



2009 Annual Report



***Moving Aromatherapy Forward
With Vision and Action***

Overview of the Alliance of International Aromatherapists

The Alliance of International Aromatherapists (AIA), a membership based non-profit 501(c)(3), is a visionary organization formed for the purpose of providing public education through scientific research and educational programs.

AIA produces monthly educational teleconferences rich with vital information and educational topics provided by experts in aromatherapy and related healthcare fields. Our e-newsletter, published monthly, is filled with aromatherapy news, articles, tips and announcements.

Our Vision

The AIA is the 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 through out the world.
- By supporting earth friendly harvesting and processing practices of aromatic plants we bring greater health to the Earth and her people.

Board of Directors of the Alliance of International Aromatherapists

Lora Cantele, RA, CSRT, AAS
President

Debbie Freund, RN, CCAP
Director

Nancy Cullen Graves, BS, MBA, CA
Secretary

Eileen D. Cristina, CMP, ACA
Director

Beverly J. Day, MBA, CFE, RA
Executive Director, Treasurer

Lisa Davis, RA
Director

Cover

Board of Directors at the October 2009 AIA International Clinical Aromatherapy Conference

Front row: Debbie Freund, Lisa Davis, Nancy Cullen Graves. Back row: Eileen D. Cristina, Lora Cantele, Beverly J. Day.

Finances

The AIA generated revenues of \$44,093 with expenses, including cost of goods sold, of \$48,527 for the year ending December 31, 2009, resulting in a net operating loss of \$4,434. No salaries are paid as this organization operates solely by volunteer services at this time. Memberships and donations accounted for \$15,324 in revenue (35% of total revenues); and program services consisting of product sales, advertising, school recognition, and the international conference generated \$28,769 in revenue (65%).

AIA did not escape the affects of the economic challenges in 2009. In order to respond to that situation, AIA implemented a conservative budget for 2010 and will continually monitor its progress towards a balanced budget.

Alliance of International Aromatherapists For Year Ended December 31, 2009

Statement of Financial Position			Statement of Activities		
	2009	2008		2009	2008
<i>Assets</i>			<i>Revenue</i>		
Cash	\$10,430	\$14,775	Membership	\$11,902	\$10,901
Accounts Receivable	4,510		Donations	3,422	590
Inventory for sales	3,979	3,546	Books, CD, apparel sales	6,275	2,389
Recording archives	<u>273</u>	<u>273</u>	Conference	20,294	4,027
			Advertising, school recognition	<u>2,200</u>	<u>1,560</u>
Total Assets	<u>\$ 19,192</u>	<u>\$18,594</u>	Total Revenue	<u>\$44,093</u>	<u>\$19,467</u>
<i>Liabilities and Net Assets</i>			Cost of Sales	4,354	1,486
Accounts Payable	<u>32</u>	<u>182</u>	Gross Operating Income	\$39,739	\$17,981
Total Liabilities	32	182	<i>Operating Expenses</i>		
<i>Net Assets</i>			Conference	30,785	2,528
Retained Earnings	12,805	17,057	Business expenses	4,347	3,180
Unrestricted:			Graphics, web, e-Newsletters	1,640	1,301
Designated for Journal	1,355	<u>1,355</u>	Office supplies	2,778	289
Designated for Grant	<u>5,000</u>		Postage and shipping	2,112	1,312
Total Net Assets	<u>\$19,160</u>	<u>\$18,412</u>	Printing and Publications	322	113
Total Liabilities and Net Assets	<u>\$ 19,192</u>	<u>\$18,594</u>	Telephone	<u>2,189</u>	<u>1,936</u>
			Total Operating Expenses	<u>\$44,173</u>	<u>\$10,659</u>
			Net Operating Income (Loss)	<u>\$(4,434)</u>	<u>\$7,322</u>