

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.

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

Dear Members and Friends,

It is with great joy I am able to present to you this wonderful report containing a year of accomplishments from your board of directors and volunteers. Everyone has worked diligently this year to bring many improvements, additions, and growth to AIA. As your president I wish to thank the many hands and hours put in to accomplish these wonderful contributions.

The education committee updated our old teleseminars to webinars, added many resources under the "Member's Only" section. The Research committee is up and running again after a hiatus and doing great providing up-to-date research for our members on a monthly basis. Our State and Regional Representatives are holding educational meetings and encouraging growth within our membership. Carol, our Treasurer, has put us on a budget and is working hard to make sure our financial records are transparent. Our membership is down a little, but we did not experience the normal drop we expect for a non-conference year. Our Clinical committee finished a huge job in writing our Clinical Guidelines for hospitals who desire to use essential oils to get

started. Our Conference Committee has been busy working and planning the conference for 2019.

Our major accomplishment is our new professional journal, *Aromatics In Action*, which has been a goal since AIA's inception.

Many thanks to all the people who have lent a helping hand in producing these accomplishments!

With sincere respect,
Inga Wieser, ND, MS, APAIA, MH
AIA President

Our Board of Directors 2018

President	Inga Wieser	Director	Denise Joswiak
Vice President	Anita James	Director	Sylla Hanger
Secretary	Jennifer Eden Clark	Director	Colleen Thompson
Treasurer	Carol Scheidel	Director	Nyssa Hanger
Director	Michelle Bardwell	Director	Nancy Lubin
Executive Director	Lora Cantele	Medical Advisor	Raphael d'Angelo

AIA Membership

Membership level	# of members 2017	# of members 2018	% of change
Honorary	8	9	12.5%
Advance Practitioner (APAIA)	10	10	0%
Professional	230	248	5%
Associate	298	256	(14%)
Business (1 member)	14	11	(21%)
Business (up to 5 members)	21	2	(90%)
Total Members	581	536	(7.7%)

Treasurer Report

	2018
Total Assets	\$51,599
Total Unrestricted Net Assets	\$35,386
Change in Net Assets from previous year	(\$-11,565)
INCOME	
Membership	87%
Advertising	10%
Inventory Sales	2%
Other	1%
EXPENSES	
Contract Services	66%
Conference	17%
Operations	10%
Business Expenses	6.5%
Other	0.5%

Annual Meeting

The Annual Members Meeting was held on October 30, 2018 at approximately 6:15pm MST with President, Inga Wieser presiding. There were 22 members present.

President Wieser spoke about a lot of progress the AIA Board and its committees made during the year thus far including changing the teleseminars to a webinar format using Zoom, changes to move AIA forward, and AIA being recognized as one of the top world aromatherapy organizations.

The Treasurer's Report was given by Carol Scheidel who reported a balance of \$65,011.25 on Dec. 31, 2017. \$4,000 is earmarked for grants and the creation of an AIA journal. There was a \$12,671.53 net profit in 2017. A budget was created for 2019. The AIA account remains near \$68K, but we are heading into a Conference year with more expenses. Membership was reported to be 581 members, 33% increase from previous year.

The Fundraising Committee is actively soliciting sponsors and vendors for the 2019 Conference. Michelle Bardwell, Cary Castor, Clarissa Guardiola on the committee with Carol Scheidel as Chair. Currently, we have platinum sponsor and welcome bag sponsor.

Clinical Committee created a document with a Clinical Guidelines Model for hospitals or clinics that can be adjusted for specific needs.

Julie Jones, Research Committee Chair began their committee meeting in April with three members and added one more member during the year. The committee is actively reviewing articles for the AIA journal and for the website. The committee created a public Facebook page for research. The Committee desires to support the Education Committee. They are actively looking for research papers to share and welcome input from the membership.

President Wieser shared that the Review Team continues to review all the new applying schools and renewing approved schools. The Review Team is seeking additional members for this important committee. Those interested should have a background in education but are not currently teaching or involved with at any aromatherapy schools as it is a conflict of interest. Those interested in applying should contact Inga at president@alliance-aromatherapists.org.

Anita James, Education Committee Chair discussed that the Committee meets once each month for one hour. Others on the Committee include, Inga Wieser, Denise Joswiak, Colleen Thompson, and Michelle Gilbert. The Committee has established a suggested reading list which can be found on the AIA website. Most books have a link to Amazon.com. They also revised the one-hour Aromatherapy Talk outline and created a 3-hour and 6-hour outline as well. The outlines can be found in the Member's Only Resource section of the AIA website.

Nyssa Hanger, Media Committee Chair indicated that the Committee's number one goal is to publish regular posts on Facebook and working on posting on other social media platforms. The Committee is seeking additional members.

The Nominations Committee was introduced (Colleen Thompson and Nancy Lubin).

