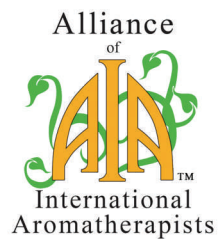


Alliance of International Aromatherapists Annual Report

2010



*Moving Aromatherapy Forward
With Vision and Action*



Highlights of 2010

Lora Cantele President

In reflecting on this past year at AIA, I am proud of the progress we have made. We held terrific teleconferences throughout the year; improved the application for schools applying for AIA recognition; have created some new member perks; established a fundraising committee; and have begun laying the foundation for the next conference and the AIA Journal. In addition, we have increased our membership and volunteer base; strengthened relationships with other aromatherapy organizations; increased our representation internationally; and are well underway with giving the AIA website a new facelift and providing some additional member benefits.

With great pride the AIA Research Committee awarded a Research Grant to Pam Conrad, RN, BSN, PGd, CCAP, for the proposal “Does aromatherapy treatment reduce anxiety and depression in high risk post partum mothers, and if so, which method (hand massage or inhalation) is more effective?”

This grant was made possible by the generous dedicated donation from member Debbie Freund. Ms. Conrad will present the results of her research at the 2011 AIA International Aromatherapy Conference.



Pam Conrad

Educational Programs to enrich aromatherapy knowledge: Our monthly teleconferences provided the highlight of our educational achievement this year. The programs are filled with vital information and educational topics provided by professionals in aromatherapy and related healthcare fields. Audio CDs are available to members and the public of all these programs.

Highlights from teleconferences:



Jodi Baglien, CA, CST
*Eastern Approach to
Selecting Essential Oils*



Linda Weihbrecht, RN,
CCAP
*Aromatherapy for People
with Intellectual and
Development Disabilities*



Raphael d'Angelo, M.D.
*Essential Oils in Creams:
Recipes on the Run*



Mindy Green MS, RA,
RH (AHG)
*Aromatherapy Business
Climate*



Katharine Koeppen, RA,
LMT, NCTMB
*Essential Oils for Difficult
People*

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.

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 Goals

- Provide education to the public using scientific-based research and traditional information.
- Promote responsible use of aromatherapy.
- Inspire excellence in educational standards for aromatherapy training.
- Serve as a leading resource for evidence-based aromatherapy research for medical and wellness care professionals.
- Bring conventional medicine and natural therapies, with emphasis on professional aromatherapy, into a more harmonious relationship.
- Serve as a resource for the furtherance of professional education and interconnection of serious practitioners of aromatherapy.
- Serve the public, researchers, educators, healthcare professionals, industry, and the media.

Board of Directors of the Alliance of International Aromatherapists

Lora Cantele, RA, CSRT, AAS
President

Debbie Freund, RN, CCAP
Vice President

Nancy Cullen Graves, BS, MBA, CA
Secretary

Beverly J. Day, MBA, CFE, RA
Treasurer

Eileen D. Cristina, CMP, ACA
Director

Elaine Shaughnessy
Director

Heather Howell, BS, CCAP
Director

Cover

Board of Directors 2010

Top: Debbie Freund, Vice President, Lora Cantele, President, Nancy Cullen Graves, Secretary. Center: Beverly J. Day, Treasurer. Bottom Row: Elaine Shaughnessy, Director, Eileen D. Cristina, Director, Heather Howell, Director.

Finances

The AIA generated revenues of \$17,516 with expenses, including cost of goods sold, of \$17,045 for the year ending December 31, 2010, resulting in a net operating loss of \$184. No salaries are paid as this organization operates solely by volunteer services at this time. Memberships and donations accounted for \$14,680 in revenue (84% of total revenues); and program services consisting of product sales, advertising, school recognition, and the international conference generated \$2,836 in revenue (16%).

AIA did not escape the affects of the economic challenges in 2010. In order to respond to that situation, AIA implemented a conservative budget for 2011 and will continually monitor its progress towards a balanced budget. In addition, an international conference is planned for 2011 for which AIA looks ahead to build its financial foundation.

**Alliance of International Aromatherapists
Comparative Financial Reports
For Years Ended December 31, 2009 and 2010**

Statement of Financial Position			Statement of Activities		
	2009	2010		2009	2010
<i>Assets</i>			<i>Revenue</i>		
Cash	\$10,430	\$7,884	Membership	\$11,902	14,309
Accounts Receivable	4,510	416	Donations	3,422	371
Inventory for sales	3,979	5,256	Books, CD, apparel sales	6,275	1,841
Recording archives	<u>273</u>	<u>273</u>	Conference	20,294	
			Advertising, school recognition	<u>2,200</u>	<u>995</u>
Total Assets	<u>\$ 19,192</u>	<u>\$13,829</u>	Total Revenue	<u>\$44,093</u>	<u>17,516</u>
<i>Liabilities and Net Assets</i>			Cost of Sales	4,354	656
Accounts Payable	<u>32</u>	<u>12</u>	Gross Operating Income	\$39,739	16,861
Total Liabilities	32	12	<i>Operating Expenses</i>		
<i>Net Assets</i>			Conference	30,785	
Retained Earnings	12,805	12,462	Business expenses	4,347	4,820
Unrestricted:			Contract services		6,000
Designated for Journal	1,355	<u>1,355</u>	Graphics, web, e-Newsletters	1,640	531
Designated for Grant	<u>5,000</u>		Office supplies	2,778	1,315
Total Net Assets	<u>\$19,160</u>	<u>13,817</u>	Postage and shipping	2,112	1,715
			Printing and Publications	322	559
Total Liabilities and Net Assets	<u>\$ 19,192</u>	<u>\$13,829</u>	Telephone	<u>2,189</u>	<u>2,105</u>
			Total Operating Expenses	<u>\$44,173</u>	<u>\$17,045</u>
			Net Operating Income (Loss)	<u>\$(4,434)</u>	<u>\$ (184)</u>