

2011 Annual Report

Alliance of International Aromatherapists



The many faces of AIA

From the President



Bridget Kelley
AIA President 2012

*The best time
to plant a tree
was 20 years
ago. The next
best time is
now.*

Proverbs

2011 for AIA was a big year. We accomplished much and have much more to do. With the help of our 2011 AIA President, Lora Cantele, a list of accomplishments were gathered and here is my summary of 2011.

I would describe 2011 in 3 words ...

Alliances - Growth - Research

- *The first year we had Regional Reps in all regions in the US*
- *We established a Cooperative Alliance with the Japanese Society of Aromatherapy*
- *An "Affinity Program" was established with Associated Bodywork and Massage Professionals (ABMP).*
- *The AIA and AHNA became sponsors of each other's conferences and shared in reciprocal advertising furthering the reach of AIA to another community of potential members*
- *Committees were strengthened in 2011*
- *The first research grant recipient, Pam Conrad, completed her research study and presented her findings at the 2011 AIA International Conference in Minnesota*
- *The AIA presented its second Lifetime Achievement Award to Shirley Price.*
- *The 2011 AIA International Conference, The Future of Aromatics in Integrative Healthcare, was held in Minnetonka, MN*
- *An AIA Facebook page was created*
- *A change was made in our e-newsletter format*
- *A disaster plan was implemented*

I would like to thank our 2011 Board members, Elaine Shaughnessy, Bridget Kelley, Deb Zepf, Nancy Graves, Bev Day, Debbie Freund and Lora Cantele for their support of AIA and their passion for aromatherapy.

On your behalf, AIA will continue working with the medical communities, the public and aromatherapists from around the world to further the advancement of aromatherapy. We will remain optimistic about the future and determined to strengthen the Alliance of International Aromatherapists. (AIA)

Cover Photos (from upper left): Mary Jo Kreitzer, PhD, RN, FAAN, Jane Buckle, PhD, RN, Rhiannon Harris, RGN, MIFPA, Mindy Green, MS, AHG, RA, Raphael d'Angelo, M.D., Kris Wrede, Howard Freund, PhD, Debbie Freund, RN, CCAP, Linda Halcón, PhD, MPH, RN, RATC, Sharon Tessier, MA, MS and Tanya Holtz, Andrea Butje LMT, CA, Pam Conrad, RN, BSN, PGd, CCAP, Nancy C Graves, BS, MBA, CA, Bev Day, MBA, CFE, RA, Bill McGilvray, Katharine Koeppen, RA, LMT, NCTMB, Lora Cantele, RA, CMAIA, CSRT

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The future belongs to those who believe in the beauty of their dreams.

Eleanor Roosevelt



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Kath Koeppen addresses the 2011 International Aromatherapy Conference

About 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 Values:

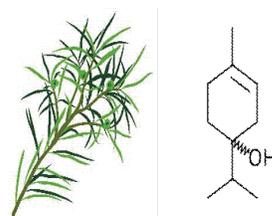
We believe:

- 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.



*Thoughts create
a new heaven, a
new firmament,
a new source of
energy, from
which new arts
flow.*

Paracelsus



Tea Tree : Terpinen-4-ol

2011 Highlights

The Alliance of International Aromatherapists continued to achieve significant goals on behalf of its members and the field of aromatherapy worldwide.

Operation and financial strength of the company was maintained

- To assure long-term operational strength, Ms. Lawrence, who specializes in non-profit operations, was contracted to be an attorney for the periodic needs of AIA.
- A disaster plan was created and implemented.
- AIA also established a new merchant account to reduce the cost of processing credit sales .
- Approved change in membership fee structure to be effective July 2012.
- Volunteer positions were developed to improve orientation of new volunteers.

AIA's presence to the public and member community was expanded

- Redesigned AIA Logo
- Redesigned the e-newsletter
- Began development of new website
- Created educational brochure Understanding Aromatherapy
- Established and maintain a member based Facebook page with guidelines for operation, management along with posting protocol for users

AIA continued to inspire excellence in educational standards

- American College of Healthcare Sciences (ACHS) was approved for School Recognition at Level 2 and Level 3 standards

Advances were made in global and professional networking

- Japanese Society of Aromatherapy (JSA) –AIA Co-operative Alliance Agreement was ratified by the Board.
- Continued membership with American Herbal Products Association (AHPA).
- Established American Herbal Products Association Liaison position
- Developed a relationship with AHNA for advertising AIA.
- American Bodyworkers and Massage Professionals (ABMP) Affinity Program

Reputation grew for excellence in aromatherapy education

- 2011 International Aromatherapy Conference and Wellness Expo was held in Minnesota



*Coming together
is a beginning;
keeping together
is progress;
working together
is success.*

Henry Ford

AIA International Aromatherapy Conference & Wellness Expo

The Future of Aromatics in Integrative Healthcare

Each one gets better than the last. This one ROCKED!