The Conference Committee, co-chaired by Lora Cantele and Inga Wieser announced the theme for the 2019 conference — *Building Bridges: The Future of Aromatherapy in Healthcare*. Additional Committee members include Jennifer Eden Clark, Elaine Shaugnessy, Debra Carroll, and Paula Begel. The 2019 event is supported by Jodi Baglien (as "local knowledge"). The 2017 Conference had 26 sponsors, 24 vendors, 250 participants (a growth of 50 people per conference), raised \$78K in sponsorships and \$463 in raffle proceeds.

The National Representative reviewed the work of the representative. The representatives provide meetings (in-person, via Zoom and field trips) and enhance communication with members. They also engage in actively recruiting new members to AIA. 14 reps currently.

Carol Scheidel informed the members of By-laws changes in the last year.

- Article 2, item 3 (regarding Professional membership) now requires a Professional member to complete 12 continuing education credits (CPDs) in a year. Members will need to indicate completion upon renewal (prorated beginning 2019). Dip sampling (10%) will be completed to assess compliance.
- Article 5 (regarding Officers qualifications) added a line to indicate that one Director on the AIA Board may be an Associate member. The previous term of office for the Vice-President was one year was changed to two years, alternating with the president's two years.
Section 8 provided clarification for Executive Director position by adding that the Executive Director will be responsible for other duties as designated by the Executive Board.

Journal Editor Report

For many years the AIA has talked about producing a journal for its members. Under the guidance and care of Inga Wieser the AIA Board has been able to turn this dream into reality. *Aromatics in Action* is a quarterly seasonal journal that will have three digital editions and one print edition. The print edition will be a compilation of the previous three digital versions along with some new articles. It will make a fabulous reference book for all practitioners and therapists.

Anita James held the post of Editor for the first two issues. In the last quarter the AIA Board voted to make this a paid position beginning January 1, 2019 and the position was given to Lisa Browder.

After the publication of the first journal there was a lot of positive feedback. The journal is for the members and is produced from articles submitted by the members, committees and additional material sourced by the editor. Please share your knowledge so the we can continue to move Aromatherapy forward.

AIA Conference Report

The 2017 International Aromatherapy Conference and Wellness Expo supported by 26 Sponsors, 24 Exhibitors and a record attendance of 250 participants. Sponsorship donations totaled \$77,800 making this the most profitable conference to date.

Summary and special offerings provided opportunities for attendees:

- Total of 25 speakers and 27 educational sessions were offered
- The NCBTMB approved CE hours for massage therapist attendees
- Four AIA members received tuition scholarships due to the generosity of our sponsors

- Speakers offered their books for purchase which proved to be a huge success
- The silent auction and raffle collected \$1,223 to add to the AIA research funding

2019 Conference

The 2018 Conference Committee:

Inga Wieser and Lora Cantele (Co-Chairs), Jennifer Eden Clark, Elaine Shaughnessy, Deborah Carroll, Paula Begel, Nancy d'Angelo, Anita James, and Jodi Baglien (local knowledge).

Before the success of our last conference, the next successful conference was out 2011 conference held in Minneapolis, MN. Once again, we plan to engage with the nursing community by presenting a conference that highlights the use of Aromatherapy in clinical situations, whether holistic or clinically prepared, and cancer care. Our theme is "Building Bridges: The Future of Aromatics in Integrative Healthcare." We also have a day planned that speaks to the Aromatherapy practitioner focused on the basics of good health, a successful Aromatherapy practice, legislation, food as medicine, making sustainable choices, and "hot topics" in our community.

We will have four pre-conference workshops available: Research Made Simple with Jane Buckle, Treating Mental and Emotional Conditions with Essential Oils with Peter Holmes, and two workshops at the Minneapolis Landscape Arboretum. Both will feature a power point presentation and an activity, then one group will enjoy a Forest Bathing experience with herbalist Catharine Pantaleo and the other will work with Dr. Jean Larson, a Horticultural Therapist who will do a nature walk where plant materials will be gathered by the participants to make their own mandalas and set their intentions for their aromatherapy practice.

We will have 19 speakers in all. The complete list of invited speakers can be found on the AIA Conference ad in the new AIA Journal.

For the first time, AIA plans to host poster presentations. Attendees will be able to see some of the research being conducted in our field.

We will also present a Founder's Award and a "Lifetime Achievement Award." Start thinking about your nominee now as we will be sending the criteria for nominations out in the new year.

It is our intent to work with the American Holistic Nurses Association to be able to provide CEs for nurses and the NCBTMB for CE's for massage therapists for this conference.

