

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 healing modality as demonstrated through ongoing scientific research 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.



Our Board of Directors 2019

President	Inga Wieser
Vice President	Paula Begel
Secretary	Jennifer Eden Clark
Treasurer	Carol Scheidel
Director	Nyssa Hanger
Director	Denise Joswiak
Director	Venessa Levin
Director	Nancy Lubin
Director	David Kropp
Director	Colleen Thompson

Support Team

Executive Director	Lora Cantele
Journal Editor	Lisa Browder
Office Management	JMS Association Management Professionals
Medical Advisor	Raphael d'Angelo

Financial Report

Carol Scheidel, Treasurer

2019 Annual Asset on hand 2019	\$75,510
Change in Assets from previous year	\$23,911
INCOME	
Conference	68%
Membership	26%
Inventory Sales	3%
Other	3%
EXPENSES	
Operations	41%
Conference	32%
Contract Services	16%
Business Expenses	6%
Other	5%



Annual Meeting

Alliance of International Aromatherapists: Annual Member Meeting Minutes – September 28, 2019
Minneapolis, Minnesota – DoubleTree Hilton Park Place

Called to order @ 4:50 PM and report: Inga Wieser, President

Treasurer’s Report—Carol Scheidel, discussed our desire and efforts to be transparent in all our financial doings. Cynthia Tamlin asked if our Annual Reports are made public. Answer: yes, they are posted online in Jan/Feb.

Clinical Committee—Carol Scheidel for Linda Weihbrecht, Carol named the members and gave a brief summary of what they do.

Fundraising Committee—Carol Scheidel, discussed the crowdfunding for the Franklin Institute “Intangibles” study. We have pledged to raise \$25,125.

Education Committee Report—Colleen Thompson (Chair)

Anita James chaired the AIA Education Committee until November 2018. The following is her Annual Report:

The Education Committee has continued to meet on a regular basis through the year. It has been a busy year and we have implemented a lot of updates and changes. Webinars have replaced teleconferences with the MP4 files being able to be purchased and downloaded after the replay time has elapsed. All webinar recordings are now available for a year on our website plus and Rep Webinar recordings that have been approved for CPDs.

As a committee we have reviewed the 1-hour Aromatherapy talk outline and added a 3- and a 6-hour outline. These are all available to download on the members area of the website. We have created a reading list which is linked to the AIA’s Amazon account on the website from which we earn money

when people click through and buy the books. The Education Committee have also been part of the process to implement CPD for all professional members.

In addition, the Education Committee amended the job descriptions of the committee members to reflect increased duties including dip sampling and creating and sending CPD Certificates (formerly done by the management company). The primary focus in 2019 was researching automated methods of creating CPD Certificates, creating SMART Objectives for the Regional Reps and Case Study Awards.

Notes: Member Clicks being questioned to see if they can generate the CPD certificates. In the meantime, send you requests to CPD@alliance-aromatherapists.org

There are some great webinars slated for October, November, and December.

The purpose of the 1,3, and 6-hour Aromatherapy Talk outlines were explained. These can be found in the Member's Only section of the website, as templates to give presentations.

The committee would welcome new members.

They did a review of their individual strengths to see how each person can contribute.

Research Committee Report—Paula Begel *for* Julie Jones

Using the Zoom format to meet, so doesn't matter where you live, you could be on the committee.

Media Committee Report—Nyssa Hanger and Venessa Levin

Fledgling committee and first time being a chair. Requested volunteers to serve on the committee-- everyone needs to "Do their time". You can follow us on Facebook, Twitter, Instagram, and LinkedIn. Shout out to Jen Shepherd and Venessa Levin for all their hard work.

#aromaticsinaction hashtag created to draw attention to those members who are active in the community to highlight their work in aromatherapy, aromatherapy safety, and aromatherapy education. #AIAaromaconference2019 hashtag created to tweet specifically about the conference to generate some buzz throughout registration and the event.