Eileen Christina, LMT, CMAIA

The Alliance of International Aromatherapists held their 2011 International Conference and Wellness Expo in Minnetonka, MN. It was the biggest and most successful conference to date. Through this event, participants learned how aromatherapy is currently being utilized in hospitals, hospice care and a variety of integrative healthcare settings. Networking opportunities were available along with a 2-day Wellness Expo. The 3-day conference had 119 registered attendees with 61 participants registered for 1-day pre- and 1/2 day post conference workshops.



The Wellness Expo was a great supplement to the International Conference



Driven by a passionate committee of six volunteers, the conference program was developed to appeal to a wider audience, addressing various aspects of integrating aromatherapy into the traditional healthcare system.

Comparing growth in proficiency and success between 2009 and 2011:

	<u>2009</u>	<u>2011</u>
# of Attendees	61	119
Conference Income	\$16,669	\$47,006
Expo Income	\$2,025	\$3,240
Sponsorship	\$1,600	\$11,575
Expenses	\$30,785	\$43,802
Profit	(\$10,491)	\$18,019

Very professional, high-level conference. Thanks!!

Linda Halcon, PhD, MPH, RN, RATC

By hiring a sponsorship consultant, working with local businesses and coordinating extensive advertising, AIA was able to reach further for more diverse supporting audience; an audience that would be excited about their experience and leave wanting more.



Based on results, we were very successful!

Recognition Awards



Anita James presenting the **Lifetime Achievement Award** to Shirley Price in England; broadcast via Skype during the Awards Ceremony at the Annual Members Meeting.

AIA would not be the success it is without its volunteers, as AIA is run strictly by volunteers; people who are passionate and committed to providing compassionate, natural health care options, specifically aromatherapy, to the masses. Their enthusiasm has helped move AIA forward in expanding the reaches of scientifically based aromatherapy education and a strong sense of community all the way around the globe. It is with profound recognition that we acknowledge all of the volunteers who have kept AIA going and honor those of outstanding service to our community.

Outstanding Volunteers Award

Andrea Butje – Most new members recruited
 Kath Koeppen – National Representative
 Nancy C. Graves - Secretary 2008-2011
 Beverly J. Day – Treasurer 2006-2011
 Elaine Shaughnessy – Director for 2010-2011
 Bridget Kelley – Director for 2011
 Debrah J. Zepf – Director for 2011

Founders Award

Presented to the member who demonstrates the attributes of a founder; one who forges the organization into a greater level of achievement through professional excellence.

Lora Cantele

Lifetime Achievement Award

The highest and most prestigious award presented by AIA to a person who has dedicated much of their lifetime (or career) to the field of aromatherapy.

Shirley Price

The key is to keep company only with people who uplift you, whose presence calls forth your best.

Epictetus



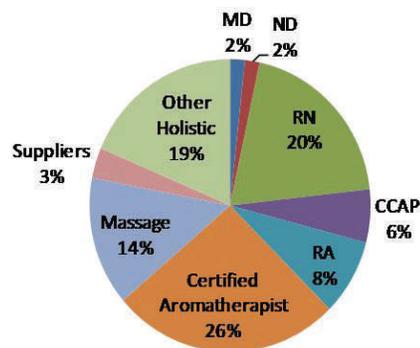
Jodi Baglien presenting at the Annual Members Meeting.

Membership

The Alliance of International Aromatherapists has maintained a solid member base over the years. In 2011, 81 new members joined AIA bringing 2011 the strongest membership to date. Knowing who our members are enables AIA to create a benefits package that is customized to their needs and interests. Current benefits include quality education, a variety of discounts and avenues to build community and businesses.



Member Demographics



Member Benefits

Education

- Monthly educational teleconferences
- Aromatherapy conferences
- Research database

Discounts

- Variety of aromatherapy journals
- Advertising in AIA publications
- Liability Insurance through ABMP
- Conference discounts

Support for Community and Business Development

- Facebook
- Regional meetings
- Membership directory
- Events calendar listings
- Monthly e-Newsletter

*All lasting
business is
built on
friendship.*

*Alfred A.
Montapert*

2011 Board, Committees and Representatives



President Lora Cantele, Director Elaine Shaughnessy, Director Deb Zepf, Director Bridget Kelley, Treasurer Bev Day, Secretary Nancy Graves. Missing from photo is Vice—President Debbie Freund.

