Think like a wise man
but communicate in the language of the people.
William Butler Yeats
Contents
Dear AIA Members and Friends ........................................ 2
2014 Highlights .............................................................. 3
Market Analysis ............................................................... 4
2014 Financial Reports .................................................. 5
Education ....................................................................... 6
Aromatherapy Schools Recognized by AIA in 2014 .......... 6
With Gratitude ............................................................... 7
New Horizons ............................................................... 8

Our Vision
The Alliance of International Aromatherapists is the leading aromatherapy organization making aromatherapy an accessible, common, and respected holistic healing modality throughout the world.

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 reputable, 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 infiltrate the medical community. ● Through standardizing 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.

Board Members:
Bev Day, President  Cary Caster, Director
Robin Deaton, Secretary  Bridget Kelly, Director
Nancy Graves, Treasurer  Joan Price-McLaughlin, Director
Marilyn Addison, Director  Betty Surette, Director
Stefania Borrelli, Director

The Alliance of International Aromatherapists
Suite 323, 9956 W. Remington Place, Unit A10, Littleton, CO 80128
Dear AIA Members and Friends

On behalf of the Alliance of International Aromatherapists, I am pleased to share with you the Annual Report for 2014.

We started this year in the wake of dynamic and successful international aromatherapy conference which catapulted us into looking at new ways to improve our services to members and the public, and ways to continue the vibrant growth of AIA.

We launched the new year by asking the members a variety of questions, including benefits they would like to receive. The overriding requests were for more educational opportunities. As a result, we enhanced educational opportunities by providing free playback of monthly teleseminars, MP3 recordings of teleseminars, and playback of state and regional education programs. All programs qualify for earning Continuing Professional Development (CPD) credit.

As the year progressed, we challenged ourselves to create new marketing materials to attract new members and to provide the AIA representatives with materials to help them in their recruiting efforts.

Looking ahead to our 2015 Conference, we contracted with a marketing firm to help us evaluate our message to reach new sponsors, build awareness of AIA among potential sponsors, and to expand our sponsorship goals to include operational sponsorships.

As we close another year, it is important to note that contributions of individual members through their volunteerism ensured another year of success on several fronts. Committee members worked tirelessly to carry out the various initiatives of AIA. Many of you gave of your time to attend state meetings in support of AIA educational efforts, while others made it possible for these meetings to occur and lined up splendid educators for our members and guests.

The important work of AIA can only be accomplished with your help. Thank you.

Sincerely,

Beverly J. Day, MBA, CFE, RA™
President
2014 Highlights

2014 for AIA was also the year of communication. Along with many other accomplishments, the desire to communicate the benefits of AIA to larger numbers of people was accomplished through educational programs provided members of the Colorado Health Care Associate (CHCA), exhibiting at the CHCA Convention and sponsoring the American Holistic Nurses Association (AHNA) conference. As we move forward and continue to improve communication, we also accomplish things that move the organization forward as a leading professional aromatherapy organization in the United States.

Accomplishments:

- Commenced preparations for the 2015 biennial International Aromatherapy Conference and Wellness Expo.
- Amended the bylaws to re-define the term of President to two years to facilitate greater continuity. The offices of President, Secretary and Treasurer term-limits were changed to be no more than three consecutive terms. The bylaws were also changed to include the position of Immediate Past President.
- Accepted two schools into the AIA Recognized School Program: Essence of Thyme College of Holistic Studies of British Columbia, Canada, and Shaktili Aromaterapia of Mexico City, Mexico.
- Enhanced member benefits to include access to a playback of teleseminars for those who missed the live programs; available the day after airing until the next teleseminar.
- Expanded recording choices of the monthly teleseminar beyond CDs to include the MP3 format for purchase and immediate download.
- Produced a new tri-fold membership brochure to augment membership marketing.
- Embarked upon a cooperative research project: “Mapping Aromatherapy Use in Hospitals in USA” being conducted by Wake Forest Baptist Medical Center, in cooperation with our Research Committee - Hospital Working Group.
- Contracted with a marketing consulting company to create AIA marketing strategies and marketing materials for conference sponsorships.
- Increased Membership dues for Clinical and Professional membership.
**Market Analysis**

With the support of Grand Mesa Verde Communications Marketing Company, AIA identified its member demographics. This enabled AIA to better identify its member’s interests and needs, and also categorize compatible sponsor organizations to increase fundraising efforts.