Aromatics In Action Journal—Paula Begel *for* Lisa Browder

New for AIA, the quarterly journal is available to all members for free. The fall, winter and spring issues will be digital. The summer issue will be in print and mailed to members in North America. International members can order a journal for free but will be asked to pay for shipping. The summer issue will contain articles from the previous three issues and some new articles. The print (summer) issue will be available to non-members for purchase. Digital copies of all issues are available online in the 'Member's Only' section of the AIA website. Lisa Browder is our new journal editor. Attendees invited to submit articles. More information on website.

Conference Committee Report—Lora Cantele. Lora named the committee members: Lora Cantele, Inga Wieser, Paula Begel, Jennifer Eden Clark, Carol Scheidel, Jen Shepherd. Recognition given to Elaine Shaughnessy and Deborah Carrol who were on the committee but had to step down for personal reasons.

Upcoming conference to be held at the Westin Marriott in Wheeling, IL (near the Chicago airport) on the North Shore.

International Rep Report—Lora Cantele

At this time we have representatives in Japan, Australia, UK, Mexico, and France

National Representatives Report—Denise Joswiak and Mary Ellen Dorey

We now have 39 Representatives in North America. Representatives were acknowledged and received certificates to those present.

Membership/Nominations Report—Nancy Lubin

We currently have the following open positions available for the 2019 election: President, Secretary, three Board positions (one Associate member may be considered for a director position).

We had a 13% increase in membership in 2019.

Additional Certificates Awarded

Conference Committee-as already stated

Extraordinary service to AIA--Jen Shepherd

Appreciation: Sandy Vatter (for applying for nursing CE credits via AHNA), Elaine Shaughnessy (Conference Committee), Bridget Kelly (for creating the Conference Proceedings Manual), Cary Castor (for applying for Massage Therapy credits via NCBTMB).

Committee Chairs Acknowledged:

Denise Joswiak and Mary Ellen Dorey – Representatives

Nyssa Hanger and Venessa Levin – Media Committee

Colleen Thompson – Education Committee

Carol Scheidel – Fundraising Committee

Nancy Lubin and David Kropp – Membership and Nominations Committees

Lisa Browder – AIA Journal Editor

Motion to conclude @ 6:10 pm made by Lola King, seconded by Nyssa Hanger

Clinical Committee

Clinical Committee Members: Linda Weihbrecht (Chair), Mary Alexis, Donna Audia, Michelle Cohen, Deborah Niswonger, Sue Pace, Deb Reis, and Carol Scheidel

The Clinical Committee completed the Aromatherapy Safety Guidelines for Clinical Facilities, now published for members on the AIA website. Committee members participated in an important round table virtual meeting on the subject of the guidelines; why they were created, how they are shared, and their importance in serving as a resource in the development of aromatherapy policy

Our committee has drafted a disclaimer for the first set of guidelines to be approved by the executive board. We also continue to develop the pediatric safety guidelines in a clinical setting, and hope to have a shared drive to store our work and to create efficiency.



Conference Committee

Conference Committee Members: Lora Cantele and Inga Wieser – (Co-Chairs), Jennifer Eden Clark, Paula Begel, Jen Shepherd, Elaine Shaughnessy.

The Committee worked hard throughout the last 18 months to organize a successful conference. We were very happy to be back in Minneapolis, Minnesota (location of our 2011 conference) and engaging with the holistic nursing community once again. Our conference was held at the DoubleTree Hotel in St. Louis Park. We worked closely with the Minneapolis medical community to integrate and support the relationships between nurses and doctors with aromatherapists.



