



# Annual Report 2012

The Alliance of International Aromatherapists



*Creating more opportunities  
to grow more than ever before*

The Alliance of International Aromatherapists;  
dedicated to the advancement of aromatherapy as a natural form of health care.  
[www.alliance-aromatherapists.org](http://www.alliance-aromatherapists.org)

# Letter from the Board



## 2012 - A Year of Focus and Development

Since the inception of the Alliance of International Aromatherapists, the Board has strived to maintain a strong business to serve its members and the public. Through this period, a biennial cycle of operation has evolved. Odd number years we offer the AIA international aromatherapy conference and wellness expo. Even number years, more focus is brought to basic business operations and fundamentals. 2012 was a year where the focus was to strengthen the operation and foundation for AIA to grow not only in a business sense, but also for its members who serve the public.

Through this annual report, you will learn more about the financial and operational achievements that will support the growth and expansion of the Alliance of International Aromatherapists.

As AIA is a volunteer organization, the rate of growth is dependent on the commitment of its key members which include not only board members, but also committee members, representatives, advisors and liaisons, all which total 29 people. It is through the united effort for which AIA grows and for which the board proudly recognizes with gratitude.

*We all have dreams.  
But in order to make dreams come into reality,  
it takes an awful lot of  
determination, dedication, self-discipline, and effort.*

*Jesse Owens*

### **About Our 2012 President Bridget Kelley, RA, LMT**

Bridget Kelley is a Registered Aromatherapist, nationally certified licensed Massage Therapist, owner and main essential oils blend formulator for Kelley Pure Essential Oils. She is a clinical essential oil consultant for area hospitals as well as a local instructor of aromatherapy in west central Wisconsin.

*My mission is to provide education on the safe use of essential oils and to take every opportunity to speak about essential oils to hospitals, health seminars and women's conferences.*

*It is a privilege to be on the board of an organization whose mission and vision is to advance research and professionalism and to make aromatherapy a readily accessible and respected holistic healing modality to health professionals along with the general public.*



# Table of Contents

About AIA	4
2012 Highlights	5
Financial Report	6
2012 Board and Committees	9
Moving Forward	10



# About 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 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.

# 2012 Highlights

This year efforts were made not only to redesign the functional aspects of the operation, but to also focus on its strategic goals.

To serve our strategic plan, focus was placed on expanding awareness of who AIA is:

- Meticulous care was taken in designing and redesigning the new AIA logo and website.
- The Board analyzed what would be involved in developing and maintaining a journal for AIA. It was decided that at this time it would not be a priority to develop.
- Considered a mini-conference for 2012 and negated same.
- Released the 12-page marketing *Essential Oil Therapy* booklet.

Internal support structures were developed and revised. This was accomplished to assure consistency in the operations as we move forward into the future.

- Job Descriptions were completed for all volunteer positions.
- Revised and improved the volunteer agreement form and application processes.

Again, this year, the AIA community expanded its relationships with quality schools.

- Stillpoint Aromatic Studies—School of Essential Oils and Energies submitted its application to participate in AIA's Recognized School program.

Overall a very good year!

## KNOWLEDGE

*I was bold in the pursuit of knowledge, never fearing to follow truth and reason to whatever results they led, and bearding every authority which stood in their way.*