We hope to create an enhanced experience for you for this conference. There will be easy online registration and an app for your phone that will have all the conference information on speakers, sponsors, exhibitors, lectures, and events. Registration will be as simple as swiping a bar code to receive your itinerary and badge. You will be able to download your own CPD certificate after the conference and see up-to-the-minute changes, hotel floor plan, and engage in social media sharing during the event all from your phone or iPad. We are very excited to

bring this enhancement to you and we are working hard behind the scenes to create a wonderful and fulfilling event for you.

The conference will be held September 26-29, 2019 at the DoubleTree-Park Place in Minneapolis.

If you would like to be a conference volunteer, you can download a copy of the Volunteer Application from the “Member’s Only” Resource landing page. Just fill it in and send to ‘conference@alliance-aromatherapists.org.’ Incentives apply for volunteers. Please contact us if you would like to be an exhibitor, sponsor, or would like to send something for the welcome bags, raffle and silent auction. Proceeds from the raffle and silent auction support the AIA Research Grant Fund. You can get more information by contacting us at ‘conference@alliance-aromatherapists.org’ or by contacting the Sponsor Committee at ‘fundraising@alliance-aromatherapists.org.’

AIA Education Committee Report

The Education Committee has continued to meet on a regular basis through the year. It has been a busy year and we have implemented a lot of updates and changes. Webinars have replaced teleconferences with the MP4 files being able to be purchased and downloaded after the replay time has elapsed. As a committee, we have reviewed the 1-hour Aromatherapy talk outline and added a 3- and a 6-hour outline. These are all available to download on the members area of the website. We have created a reading list which is linked to the AIA’s Amazon account on the website from which we earn money when people click through and buy the books. The Education Committee have also been part of the process to implement CPD for all professional members.

AIA Clinical Committee Report

2018 Goals:

- Created and completed sample generic Clinical Aromatherapy Policy for AIA members for use in healthcare facilities.
- Discussed next project to be completed by the AIA clinical committee for 2019. Still in discussion of this topic.

AIA Representative Report

2018 was a year of change and growth. We had several new representatives join late 2017 and in 2018. During that time, we introduced the representatives to a new handbook, new pamphlets, new reporting forms, and provided each rep with a Representative Kit, consisting of

a canvas AIA tote bag, one printed rep handbook, 50 AIA pamphlets, AIA informational booklets and business cards. We had four all-representative meetings in 2018.

Our Representative Group was very active in 2018. In December, we had 14 representatives total, 11 state representatives, two regional representatives, and an Australian representative in our group. Each month, except May, there were two-five state or regional meetings. Meetings were both in-person and virtual meetings via the Zoom format. The Zoom format began late 2017 and has worked very well for meetings, especially when it is difficult to get people together in person. Some meetings were very well attended (one had over 50 people), a few had only the rep or rep plus one other person. Two state reps plan to work together in 2019 because of that, and will open their virtual meetings to all members, hoping for a greater turnout.

My goals for 2019 are to increase the number of reps, support the idea of co-reps for those who are having trouble meeting the rep obligations, continue to create a smooth system for each rep to plan out the year, turn in forms, and get the AIA support needed—such as scheduling Zoom meetings, and expanding social media to promote meetings.

Thanks to Our Volunteers

Clinical Committee

Linda Weihbrecht, Chair
Mary Alexis
Sue Pace
Carol Scheidel
Debra Rodriguez
Deborah Niswonger
Deb Reis
Donna Audia
Michelle Cohen

Conference Committee

Lora Cantele, Co-Chair
Inga Wieser, Co-Chair
Nancy d'Angelo
Elaine Shaughnessey
Anita James
Deborah Carroll

Education Committee

Anita James, Chair
Inga Wieser
Denise Joswiak
Michelle Gilbert
Elizabeth Hornak

Fundraising Committee

Carol Scheidel, Chair
Cary Caster
Michelle Bardwell

Research Committee

Julie Jones – Chair
Linda Anne Kahn
Marni Reven
Jan Tomaino
Shannon Becker

Publication Committee

Nyssa Hanger

Representatives

National Rep – Denise Joswiak
Mountain Region Rep – Lora Cantele
Northeast Rep – Lisa Donaldson
Connecticut State Rep – Sue Pace
Florida State Rep – Chris Mack
Hawaii State Rep – Midori Kameoka
Minnesota State Rep - Denise Joswiak
Nevada State Rep – Lisa Browder
New York State Rep – Heather Hogan

Pennsylvania State Rep – Amy Lechner
Texas State Rep – Mary Ellen Dorey
Utah – Leiann King
West Virginia Rep – Marni Revin

Australia Rep – Laura A’Bell
Japan Rep – Midori Kameoka
United Kingdom Rep – Anita James

International Rep – Lora Cantele

Looking Ahead

As an organization we are looking to continue to enhance our standing within the aromatic community and as a world leader in education, research, use and safety of essential oils. We plan on reaching out to all the aromatics organizations world-wide to build a better working relationship and standards within the field. We continue to work towards extending our support within our membership to build and encourage each member.