With the theme Building Bridges: The Future of Aromatics in Integrative Healthcare, our aim with this event is to highlight those in clinical settings that have successfully integrated aromatherapy into their hospital, nursing home, hospice, or clinic. These applications are not only effective in alleviating symptoms and provide comfort, but have also been shown to reduce medications, are helpful in lieu of opioids, shorten hospital stays and save hospitals and patients money. We also revisited the basic tenants of good health and skills that every well-rounded aromatherapy practitioner should employ in their practice, e.g. nutrition, good sleep, relaxation, exercise, fresh air, and sunlight. We discussed Health Freedom Laws and what it means for the aromatherapy practitioner and how to conduct your consultations in a way that protects you from practicing medicine without a license. With much discussion in social media about aromatherapy and cancer care claims, the AIA aspired to provide clarity in how aromatherapy can be used in cancer care as well as discuss the terms used to describe actions of the essential oils associated with cancer. The industry leaders presented topics from the basics of aromatherapy to bridging and building a harmonious relationship with the medical community. Attendees gained valuable knowledge and skills from our distinguished panel of speakers, including Dr. Jane Buckle who presented our keynote lecture via video.

Our pre-conference lectures were carefully chosen to provide opportunities to learn new skills to enhance blending and understand chemistry, to enhance understanding of mental health concerns and special needs clients, and to help to develop and implement a research question and study.

We received wonderful feedback from our attendees on the quality of information shared by our distinguished speakers. We had a significant number of attendees from the nursing community in attendance at this event. While the attending aromatherapists were please to gain deeper insight into the pathologies discusses and the processes and procedures involved in providing aromatherapeutic care in clinical environments, the nurses in attendance were pleased with the generosity of speakers in sharing their protocols and formulas for successful care outcomes.

At this conference, we provided attendees with what we called Morning Pulse! This was a way to allow attendees to get some movement going in preparation for the long day of lectures. Attendance was optional and we provided one offering each morning (Friday-Sunday). These include Aromatic Yoga, Qi Gong & 5 Element Moving Meditation, and Aromatic Meditation.

This year we have added something new! Poster Presentations. We had several presentations for review. There was a dedicated Q & A session with the poster presenters on the Thursday night during and after the Welcome Reception. This gave attendees the opportunity to learn more and to discuss these presentations with those who created them. Three awards were given. The first to Chi Man

Cynthia Cheung for winning the 'Best Clinical Application' (voted on by the AIA Clinical Committee) on the experience of foot bath and foot massage for Chinese elders with moderate to severe levels of dementia. The second one was awarded to Dr. Shannon Becker on the aromatherapeutic approach as a viable option for Ehlers-Danlos Syndrome symptom management (voted on by the AIA Research Committee). And the third award, the 'People's Choice' award, was given to Marian 'Marni' Reven for her poster on the impact of aromatherapy on nurses' stress at West Virginia Medicine using citrus aromatherapy patches.

With an understanding that there are many "hot topics" out there that our members want us to address, we added this as an agenda item to our conference and encouraged attendees to share their thoughts and concerns. We included a bulletin board for attendees to write their thoughts down on sticky notes to leave on display throughout the weekend. These were later collected and discussed during the Annual Member's Meeting and are being considered as topics to be integrated into the 2021 AIA Conference.

Attendees were welcomed with a conference bag (sponsored by Spotlight Naturals) and packed with donations from over 30 individuals and companies and a lively reception. Music was provided by pianist, Travis Anderson and the Floral Elixir Company provided distilled floral syrups for the cocktails and mocktails. We held a private Jazz & Champagne party for our speakers and sponsors as a thank you for their support. The private event was co-sponsored by the AIA Board of Directors, Lora Cantele of the International Journal of Professional Holistic Aromatherapy, Jodi Baglien of the Wisdom + Wellness Studio, and Floral Elixir Company. Music was provided by the Travis Anderson Trio. Our Gala Dinner and Awards Ceremony was held on Saturday night. Rhiannon Lewis received the Lifetime Achievement Award for her ongoing commitment to the larger aromatherapy community. Inga Wieser received the Founder's Award and Carol Scheidel received the President's Award for their service to AIA. Individuals from the various AIA Committees and AIA Representatives were recognized for their service. Following the Gala Dinner was an exceptional 80's dance party featuring Minneapolis's own wildly popular VJ Jake Rudh. Those not attending the Gala Dinner were able to purchase entry to the dance party.

