohibited by these Terms.” ¹

The Clinical Committee posits that since a very clearly defined Terms of Use exists, it is therefore unnecessary to recreate another set of Terms of Use or to change any of the pre-existing language that has been legally drafted on behalf of AIA, its website and services. The Clinical Committee’s Clinical Aromatherapy Guidelines seem to be protected and covered under the AIA’s Terms of Use, particularly under its headings of “*Definitions*,” “*Limited License*,” and “*Our Intellectual Property*.”

For the purpose of clarification, we would like to reference the *Cambridge Dictionary’s* definitions of *guideline*, *policy*, and *fact sheet*.

- *Guideline: information intended to advise people on how something should be done or what something should be.*
- *Policy: a set of ideas or a plan of what to do in particular situations that has been agreed to officially by a group of people, a business organization, a government, or a political party.*
- *Fact sheet: a written document containing information for the public.*²

The terms *guideline* and *policy* seem to have been used interchangeably when referring to the Clinical Committee’s Aromatherapy Guidelines on the AIA website for Members only. To quote the actual document, it states in the top heading: “Alliance of International Aromatherapists (AIA) Recommended Clinical Aromatherapy Guidelines.”

The Clinical Aromatherapy Guidelines were typed into a template that has numerous headings of “Policy” because these guidelines serve as a template for clinical settings for individual policies set forth by hospitals as well as in- and out-patient clinical institutions. Therefore, the Clinical Aromatherapy Guidelines *may* serve as AIA’s Clinical Aromatherapy Policy; however, it is designed to be utilized as a template for other clinical settings. It serves as a reference for AIA Members to follow when their institution is writing their own policy to be approved by their own internal review boards. To reiterate, this document entitled Clinical Aromatherapy Guidelines was created in order to provide structure and guidance for aromatherapists and healthcare providers to establish hospital policies in their own institutions.

The Clinical Committee has revised the Clinical Aromatherapy Guidelines to read as follows:

“This document has been designed as a template to assist in your development of an aromatherapy guideline/policy. This is not intended to be used exclusively as a policy format in and of itself.”

One-Year Strategic Plan for 2021-2022

- Review the current guidelines to create a Pediatric Fact Sheet for clinical healthcare workers and a Pediatric Fact Sheet for the layperson.

Three-Year Strategic Plan for 2021-2023

- Increase Clinical Committee Membership and how to vet potential members.
- Create collaborative relationships with other committees.
- Hold quarterly meetings for all committee chairs and co-chairs.
- Respond to questions from healthcare practitioners and aromatherapists on the safe use of aromatherapy in the clinical setting.
- Create a Fact Sheets for adults that lists essential oil cautions and contraindications in the clinical setting and a Fact Sheet for the layperson such as for oncology and pain management.

¹ <https://www.alliance-aromatherapists.org/assets/AIAwebsite-terms-use%20final%204.pdf>

² <https://dictionary.cambridge.org>

³ https://aia.memberclicks.net/assets/Clinical%20Aromatherapy_Recommended%20Guidelines%202020.doc

Media Committee Report

Venessa Levin Reporting

Committee Members: Venessa Levin (Chair and Liaison to the Board), Crystal Brothers (Liaison to Journal), Lugina Quirós (Liaison to Reps), Jen Shepherd (Liaison to Executive Committee), Lauren Booklin, and Ana Sullivan.

We typically meet on the second Wednesday of the month 1pm ET, however we remain flexible so that all members can attend. Will be reviewing new time and date for the upcoming year.

2019 to 2020 Summary

We are a newer committee and therefore the last two years have been focused on building, organizing and creating a sustainable Media protocol. A protocol that can maintain consistency even as members cycle on and off committees. The main goals of the Media committee these past two years have been to:

1. Keep our members informed of educational and research opportunities, membership info and important events in a timely fashion
2. Build a committee that can support and communicate all the promotional needs of AIA
3. Create a liaison and partnership with other AIA committees so that Media can stay abreast and support communication more effectively (Research, AIA Reps, Conference, Journal)
4. Promote AIA in all areas (Fundraising, Journal, Conference, Education, Membership etc)
5. Create a more cohesive brand image (a basic template of fonts and colors using the logo has been created to help establish some brand consistency using Canva).
6. Increase social media presence and engagement overall for AIA.
7. To support these goals, the Media Committee started using a social media scheduling tool in February of 2020 to help manage AIA's four social media accounts (Instagram, Facebook, Twitter, LinkedIn). This tool also provides us with analytic data.

