



## Our Vision, Mission and Values

### Our Vision

The AIA is a 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.

### 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.

## From Our President

Dear Members and Friends,

The beginning of 2017 was off to a rough start due to our share of trials with the new (first) management team. The AIA Board made the decision to terminate its contract with Interactive Management Incorporated and enter into contract with JMS Association Management in June. JMS quickly came up to speed and immediately stepped in to complete and launch the new AIA website. We lost a great deal of time, not to mention energy that could have been re-directed on committees that, unfortunately were not given enough attention.

But that was then and this is now. I'm happy to report that our new board will be inheriting a smooth sailing vessel. They will need to re-group committees like the Regional Reps, with the help of Denise Joswiak; the Research Committee and our Research Database, thank you Linda-Ann Kahn; and our Media Committee, thanks to Michelle Bardwell and her daughter.

The new website has been most welcome and successful in inviting members and visitors alike to engage with us. Since its launch, the AIA Board continues to work with JMS in updating pages and adding information.

## AIA Annual Report 2017

The 2017 International Conference and Wellness Expo was highly successful. The event brought 200+ people together to learn, share and grow. Leading experts, educators and professors from Rutgers University provided a wealth of information important to the climate of the aromatic community. The evaluation forms were a joy to read as the attendees were very enthusiastic in their commentary on the event.

At the Annual Member's Meeting, new changes to the AIA Curriculum Guidelines was discussed. The new changes include 40 direct/contact hours of education to be included in the level three school curriculums to ensure competency of the students.

In the months prior to the conference, the AIA held a logo contest. Several creative logos were submitted by members and professional graphic designers. The submissions were presented to the membership for a vote via Survey Monkey. The new logo was unveiled at the conference.

We started to explore other platforms for our monthly educational teleconferences. The Executive Board began testing Zoom as a possible platform for our weekly meetings and board meetings. In 2017, we will begin to switch over to a webinar platform for the monthly educational seminars and video-conferencing with Zoom for our Board and Committee meetings.

I'm excited to see what our newly elected board members will have in store for us. Inga Wieser (President-elect), Anita James (Vice President), Jennifer Eden Clark (Secretary), Carol Scheidel (Treasurer) and Directors Michelle Bardwell, Colleen Thompson (former AIA Secretary) and Nancy Lubin. Lora Cantele (Executive Director) has joined the executive board on our weekly meetings since the elections, and have offered invaluable advice and suggestions. I'm so pleased and grateful for these terrific people to be in the driver's seat now. I look forward to actively serving as your past president.

With sincere respect,

*Nancy d'Angelo*

### Our Board of Directors 2017

President	Nancy d'Angelo	Director	Denise Joswiak
Vice President	Eileen Cristina	Director FT	Jennifer Eden Clark
Secretary	Colleen Thompson	Director	Michelle Bardwell
Treasure	Carol Scheidel	Director	Inga Wieser
Medical Advisor	Raphael d'Angelo	Director RDT	Tray Anderson
Executive Director	Lora Cantele	Director FT/RDT	Phillip LeNoble
Director	Anita James	Director RDT	Emily Carpenter
Director RDT	Fai Chan		

(RDT = resigned during term, FT = filled term for resigned member)

## AIA Membership

Membership level	# of members 2016	# of members 2017	% of change
Honorary	7	8	14%
Clinical/APAIA	12	10	(20%)
Professional	217	230	6%
Associate	188	298	58%
Business (1 member)	7	14	100%
Business (up to 5 members)	5	21	320%
<b>Total Members</b>	<b>436</b>	<b>581</b>	<b>33%</b>



Out of the Bottle and into the Garden

AIA International Conference and Wellness Expo

### 2017 International Aromatherapy Conference and Wellness Expo

In August, the Alliance of International Aromatherapists, in partnership with the Rutgers University Plant Biology Department (New Brunswick, NJ), brought together more than 300 of the worlds' top Aromatherapy leaders, practitioners, educators, research scientists, integrative health practitioners and entrepreneurs. Business development, thought-provoking content and endless networking opportunities were tied together by 27 engaging and inspiring speakers, 26 trade exhibits, and four pre-conference workshops, and social events about the future of the Aromatic plant community, innovation, marketing, communication and imagination.

## AIA Annual Report 2017

With the theme, *Out of the Bottle and Into the Garden: Traditional Herbalism to Aromatic Medicine*, the Alliance of International Aromatherapists International Conference explored the use of various plant preparations while emphasizing the importance of the plants from which we obtain our precious oils. Lectures featured experts from around the world discussing sustainability, ethics and professionalism while growing your business. The importance of how essential oil demand is impacting the availability of our oils was highlighted with attention to other types of plant medicine that can be used to provide complementary care in practice.