*Thomas Jefferson*

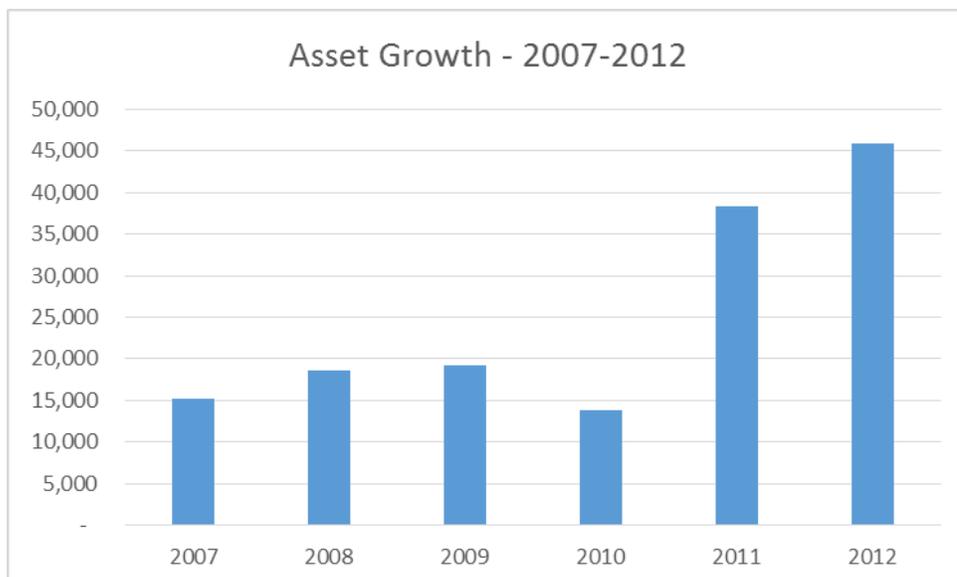
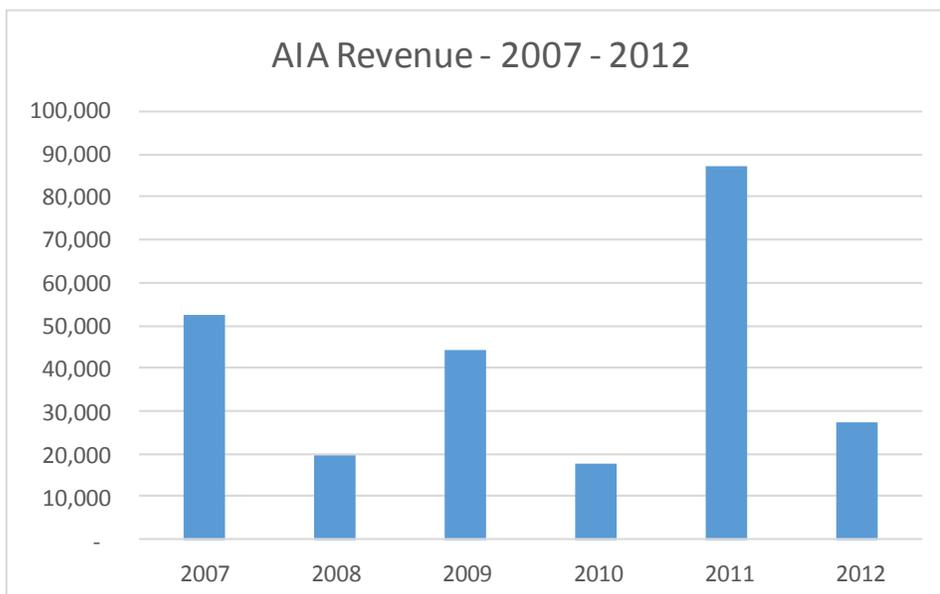


# Financials

## Comparative Financial Reports...

As the Alliance of International Aromatherapists marks its sixth year, the financials demonstrate continued growth with surges during conference years 2007, 2009 and 2011. The year 2006 is not included in this information given that it was a partial year.

The Board continues to focus on sound fiscal management and accountability measures while striving to meet the needs of the members and the public. They strive for growth through memberships, sponsorships and new programs. While there was a decline in products sales during 2012, the expansion of newsletter ads with the introduction of "Display Ads" and the new opportunity for members to promote their businesses from the website home page "Find an Aromatherapist" boosted ad income by over 300%. Our plan is to apply this creativity to other aspects of our organization.



# Financials

## Comparative Financial Report For Three Years Ended December 31, 2012



### Statement of Financial Position

	2010	2011	2012
<b>Assets</b>			
Cash	\$ 7,884	\$ 33,104	\$ 36,733
Accounts Receivable	416	-	-
Inventory for Sales	5,256	5,018	8,948
Recording Archives	273	273	273
<b>Total Assets</b>	<b>\$ 13,829</b>	<b>\$ 38,395</b>	<b>\$ 45,954</b>
<b>Liabilities and Net Assets</b>			
Accounts Payable	12	1,049	140
<b>Total Liabilities</b>	12	1,049	140
<b>Net Assets</b>			
Retained Earnings	12,462	33,495	41,963
Designated for Journal	1,355	1,355	1,355
Designated for Grants	-	2,496	2,496
<b>Total Net Assets</b>	<b>\$ 13,817</b>	<b>\$ 37,346</b>	<b>\$ 45,814</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 13,829</b>	<b>\$ 38,395</b>	<b>\$ 45,954</b>

### Finance Speak

**The Basic Equation of Accounting** states: What you have minus what you owe is what you're worth." Assets (Have) - Liabilities (Owe) = Worth (Value to owners). Worth is referred to as Net Assets for a non-profit organization.

#### Balance Sheet - a snapshot in time

The Balance Sheet (Statement of Financial Position for a non-profit organization), presents the financial picture of the enterprise on one particular day, an instant in time, the date it was written.

The Balance Sheet reports:  
Assets (Have) = Liabilities (Owes) + Worth (Value to customers)

By definition, this equation must always be "in balance" with assets equaling the sum of liabilities and worth.

*Financial statements document the movement of cash and goods and services into and out of the enterprise. That is all financial statements are about. It is no more complicated. Everything else is details. Don't sweat the details.*

Information from Financial Statements by Thomas R Ittelson



*If you want an accounting of your worth, count your friends.*

Mary Browne

### Statement of Activities

#### Finance Speak

##### Profit and Loss Statement

Also called a Statement of Activities for a nonprofit organization, tells you how much a company earned or lost over a specific period of time, as well as the costs and expenses associated with earning that money.