Social Media Analytics 1/1/2020 through 12/5/2020 (compared with 1/1/2019 through 12/31/2019 Conference year)

- Instagram: 237 posts (133 in 2019), 1,262 followers (631 in 2019), 2,907 engagements (2,425 in 2019)
- Facebook: 291 posts (249 in 2019), 7,492 fans (7,384 in 2019), 4, 383 engagements (10,031 in 2019), and 586 clicks (571 in 2019)
- Twitter: 138 tweets (140 in 2019), 269 followers (170 in 2019), 212 engagements (364 in 2019), and 409 clicks (91 in 2019)
- *LinkedIn Data is unavailable at this time

Future Plans and Goals for 2021

- Increase International presence
 - We have added international members to our committee and hope to offer future posts in more than one language. The goal is to translate future posts to Spanish and increase International awareness on Social Media whenever possible.
- Marketing plan to increase branding awareness
- Continue to work on Marketing plan to increase branding awareness
- Build and enhance the committee
 - Add more members to the committee
 - Continue to streamline process and structure so it is manageable and sustainable
 - We audited and identified all of the possible vetted requests made of media, and made attempts to organize, create, plan and schedule all graphics and posts for social media. This should remain an ongoing practice to maximize efficacy and efficiency.
- Continue to Liaison with committees and the Executive Board to enhance and promote AIA projects and committees and social media presence.
 - Specifically, podcasts to be developed by Education Committee and Clinical Committee to both promote and help meet the needs of our membership.
- Explore AIA Blog development
 - As we gain more members available for this project, we hope to one day explore possible Media involvement or activity.

Education Committee Report

Colleen Thompson Reporting

Committee Members: Colleen Thompson (Chair and Liaison to the Board), Michelle Gilbert, Paula Warner, Jerelyn A. Resnick (Liaison to Research Committee)

Meeting Date: The 2nd Wednesday of the month at 10:30am (Mountain Time)

2019 to 2020 Summary

1) CPD Certificates Revisited. The Education Committee researched automation of the CPD Certificate process via Memberclicks. This initiative was tabled, due to funding, until further notice. Currently the Education Committee creates and emails the CPD Certificates for the monthly webinars and the Regional Rep meetings.

2) The Education Committee explored the idea of having a designation for aromatherapy instructors of AIA recognized schools. This was brought to the Board and was tabled

3) The Education Committee was tasked with dip sampling 10% of Professional Level members renewing each month to ensure they have proof of the required 12 CPD's per year. Members who did not have the required CPD's were given up to 3 months to submit. The majority of the Professional members, who were randomly selected, have been able to submit proof or have been diligent in acquiring the required CPD's within the time frame given.

1/2020	Nyssa Hanger	Marketing for Aromatherapists: How to Make a Living Sharing What You Love
2/2020	Amanda Lattin	Aromatherapy in the Context of Holism
3/2020	Dr. Shannon Becker	Aromatherapeutics are a Viable Option for Ehlers-Danlos Syndrome Symptom Management
4/2020	Virginia Joy Musacchio	Aromatherapy, Cosmo Therapy and the Doctrine of Signatures
5/2020	Madeleine Kerkhof	A Case Study on a Hospice Patient with the Herpes Simplex Virus with a Severe Infection.
6/2020	Marian Reven	Exploring the Role and the Mission of the AIA Research Committee Present and Future
7/2020	Colleen Quinn	How to instantly enhance your aromatherapy recipes by formulating with Cannabis
8/2020	Colleen Thompson moderating	Round Table Discussion (Peter Holmes was previously scheduled)
9/2020	Dr. Joy Bowles Lora Cantele	Behind the Scenes of the Aromatherapy Episode of the Netflix Series (UN)WELL
10/2020	Paula Begel	Sensitization Issues with Massage Therapists – Personal Experience
11/2020	Carol Scheidel moderating	Thankfulness and Holiday Festivities
12/2020	Lorrie Hargis	Mind & Mood: Flower Essence Therapy