**Member Demographics**

26% of all members hold college degrees

1 – Bachelor (26)  
2 – Masters (26)  
3 – PhD (9)  
4 – Medical Doctor (1)  
5 – Naturopathic Doctor (1)  
6 – Doctor of Osteopathy (1)  
7 – Doctor of Oriental Medicine (1)

1 - Registered Aromatherapist 11.7%  
2 - Registered Nurse 26.5%  
3 - CCAP 9.9%  
4 – Certificate in Aromatherapy 29.6%  
5 - Massage Therapist 22.2%

1 – Associate (32%), 2 – Professional (59%), 3 – Business (3%)  
4 – Honorable (2.8%), 5 – Clinical (2.8%)
**2014 Financial Reports**  
Comparative Financial Reports Ending December 31, 2014

### Statement of Financial Position

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$36,733</td>
<td>$37,089</td>
<td>$43,538</td>
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<tr>
<td>Inventory for Sales</td>
<td>8,948</td>
<td>12,025</td>
<td>12,917</td>
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<tr>
<td>Recording Archives</td>
<td>273</td>
<td>273</td>
<td>273</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$45,954</td>
<td>$49,387</td>
<td>$56,728</td>
</tr>
<tr>
<td><strong>Liabilities and Net Assets</strong></td>
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<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
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<td>6</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>140</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
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<tr>
<td>Retained Earnings</td>
<td>41,963</td>
<td>45,536</td>
<td>52,871</td>
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<td>Designated for Journal</td>
<td>1,355</td>
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<td>1,355</td>
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<tr>
<td>Designated for Grants</td>
<td>2,496</td>
<td>2,496</td>
<td>2,496</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>$45,814</td>
<td>$49,387</td>
<td>$56,722</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$45,954</td>
<td>$49,387</td>
<td>$56,728</td>
</tr>
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</table>

### Statement of Activities

<table>
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<tr>
<th></th>
<th>2012</th>
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<th>2014</th>
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<tbody>
<tr>
<td><strong>Revenues</strong></td>
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<tr>
<td>Membership</td>
<td>$18,474</td>
<td>$21,515</td>
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<td>Sponsorships, donations</td>
<td>180</td>
<td>12,618</td>
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<tr>
<td>Conference, programs</td>
<td>83,737</td>
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<tr>
<td>Other income</td>
<td>8,098</td>
<td>9,592</td>
<td>10,260</td>
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<td><strong>Total Revenue</strong></td>
<td>$26,752</td>
<td>$127,462</td>
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<td><strong>Expenses</strong></td>
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<tr>
<td>Conference, programs</td>
<td>705</td>
<td>92,874</td>
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<td>Operating and general</td>
<td>17,579</td>
<td>31,015</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>18,284</td>
<td>123,889</td>
<td>30,276</td>
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<tr>
<td><strong>Change in Net Assets</strong></td>
<td>8,468</td>
<td>3,574</td>
<td>7,335</td>
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<td><strong>Net Assets, Beginning of Year</strong></td>
<td>37,346</td>
<td>45,813</td>
<td>49,387</td>
</tr>
<tr>
<td><strong>Net Assets, End of Year</strong></td>
<td>$45,814</td>
<td>$49,387</td>
<td>$56,722</td>
</tr>
</tbody>
</table>
Education
As a 501(c)3 non-profit organization, we are dedicated to supporting education for our members and the public. AIA’s monthly teleseminars are a key component to AIA’s educational offerings. Additionally, Regional and State Representatives offer education to the members, community and associated organizations. It is with great pleasure we acknowledge the presenters and programs of 2016.

