

**The Alliance of International Aromatherapists**  
Regional Representatives  
Guidelines and Responsibilities

**The Key Responsibilities of Regional Representatives:**

- To promote the goals of and be a good will ambassador for the Alliance.
- To develop and enhance membership within one's region.
- To support networking and communication among members and to provide community outreach within one's local community.
- To serve as a liaison between the AIA's Board of Directors and the members of the aromatherapy community.
- To increase membership and awareness for AIA.
- To increase awareness of what AIA is doing in the world of aromatherapy.
- To provide invaluable feedback to AIA's executive board regarding your needs as a regional representative, as well as those of Alliance members, and potential members – How can the Alliance Board best support you and your regional area?
- To hold and participate in regional quarterly meetings. This may be done via teleconference system.
- Prepare a quarterly regional report for the AIA Board of Directors. Report should include: your activities as a regional representative and any membership updates.
- To attend national and educational conferences, as possible, to discuss AIA issues.
- To provide Alliance Executive Director with a complete list of names, addresses and telephone numbers of individuals who have attended regional meetings or inquired about Alliance.
- To assist the Alliance membership office in renewing memberships in your region.
- To support and enhance the mission of Alliance.

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**AIA Brochures**

The Alliance will provide all representatives with brochures. We will send 50 brochures when you become a representative and provide you with additional brochures as you require. These brochures are to hand out to non-members attending a regional event; to give to students if you teach a class or have a school; or to leave at local health food or vitamin stores, aromatherapy shops, or natural health clinics in your area; or to offer to anyone who expresses an interest in the Alliance. As the brochure(s) become updated, the national office will provide them to you automatically.

**AIA Newsletter/Journal**

The AIA newsletter is currently distributed electronically via email to the membership. Additional paper copies will be sent to you to disseminate in your regional area.

Distribution of the AIA Journal will be determined at a later date, as the Journal is in the development stage at this time.

## **Members**

The Alliance will send updates of the names, addresses, phone numbers and email addresses of members, new members and volunteers in your region. These are for you, the Alliance representative, to contact and add to your AIA Meeting mailing and phone lists. Please advise them of meeting schedules and any other pertinent information going on in your region.

This information is the property of the Alliance and given to the Representatives in good faith, that you will not use it for personal gain or to promote your own business or products.

## **Meetings**

Regional meetings should be held at least once quarterly for the purpose of conducting Alliance regional business, updating members on national activities and events, recruiting new members, aromatherapy education and networking. You may combine these meetings with other classes and workshops. If you are not qualified to teach a class, then it is a good opportunity to network with other Aromatherapist members in your area, and to get more people involved and active with the Alliance. Suggestions include offering a simple gift making or introductory class, and either begin or end the meeting with Alliance news and information. You should have plenty of brochures on hand to pass out. Additionally, you may utilize the teleconference system to have your meeting. You can have a regional member present a topic and save part of the meeting to discuss Alliance news and business.

As the Alliance is a non-profit organization and the meetings are not for a charge, you can use a meeting room space at your local library, hospital or other community space. Having the meetings in a public environment will help to promote the visibility of the Alliance.

We do request notes from the meeting to be sent to the Alliance office. A meeting report form will be provided to which you may attach your notes. Please retain a copy of each report for your records.

Please email the Alliance with your meeting schedule and information so that we may post it on the AIA website's "Calendar of Events".

The volunteers can be contacted and may be willing to help plan, advertise, or host the meetings as well as help with mailings and phone calls.

## **Referrals**

The Alliance may refer people to you. When people contact our office looking for an aromatherapist, an interview, a volunteering opportunity with the Alliance, or are looking for someone to have an AIA booth at their event, then Alliance will direct them to a regional representative.

We ask that you have open communication in serving them to the best of your ability. If, you cannot help the person, refer them elsewhere, when possible. Many people want to get involved and network with like-minded people, as a regional representative you should be willing and

accessible to all who are looking for information and help, as well as facilitate networking in your area.

### **Resignation and Termination**

If you are currently a regional representative and no longer wish to be, please notify the Alliance office so that we may try to find a replacement as quickly as possible. We do understand that our representative's lives are busy, and if you find that you can no longer serve we will understand. We respectfully request a thirty-day notice if this is the case.

If the Alliance office receives complaints that a representative is unavailable or does not return calls, the representative can be relieved of responsibility and the position will be revoked. We do understand that life can be unpredictable. If you are having problems keeping up with your responsibilities, please let us know so that we can try to help you in whatever way we can. If problems persist and there is no communication, or if a representative is inactive, they will be removed from the position.

### **Membership Requirements**

All Regional Representatives are required to maintain a Membership with the Alliance at all times. An additional certificate of Regional Representative will be sent with your Annual Regional Representative Renewal. Your Regional Representative material will be sent separately from your regular membership material, so please review all correspondence from the Alliance carefully so that you know when your position as well as your membership expires, as well as any new events.

### **Voting**

As a Member, you have the right to vote and hold office. As a Regional Representative, it is your responsibility to be aware of current events, voting issues, and to take the time to set an example and vote. The Alliance will announce all voting issues through correspondence. This is also a great topic for meetings, and to inspire people to get involved with AIA. We are all a part of a larger community and we want you to be heard.

### **Qualifying Factors**

- Keep your membership in good standing.
- Present an application to the board describing your goals as an AIA Regional Representative and how you plan to achieve them.

All applications will be considered. You **MUST** be a member of AIA.