With the growing interest in Aromatic Medicine and questions regarding our ability to practice Aromatic Medicine and specific protocols that incorporate internal use of oils, we will feature two special lectures on Aromatic Medicine and protecting your business from government intrusion.

Honors were given to Sylla Sheppard-Hanger as the recipient of the Outstanding Contribution to Aromatherapy Award and Lora Cantele who was recognized as a co-founder of the Alliance of International Aromatherapists. Attendees enjoyed a Welcome Reception the evening before the official opening of the conference. A gala dinner with music and dancing was held on the Saturday night of the conference.

### Annual Meeting

The Annual Members Meeting was held on August 5, 2017 at 6:00pm EDT with President, Nancy d'Angelo presiding.

#### **State of the AIA Address**

Nancy d'Angelo relayed the timeline and issues with the transition from the Executive Director to a management company. Two companies were initially vetted and subsequently one of the two was chosen. It became apparent early on that this management company was not meeting the needs of the AIA and subsequently, after many months of working with the management company to improve their methods, it was decided to cancel their contract. The second management company, JMS, was then hired. JMS had to correct many of the mistakes made by the previous management company while completing current tasks. Nancy expressed that it has been a work in progress, but the association is strong and on the right track. Nancy requested that if anyone has an unresolved issue that they contact JMS directly.

New standards were adopted within the curriculum guidelines. Level 3 schools are now required to provide 40 direct contact hours of study. Twenty of these hours need to be implemented by December 2018 and the other 20 by December 2019. Additional changes include more case studies and more variety in the type of exam questions.



## Conference Summary and Financial Overview

The 2017 International Aromatherapy Conference and Wellness Expo supported by 26 Sponsors, 24 Exhibitors and a record attendance of 250 participants. Sponsorship donations totaled \$77,800 making this the most profitable conference to date.

Summary and special offerings provided opportunities for attendees:

- Total of 25 speakers and 27 educational sessions were offered
- The NCBTMB approved CE hours for massage therapist attendees
- Four AIA members received tuition scholarships due to the generosity of our sponsors
- Speakers offered their books for purchase which proved to be a huge success
- The silent auction and raffle collected \$1,223 to add to the AIA research funding

	<b>2017</b>
Total Assets	\$63,164
Total Unrestricted Net Assets	59,313
Change in Net Assets from previous year	\$11,435
<b>INCOME</b>	
Membership	24%
Events/Teleseminars	73%
Advertising	1%
Other	2%
<b>EXPENSES</b>	
Contract Services	24%
Events	63%
Operations	6%
Business Exp	6%
Other	1%



## Thanks to Our Volunteers

### **Clinical Committee**

Linda Weihbrecht, Chair  
Mary Alexis  
Donna Audia  
Michelle Cohen  
Austine McCarthy  
Sue Pace  
Deb Riese  
Carol Scheidel

### **Conference Committee**

Lora Cantele, Chair  
Nancy d'Angelo  
Inga Wieser  
Elaine Shaughnessy  
Anita James

### **Education Committee**

Inga Wieser, Chair  
Anita James  
Denise Joswiak  
Michelle Gilbert  
Elizabeth Hornak

### **Fundraising Committee**

Carol Scheidel, Chair  
Cary Caster  
Michelle Bardwell

### **Publication Committee**

Trey Anderson

### **National Representative**

Stephanie Veilleux-Welch

## Thanks to Our Conference Sponsors

The AIA would like to thank the following 2017 Sponsors whose contributions made this event possible.

**Platinum Sponsors:** Aromahead Institute and Nature's Gift

**Gold Sponsors:** American College of Healthcare Sciences, Aromatics International, Dr. Raphael d'Angelo, Pompeii Organics, Sankhubaba International, Santanol, and Stillpoint Aromatics

**Silver Sponsors:** 21 Drops, Ananda Apothecary, Laboratoire PhytoChemia, Purify Skin Therapy, and Rocky Mountain Oils

**Tote Bag Sponsor:** Julia Rose Botanicals

**Keynote Speaker Sponsor:** Jodi Baglien, Aromatherapy Education and Consulting

**Speaker Sponsors:** Essence of Thyme, International Journal of Professional Holistic Aromatherapy, Plant Therapy, and RJ Buckle Associates

**Outstanding Contributor Award:** Uncommon Scents-The Movie

**Scholarship Sponsors:** Anonymous, Flower Road, From Nature With Love, RJ Buckle Associates

## Looking Ahead

As an organization we are looking to continue to build our standing within the aromatic community and as a world leader in education, research, use and safety of essential oils. We plan on reaching out to all the aromatics organizations world-wide to build a better working relationship and standards within the field. We plan on extending our support within our membership to build and encourage each member.