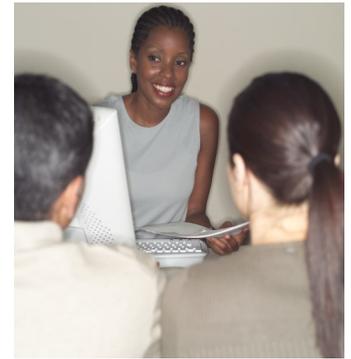
Information from  
Business Mastery by  
Cherie M. Sohnen-Moe

*Part of your heritage in this society is the opportunity to become financially independent.*

Jim Rohan

	2010	2011	2012
<b>Revenue</b>			
Membership	\$ 14,309	\$ 19,006	\$ 18,474
Donations	371	295	180
Books, CDs, apparel sales	1,841	6,687	2,150
Conference	-	47,681	-
Sponsorships	-	11,575	-
Advertising, school recognition	995	1,833	6,638
<b>Total Revenue</b>	<b>\$ 17,516</b>	<b>\$ 87,077</b>	<b>\$ 27,442</b>
Cost of Sales	656	2,989	690
<b>Gross Operating Income</b>	<b>\$ 16,860</b>	<b>\$ 84,088</b>	<b>\$ 26,752</b>
<b>Operating Expenses</b>			
Advertising and Marketing	-	2,978	2,170
Conference/Events	-	44,188	705
Business Expenses	4,820	4,809	5,707
Contract Services	6,000	1,692	2,500
Graphics, web, e-Newsletters	531	1,494	4,420
Office Supplies	1,315	1,433	378
Postage and Shipping	1,715	1,798	1,988
Printing and Publications	559	1,697	570
Telephone	2,105	3,259	2,272
<b>Total Operating Expenses</b>	<b>\$ 17,045</b>	<b>\$ 63,348</b>	<b>\$ 20,710</b>
<b>Net Change in Assets</b>	<b>\$ (185)</b>	<b>\$ 20,740</b>	<b>\$ 6,042</b>

# Board, Committees and Representatives - 2012



## Board Members

President Bridget Kelly, Vice President Bev Day, Secretary Joan Price-McLaughlin, Treasurer Nancy Graves, Directors Bill McGilvray, Lynn Murray, Elaine Shaughnessy, Debrah Zepf, and Cary Caster.

### Conference

Bridget Kelley  
Joan Price McLaughlin  
Cathi Galvin  
Caryn Gehlmann  
Carol Scheidel  
Pat White  
Debrah Zepf

### Education

Sheryl Beller-Kenner  
Cary Caster  
Lynn Murray

### Fundraising

Bev Day  
Cary Caster  
Nancy Graves  
Bridget Kelley

### Publications

Bev Day  
Bridget Kelley  
Barbara Piazza  
Pat White

### Research

Linda-Ann Kahn  
Bill McGilvray  
Lynn Murray  
Rodney Schwan  
Betty Surette  
Robert Tisserand

## Representatives

The AIA Representatives are our outreach volunteers who serve their communities and promote educational opportunities for the public. We would like to acknowledge their dedicated effort in helping to create opportunities for our members to connect and grow.

### **Regional Representatives:**

Stephanie Veilleux-Welch – National Representative  
Rodney Schwan – Pacific Region Representative  
Nancy d’Angelo – Mountain Region Representative  
Jodi Baglien – Mid-West Region Representative  
Anne Marie Martin – Illinois State Representative  
Stephanie Veilleux-Welch – Northeast Representative  
Marilyn Addison - Atlantic Representative

### **International Representatives:**

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

*Individual commitment  
to a group effort - that is  
what makes a team  
work, a company work,  
a society work,  
a civilization work.*

Vince Lombardi

# Where Do We Go From Here

## **Our Industry**

AIA is in a unique position in which to grow and serve the public. Aromatherapy as a natural health care option is a niche market within the health care arena. Compared to big pharmaceuticals and hospital organizations; statistics and trends of the increased demand for aromatherapy have not been well documented. Based on communications through our member base and supporting organizations, aromatherapy has become one of the top preferences for health care, holistic therapists and spas within the United States. Factors which contribute to this demand are:

- ~ Baby Boomer population focusing on longevity through natural means such as whole foods, therapeutic massage, and esthetician / spa services.
- ~ Increased public awareness of pharmaceutical side-effects, thereby driving public and regulatory agencies to natural complementary, non-pharmacological options.
- ~ Increased essential oil availability and promotion by suppliers through natural food retailers.

## **Our Focus**

With a clear understanding of our national environment, customer needs and member desires we have developed a strong strategic plan for 2013 to build AIA and create more opportunities to grow more than ever before. In 2013, we have our biennial conference which allows us to bring together dynamic educators and aromatherapists from around the world, thereby increasing visibility for our professional field. We also have releases and business relationships in development that will come to fruition in 2013 - all offering greater visibility and ease of access to educational services.

It is through the passion and commitment of each member that determines the speed in which we move the Alliance of Aromatherapists forward with vision and action. And we are making great progress.

# Our Dream



*May the road rise to meet you,  
May the wind be always at your back,  
May the sun shine warm upon your face,  
And until we meet again,  
May God hold you in the palm of His hand.*



*Thank You for Your Attention and Support for  
The Alliance of International Aromatherapists*



## Alliance of International Aromatherapists

Suite 323  
9956 W. Remington Place, Unit A10  
Littleton, CO 80128

303.531.6377 ph  
877.531.6377 toll free

[www.alliance-aromatherapists.org](http://www.alliance-aromatherapists.org)