Committees

The committees of AIA are the task forces that keep the organization vital and exciting. They are:

Education	Conference	Fundraising	Publications	Research
Jodi Baglien	Lora Cantele	Lora Cantele	Bev Day	Linda Weihbrecht
Sheryl Beller-Kenner	Jodi Baglien	Cary Caster	Lora Cantele	Debbie Freund
Andrea Butje	Bridget Kelley	Bev Day	Bridget Kelley	Jan Goodard
Lora Cantele	Devita Pearson	Debbie Freund	Barbara Piazza	Linda Anne Kahn
	Joan Price-McLaughlin	Nancy Graves	Elaine Shaughnessy	Robert Tisserand
	Kris Wrede			Rodney Schwan

Representatives

The AIA Representatives are our outreach volunteers who serve their communities and promote educational opportunities for the public. Through regional, state and international educational opportunities, the Representatives develop a strong membership base for AIA. Through these efforts doors have been opened bringing members from within the US and nation-wide from ten foreign countries - going around the globe: England, France, Switzerland, Hungary, South Korea, China, Japan, Australia, Mexico and Canada.

Regional Representatives: (as of year end 2011)

Katharine Koeppen – National Representative
 Rodney Schwan – California State Representative
 Stephanie Villeux-Welch – Maine State Representative
 Cary Caster – Florida State Representative
 Sonja Simpson – Nebraska State Representative
 Nancy d'Angelo – Mountain Region Representative
 Wendy Gormly-Kester – Pacific Region Representative
 Anne Marie Martin – Illinois State Representative
 Jodi Baglien – Mid-West Region Representative

International Representatives: (as of year end 2011)

Lora Cantele – International Representative
 Sheryl Beller-Kenner, Ed. D – Eastern Canada Representative
 Anita James – England Representative
 Gergely Hollódi – Central-Eastern Europe Representative

Leadership is practiced not so much in words as in attitude and actions.

Harold S. Geneen



Action is the foundational key to all success.

Pablo Picasso

Comparative Financial Reports Years Ended December 31, 2010 & 2011

The Alliance of International Aromatherapists demonstrated sound fiscal management and accountability measures in 2011. The financial statements shown are statements that represent the operation of the Alliance of International Aromatherapists.

Financial Highlights

Income increased from \$16,860 in 2010 to \$84,088 in 2011, primarily due to receipt of incoming monies for the 2011 conference.

Expenses increased from \$17,045 in 2010 to \$63,348 in 2011, primarily due to expenses incurred for the 2011 conference.

Net gain for the year was \$20,555. The result was due to better management and promotion of a successful conference. This included the utilization of a fundraising consultant for gaining large donor-sponsorships for the conference.



The financial viability of AIA has never been stronger.

Statement of Financial Position

	2010	2011
Assets		
Cash	\$ 7,884	\$ 33,104
Accounts Receivable	\$ 416	
Inventory for Sales	\$ 5,256	\$ 5,018
Recording Archives	\$ 273	\$ 273
Total Assets	\$ 13,829	\$ 38,395
Liabilities and Net Assets		
Accounts Payable	\$ 12	\$ 1,049
Total Liabilities	\$ 12	\$ 1,049
Net Assets		
Retained Earnings	\$ 12,462	\$ 33,495
Designated for Journal	\$ 1,355	\$ 1,355
Designated for Grants		\$ 2,496
Total Net Assets	\$ 13,817	\$ 37,346
Total Liabilities and Net Assets	\$ 13,829	\$ 38,395

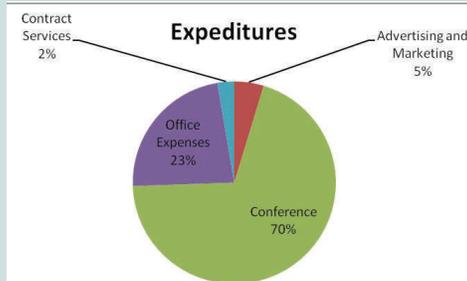
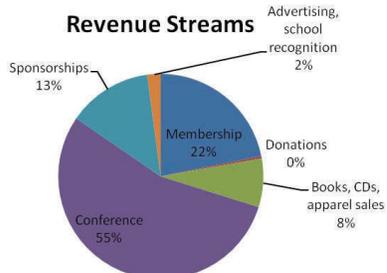
Comparative Financial Reports Years Ended December 31, 2010 & 2011 (cont.)