Future Plans and Goals for 2021

- Create a Vision and Mission Statement for the Education Committee
- Podcasts
- Liaison with the Clinical Committee
- Provide templates for schools
 - Exam examples
 - Research study template and examples
- Journal contributions
 - New member of grad spotlight – article
 - Write a research paper on something unique to aromatherapy
 - Case studies

Representative's Report

Denise Joswiak Reporting

Annual Representatives Strategic Plan 2020

Strategic Plan: increase membership, member satisfaction, and member enrichment, grow the aromatic community, learn and meet the needs of our members

Representative involvement: member engagement, retention, communication, and growing membership

A Global Representative position was created to oversee representatives in all areas and increase the number of representatives internationally. Latin America, Ecuador, and Canada now have reps.

A small committee of reps was created to organize standard operating procedures. New resources were created and added for the representatives. This SOP committee has grown and will create a process to promote smooth onboarding of new reps and continued support of current reps.

An additional success story for the organization is that many of our representatives have joined committees that interested them, two joined the AIA board, and one became the AIA journal editor.

We would like to address the past several years to give an overall picture.

Reps

2018 9 active Reps

2018 18 Reps

2019 37 Reps - Meetings increased significantly

2020 26 Reps as of November, 2020 - COVID created situations where reps requested to leave due to family health, school, or work-related issues. All stated they would like to return to the role once they no longer have the extra responsibilities. Also, several reps left because they joined other committees, became journal editor (2), were elected to the board (2), and became part of the executive committee. Being a rep creates interest and engagement in the organization.

2019 to 2020 Summary, Accomplishments, and Goals:

- We created a strong sense of community within the Reps.
- We created updated forms and standard operating procedures.
- We created liaisons to the AIA committees and journal, fostering relationships and smoother communication.
- Reps are connecting with AIA members, asking how members prefer to communicate, increasing engagement & enrichment through meetings and personal communication.
- Reps are connecting with the public, increasing awareness of the organization.
- We increased our international presence by adding Canadian, Ecuador, and Latin American Reps.
- We began meeting as a regional rep group in addition to our all-rep meetings.
- We had continuing conversations about how to accomplish our plan of meeting members' needs, increasing member satisfaction & enrichment, while growing the aromatic community and increasing membership.

Future plans and Goals for 2021:

- Create a smooth onboarding process for new representatives.
- Reach out to members and recruit representatives in areas where we currently have none.
- Continue to increase our international presence.
- We will continue with our plan of meeting members' needs, increasing member satisfaction & enrichment, while growing the aromatic community and increasing membership.

Fundraising Committee Report

Carol Scheidel Reporting

Committee Members: Carol Scheidel (Chair), Meredith Cheshire and Clarrisa Guadiola

Meeting Date: The 2nd Tuesday of the month at 9am (Mountain Time)

The Fundraising Committee met on Friday, December 4, 2020

Members Present: Carol Scheidel (Chair) and Meredith Cheshire

Member Absent: Clarrisa Guadiola

The purpose of the meeting was to prepare the report for the Annual AIA Board meeting.

The members reviewed the QuickBooks records over 4 years 2017-2020. As a result of the review the members established the short- and long-term goals for the committee to present at the Annual AIA Board meeting on Thursday, December 10, 2020. The following goals were identified:

Short term - 2021

- Support fundraising for 2021 Conference
- Review of all business fees paid by AIA to determine if any cost savings can be identified

Long term - 2-5 years

- Increase core revenue by 10% each year. Some suggestions are:
 - Increase in membership (± 48 members/year)
 - Increase in paid advertising for Journal
 - ♣Consider paid advertising on AIA website
 - Fee CPD courses semi-annually (3-4 lectures over a topic by experts). Charge (\$50/members & \$75/non-members) for attendance
- Fee mentor program (paid subscription service with a monthly charge)

Membership Committee Report

Nancy Lubin Reporting

Committee Members: Nancy Lubin (Co-Chair), David Kropp (Co-Chair)

2019 to 2020 Summary

- 2 new committee members as of Nov 2020
- Looking for at least 2 more to join us in 2021

Future Plans and Goals for 2021

- Double membership from 475 to 1000
- Improve new member experience
- Add value for Renewing members
- Encourage members to become Ambassadors for AIA.
 - Give them tools to make that really easy.
- Develop Membership purpose statement
- Clarify Membership Committee role and responsibilities

Currently working on planning:

- 1 x per quarter Lunch and Learn on Facebook
- Monthly 'Ask the experts' panel (likely Zoom)
- Possible poll
- Personal outreach strategy
- International outreach/inclusion.
 - What could/should that look like?
 - Translated material: What languages?

