

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

**Effective November 2019**

**The Key Responsibilities of Regional Representatives:**

- To promote the goals and enhance the mission of and be a good will ambassador for the AIA.
- To develop, increase, and enhance membership for AIA within one's region.
- To assist the AIA membership office in renewing memberships in your 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 North America Representatives and the members of the aromatherapy community.
- To increase awareness of what AIA is doing in the world of aromatherapy.
- To provide invaluable feedback to AIA's North America Representatives regarding your needs as a Regional Representative, as well as those of AIA members, and potential members – How can the AIA best support you and your regional area?
- To hold and participate in regional quarterly meetings. This may be done via teleconference or Zoom.
- Prepare a quarterly regional report for the AIA North America Representatives. 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 AIA North American Representatives with a complete list of names, addresses and telephone numbers of individuals who have attended regional meetings or inquired about AIA.

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**AIA Brochures**

The AIA office will provide all Regional and State Representatives with brochures. We will send 50 brochures to each representative and provide additional brochures as required. 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 AIA. As the brochure(s) become updated, the national office will provide them to members and to you automatically.

## **AIA Journal**

The AIA journal is currently distributed electronically quarterly via email to the membership. The AIA Journal will be sent to each member. The journal is also published annually in a print format.

Your encouragement to your membership to submit articles for publication is crucial. Not only is it important for AIA, but it will enhance each individual's contribution and resume.

## **Members**

The AIA will provide updates of the names, addresses, phone numbers and email addresses of members, new members and volunteers in your region. These are for you, the AIA Regional Representative, to contact and add to your AIA Meeting mailing and phone lists. Please advise your State and North American representatives of meeting schedules and any other pertinent information going on in your region.

This information is the property of the AIA 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 AIA 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 AIA. Suggestions include offering a simple gift making or introductory class, and either begin or end the meeting with AIA news and information. You should have plenty of brochures on hand to pass out. Additionally, you may utilize the teleconference or Zoom to have your meeting. You can have a regional member present a topic and save part of the meeting to discuss AIA news and business.

As the AIA 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 AIA.

We do request notes from the meeting to be sent to the AIA North America Representatives. Use Form A prior to the meeting and Form B to attach your notes after the meeting. Please retain a copy of each report for your records.

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

Develop a group of volunteers from your AIA member roster. 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 AIA may refer people to you. When people contact our office looking for an aromatherapist, an interview, a volunteering opportunity with the AIA, or are looking for someone to have an AIA booth at their event, then AIA 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 to facilitate networking in your area.

### **Resignation and Termination**

If the AIA office receives complaints that a Regional Representative is unavailable or does not return calls or emails, that 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 the North America Representatives 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.

If you are currently a Regional Representative and no longer wish to be, please notify the North America Representatives so that we may try to find a replacement as quickly as possible. We do understand that our Regional Representative's lives are busy, so if you find that you can no longer serve we will understand. We appreciate if you have suggestions regarding a replacement and serve as a mentor if asked and you are able. **We respectfully request a thirty-day notice if this is the case.**

### **Membership Requirements**

All Regional Representatives are required to maintain a Membership with the AIA 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. Please review all correspondence from the AIA carefully so that you know when your position as well as your membership expires, as well as any new events.

### **Voting**

As an AIA 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 AIA 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**

- o Keep your membership in good standing.
- o 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.