Statement of Activities

	2010	2011
Revenue		
Membership	\$ 14,309	\$ 19,006
Donations	\$ 371	\$ 295
Books, CDs, apparel sales	\$ 1,841	\$ 6,687
Conference		\$ 47,681
Sponsorships		\$ 11,575
Advertising, school recognition	\$ 995	\$ 1,833
Total Revenue	\$ 17,516	\$ 87,077
Cost of Sales	\$ 656	\$ 2,989
Gross Operating Income	\$ 16,860	\$ 84,088
Operating Expenses		
Advertising and Marketing		\$ 2,978
Conference		\$ 44,188
Business Expenses	\$ 4,820	\$ 4,809
Contract Services	\$ 6,000	\$ 1,692
Graphics, web, e-Newsletters	\$ 531	\$ 1,494
Office Supplies	\$ 1,315	\$ 1,433
Postage and Shipping	\$ 1,715	\$ 1,798
Printing and Publications	\$ 559	\$ 1,697
Telephone	\$ 2,105	\$ 3,259
Total Operating Expenses	\$ 17,045	\$ 63,348
Net Operating Income (loss)	\$ (185)	\$ 20,740

Money is only a tool. It will take you wherever you wish, but will not replace the driver.

Ayn Rand



Donors, Sponsors and Supporters

The support that various businesses and educators have shown AIA this year has been a record-breaker, indicating more and more that AIA's mission is one of a universal vision; one in which businesses are willing to put time and money towards achieving. Some of the sponsors and educators are:



The financial support for AIA and its purpose has never been greater.

Donors and Sponsors

- American College of Healthcare Sciences
- Aromahead Institute
- Plant Extracts International Inc.
- 21 Drops
- Aura Cacia
- Kelley Pure Essential Oils
- Wyndmere Naturals, Inc.
- American Herbal Products Association
- American Holistic Nurses Association
- Belgian Chocolatier Piron
- The Edge Magazine
- Jodi Baglien Shiatsu & Essential Oil Therapies
- Wix and Whacks

Teleconference Educators

- Veronica Sibley, MIFPA, MIFA
- Bill McGilvray
- Anita James, SPdipa, IFPA, Cert Ed
- Pam Conrad RN, BSN, PGd, CCAP
- Wendy Gormly-Kester, RA
- Sharon Tessier MA, MS
- Bridget Kelley, RA, LMT
- Sara Holmes, BS, RA, LMT, NCTMB
- Sarah Schumann, MDiv
- Candace Newman, MAT, LMT
- Lora Cantele, RA, CMAIA, CSRT

Recognized Schools

It is the purpose of AIA to support the advancement of aromatherapy education using scientific research and traditional information to promote the responsible use of aromatherapy. Through AIA's Recognized School program challenging criteria has been set to create standards in which schools and their students will be better equipped to interface with traditional healthcare systems. The School Recognition Program fees also provides income to support AIA. The qualifying schools are:

Clinical Level Schools

- American College of Healthcare Sciences
- Aromahead Institute, School of Essential Oil Studies
- West Coast Institute of Aromatherapy Inc.

Professional Level Schools

- American College of Healthcare Sciences
- Aromahead Institute, School of Essential Oil Studies

Foundation Level

- The Institute of Spiritual Healing & Aromatherapy

We express our sincere gratitude to the schools for their dedicated efforts to meet the exclusive AIA criteria which offers their students an advanced level of educational opportunities.

It is the goal of AIA to “inspire excellence in educational standards for aromatherapy training.”

Moving Forward with Vision and Action

In celebration for the past year, we now look enthusiastically to the future of AIA. Setting long range and short term goals to build a solid and ever growing organization, an educational and clinical resources along with member services will increase the value and importance of being a member of AIA.

As we move forward, the three words for 2012 are ...

Information – Focus – Opportunities

Information

As AIA continues to strive to be the “go to” for aromatherapy, effort will be made to increase information avenues for education, research and community networking.

Focus

AIA’s focus will be on meeting the needs of our members and the aromatherapy community. Efficient operations, financial responsibility, and empowered volunteers will build AIA’s foundation for greater growth and service.

Opportunities

To further support our members, there will be exploration into educational, research, practical and business opportunities.

AIA’s road to success is paved with your generous work and support as members and volunteers. It’s always heartwarming when members step up to help get a task done, lend expertise on a project, or roll up their sleeves and serve year long on a committee, as a director, or officer. Thank you for being on this journey with us and being instrumental in AIA’s achievements.

*“The mind controls the eyes, the heart controls the mind.
Through the heart, we set our vision to build this
organization in service to humanity.”*



*Set your course
by the stars, not
by the lights of
every passing
ship.*

Omar N Bradley



*“It matters to this
one.”*



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