Nominations Committee Report

Nancy Lubin Reporting

Committee Members in 2020: Nancy Lubin, David Kropp, and Marni Reven

2019 to 2020 Summary

Nomination committee needs at least 3 new members.

Future Plans and Goals for 2021

- Clarify tasks and responsibilities for committee members
- Write board role expectations.
- Establish a timeline for nominations process.
- Establish clear roles for board members interacting with nominees and ultimately with elected new board members.
- Make sure newly elected board members understand:

- Board meeting participation until actual term
- Committee choice making process.
- Strategize a collaboration with Membership committee for nomination pipeline from committees already populated.
- Encourage members to consider committee membership as a way to increase the value of membership by spending quality time on interesting projects with other members, likely from outside their region.

Financial Overview

Financial Report

Meredith Murdock Cheshire reporting (AIA Balance Sheet)*

As of the end of 2020, we had \$39,149.66 closing the year in cash with a total of \$44,886.92 in assets. Our financials were completed, reconciled and filed timely to our CPA. We will be reporting a loss of \$33,212.51 for 2020. Due to it being a non-conference year this is expected and while not optimal, not something I am concerned about, as much of that loss was dedicated to securing the hotel and software for the 2021 conference. Without the hotels and software for the 2021 conference, our loss is approximately \$3,000 which is an extremely good number for a non conference year. Our expenses are always greater than our income during non-conference years and this is no exception.

2020 Annual	
Assets on hand 2020	\$44,886.92
Change in Assets from Previous Year	-\$30,623.08
INCOME	\$67,344.74
Conference	0%
Membership	87%
Journal Advertising	4%
School Applications	2%
Inventory	1%
Other	6%
EXPENSES	\$100,557.25
Contract Services	42%
Operations	6%
Conference	28%
Business Expenses	9%
Journal	9%
Other	6%

AIA Conference

Conference Committee

Carol Scheidel Reporting

Committee Members: Inga Wieser (co-chair), Carol Scheidel (co-chair), Paula Begel, Anita James, David Kropp, Ken Miller, Marni Reven, and Jen Shepherd.

The 2021 Conference theme is “Aromatherapy Hot Topics: From Self-Care to Clinical Trials”.

Dates: September 16 (pre-conference), 17-19, 2021.

Location: Wheeling Marriott in Wheeling, IL near Chicago.

Hotel reservation link is on the AIA website.

Keynote Speaker is Rhiannon Lewis. She will be speaking live with us virtually from France.

We have an *Early Early Bird* registration (opening up on December 1, 2020).

This is prior to the Early Bird registration date.

Various pricing for members and non-members.

Two pre-conferences that we will be presenting.

Marco Valussi on Distillation Parameters and their Influence on Essential Oils

Madeleine Kerkhof on Blending for Common & Complex Skin Infections

Hotel is near the Chicago Botanic Gardens, so if you're interested in attending, you may want to arrive early or stay over to see the beautiful gardens.

At this time the Committee is planning for an in-person conference.

AIA is under contract with the hotel to have a certain amount of attendees in person.

It is too soon to tell what next fall will look like in regards to regulations related to COVID and meeting in person.

By the time this report was compiled, the board of directors had approved a hybrid (virtual and in-person) conference.

Aromatics In Action

AIA Journal-Aromatics In Action **Paula Begel Reporting**

Journal Editor 2019-2020: Lisa Browder

- From the Winter 2019 to the Fall 2020 AIA produced four excellent journals. We wish to give a heartfelt “thank you” to Lisa Browder for her hard work and dedication. Lisa has recently left her role as journal editor as she has accepted a new position after moving from Nevada to Florida. We wish her the best of luck in her new career.