Teleseminar Presenters and Topics:

Cindy Black, L.Ac.  Perception, the Hypothalamus, and Psychoneuroimmunology
Alexandria Brighton  The Importance of Chakras for Your Physical and Emotional Health
Marc Gian, L.Ac. L.M.T.  Classifications of Essential Oils based on Traditional Chinese Medicine
Jodi Baglien, CA, CST  Making Aromatherapy Simpler to Use with Aromatherapy Patches
Elizabeth A. Jones, BS, MA  Sharing Our Light with Essential Oils – Community Outreach
Lia Whitmore  First Aid for Dogs
Kris Wrede  The Sensual Kitchen
Lora Cantele, RA, CMAIA, CSRT  Enhancing your Aromatherapy Practice with Swiss Reflex Therapy
Mandy Savard  Niches to Riches - Finding your Niche in Aromatherapy
Terese Miller, DOM, CA, MFA  AROMA-QI THERAPY: Ancient Chinese Five Element Energetics Expressed in Aromatic Blending

Representative Community Educational Presentations
Opportunities for Aromatherapists in Health Care Settings
The Fundamentals of Understanding the Autism Spectrum Disorder
Creating Your Message and Going to Market
Alzheimer’s is Not Just Memory Loss

Presentations Conducted for Colorado Health Care Association
How to Be Safe and Effective Using Essential Oils
Essential Oil Profiles to Initiate and Aromatherapy Program
Simple Application Methods of Essential Oils in Long Term Care and Assisted Living Facilities
Regulatory Support for Implementing a Complementary and Alternative Medicine Program

Aromatherapy Schools Recognized by AIA in 2014
AIA has become recognized for their high standards held for aromatherapy schools. To become an AIA Recognized School conveys that the program taught has been properly vetted and meets the highest standards in the United States for aromatherapy programs.

Clinical Level Schools
Essence of Thyme College of Holistic Studies (British Columbia, Canada)
Shaktili Aromaterapia (Mexico City, Mexico)
With Gratitude

It is with great pleasure that we acknowledge those who have contributed their time and skills to the essential operations of AIA.

2014 Committees and Members (First named is chair):

<table>
<thead>
<tr>
<th>Conference</th>
<th>Education</th>
<th>Fundraising</th>
<th>Publications</th>
<th>Research</th>
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<tbody>
<tr>
<td>Bridget Kelley</td>
<td>Sheryl Beller-Kenner</td>
<td>Nancy Graves</td>
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<td>Linda-Ann Kahn</td>
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<td>Barbara Piazza</td>
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<td>Julie Streeter</td>
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<td>Austine McCarthy</td>
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<td>Debrah Zepf</td>
<td>Lynn Murray</td>
<td>Joan Price-McLaughlin</td>
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<td>Carol Scheidel</td>
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</tbody>
</table>

School Review

- Bev Day
- Lynn Murray
- Joan Price-McLaughlin

AIA Representatives:

- Stephanie Veilleux-Welch, CA - National Representative
- Rodney Schwan - Pacific Region Representative
- Nancy C. Graves - Mountain Region Representative
- Nancy L. d'Angelo, CA - Colorado State Representative
- Jodi Baglien - Midwest Region Representative
- Ann Marie Martin, RN, MSN, CMAIA - Illinois State Representative
- Sally Kingman Harvey - Northeast Region Representative
- Donna Galipeau, CCMA - Maine State Representative
- Patricia J. Bonnard, PhD, RA - Maryland State Representative
- Paula Schmid Begel, LMT, NCBTMB, PTA - New York State Representative
- Amy Lechner ND, CA - Pennsylvania State Representative
- Mary Ellen Dorey, RA - Texas State Representative
- Nancy Mitchell, CHAP, RCRT - Eastern Canada Representative
- Anita James - England Representative
- Gergely Hollódi, LMP, CA - Central-Eastern Europe Representative
New Horizons
As AIA moves forward into 2015, excitement abounds with the creation of the biennial international conference and a new sponsorship strategy. The new Board members of 2015 hold the strength, experience and conviction to develop a great conference and continue to expand the presence of professional aromatherapy as a natural healing modality through its members.

2015 Board Members:
President: Raphael d’Angelo, MD
Vice President: Nancy C Graves
Secretary: Robin Deaton
Treasurer: Bev Day
Director: Marilyn Addison
Director: Cary Caster
Director: Nancy d’Angelo
Director: Joan Price-McLaughlin
Director: Carol Scheidel
Director: Betty Surette
Moving Aromatherapy Forward

With Vision and Action