Journal Editor starting October 2020: Crystal Brothers

- We would like to congratulate and welcome our new journal editor, Crystal Brothers. Crystal comes to us with many ideas and much experience.

We are always looking for article submissions. The AIA website lists the upcoming journal themes. Please see the list under the “AIA Journal” tab.

Thanks to Our Volunteers

As president of AIA I would personally like to thank each of you! Without all of you this organization would not exist, especially as it is today a robust, growing and leading professional organization within the field of aromatherapy. It has been so exciting to watch AIA grow and offer many more services because of all your work and dedication. We have 81 volunteer positions filled. Many thanks for your ongoing work on behalf of AIA.

Our Volunteers for 2020

Our Board members who give countless hours

Inga Wieser
Paula Begel
Carol Scheidel
Jen Shepherd

Nancy Lubin
Venessa Levin
David Knopp
Colleen Thompson

Denise Joswiak
Marni Reven

Research Committee

Marian Reven (Chair)
Julie Jones (former Chair)
Linda Anne Kahn
(Secretary)
Jan Tomaino (Liaison to
Clinical committee)

Jennifer Langsdale
(Liaison to Journal)
Jerelyn Resnick (Liaison to
Education Committee)
Shannon Becker
Amanda May-Fitzgerald

Barb Kurkas-Lee
Marilyn Peppers-Citizen
Kelly Emory
Bethany Unger

Clinical Committee

Donna Audia (Co-Chair)
Michelle Cohen (Co-
Chair)

Carol Scheidel
Sue Pace
Linda Weihbrecht

Deb Reis
Jan Tomaino
Cynthia Tamlyn

Media Committee

Venessa Levin (Chair and
Liaison to the Board)
Crystal Brothers (Liaison
to Journal)

Lugina Quirós (Liaison to
Reps)
Jen Shepherd (Liaison to
Executive Committee)

Lauren Booklin
Ana Sullivan

Education Committee

Colleen Thompson (Chair
and Liaison to the Board)

Michelle Gilbert
Paula Warner

Jerelyn A. Resnick (Liaison
to Research Committee)

Fundraising Committee

Carol Scheidel (Chair)

Meredith Cheshire

Clarrisa Guadiola

Conference Committee

Carol Scheidel (Co-Chair)
David Kropp
Antia James

Inga Wieser (Co-Chair)
Jen Shepherd
Paula Begel

Marni Reven
Ken Miller
Carla Pearson

Membership Committee

Nancy Lubin (Co-Chair)

David Kropp (Co-Chair)

Nominations Committee

Nancy Lubin

David Kropp

Marni Reven

AIA Representatives

Denise Joswiak, Global
Mary Ellen Dorey, North
America
Cynthia Tamlyn, Pacific
Region
Chris Mack, Atlantic
Region
Amy Lechner, North East
Region Rep, Pennsylvania
Karin Frost-Madrid,
Mountain Region Rep,
New Mexico

Melissa Holman, Regional
Rep Mentor, Guam
Amanda May-Fitzgerald,
California
Lorrie Hargis, California
Tiffany Smith, Nevada
Jerelyn Resnick,
Washington
Suzanne Bolton, Colorado
Lynda Berger, Colorado
Holly Draper, Utah
John Hamende, North
Dakota

Jacqueline Higgins,
Minnesota
Jennifer Langsdale, Ohio
Heather Hogan, New York
Beth Hornak, New York
Debrah Nadler, Florida
Darlene Shanks, Virginia
Shannon Bachorick,
Canada
Sheryl Beller-Kenner,
Canada
Lugina Quiros, Latin
America Rep, Mexico

Looking Ahead

Looking Ahead

Staying true to our vision and mission we continually strive to improve our operations with serving the public in mind. On January 1st we started our own virtual office which has been a huge success thanks to the countless hours and dedication of Carla, our office manager. Our strategic plan for 2020 was to focus on expanding income, education and research. COVID changed many of our plans and impacted our membership growth. Internally, we were able to grow with what AIA offered its members. Our membership numbers dropped mostly due to COVID and the financial difficulties suffered by our members. In 2021, we plan to increase our membership as we continue to support the aromatic community.