Another new item for this event was our AIA Conference App! AIA purchased software from Cvent for this and the 2021 Conference. With the hard work of Inga Wieser, Carol Scheidel and Jennifer Eden Clark in setting this up, the result meant that attendees could scan a bar code as they entered and left the lectures to track their attendance for their CPD certificate; view the conference schedule; view map of the conference lecture hall, event and exhibit rooms workshops and expo; and see the hotel floor plan, and check their registration details.

Our Wellness Expo featured 29 vendors. The informational stalls represented aromatherapy schools, essential oil quality labs, research facilities, essential oil suppliers, trade journals, jewelry and more! Attendees were given a preview on Thursday evening and were able to shop throughout Sunday afternoon.

We held an auction and raffle. Donations arrived from over 30 individuals and companies. Attendees were able to purchase raffle tickets through Saturday evening and bid on lots of wonderful items through Sunday late morning. The funds from the auction and the raffle support our AIA Journal, *Aromatics In Action*.

We added a fundraiser to help support small distillers from around the world. We purchased heirloom and non-GMO seed packets from Botanical Interests and tea towels from Mary Lake-Thompson to sell. One hundred percent of the profits go to support small distillers from all over the world to help connect aromatherapists and distillers.

AIA has instituted the ‘#AromaticsInAction’ campaign to highlight members who are reaching out into the community to promote safe and effective use of essential oils. As more erroneous information and unsafe practices are being shared and promoted via social media and word of mouth, we as a community need to stand up and share the correct information and protect our precious plant resources and essential oils. The conference provided a platform for AIA to introduce this campaign and to encourage members to participate for the greater good of our aromatic community.

Our committee would also like to thank the additional assistance we received from Jodi Baglien (local knowledge), Nancy d’Angelo (Colorado support), Deborah Carroll (who also served on our committee for a time during our planning) and Carol Scheidel (our Treasurer who assisted with the Cvent platform and Sponsorship). We are also thankful to all our sponsors who made this conference possible and our exhibitors who brought valuable resources to our attendees.

Attendees came away with a wealth of new knowledge to incorporate within their life and practice, as well as spent time to reconnect and build new relationships to support their path in aromatherapy.

During the summer, we also secured the location for the 2021 AIA Conference to be held in Wheeling, Illinois (just outside Chicago). The Westin Chicago North Shore hotel provided an excellent location and free access to the Chicago Botanic Gardens, just 20 minutes away by free hotel shuttle. It is set in a pretty location with beautiful outdoor spaces and next to a walking trail along the Des Plaines River. The hotel provides comfortable and well-appointed rooms, large spaces, and great food. The 2021 Conference Committee was established and will be co-chaired by Inga Wieser and Carol Scheidel.

Education Committee

Education Committee Members:

Colleen Thompson *after Anita James* (Chair), Michelle Gilbert, Beth Hornak, Denise Joswiak, and Sheri Roach

1) The Education Committee amended the job descriptions of the committee members to reflect increased duties including dip sampling and creating and sending CPD Certificates (formerly done by the management company) for the monthly webinars and regional rep meetings.

2) Defining our Roles – Strengths/Weaknesses and Interests. To best explore the area in which each committee member could allocate their time and expertise, each committee member shared their strengths, weaknesses, and interests:

- Michelle has an expertise and interest in technology and copy editing.
- Denise has an expertise and interest in course curriculum development and teaching.
- Beth has an expertise in curriculum development, teaching, the safe and effective use of essential oils, formulation, chemistry and analyzing GC/MS samples.
- Colleen has an expertise and interest in curriculum development, teaching, research, and formulation.

3) CPD Certificates Revisited

- The task of producing the CPD Certificates for webinars and Regional meetings has been allocated to the Education Committee.
- Michelle Gilbert researched programs to automate the production of the CPD Certificates to reduce the time and make the process more streamlined. As a result, Michelle recommended Jotform. Jotform is free up to 100 submissions per month and the Bronze Level for non-profits is \$10.00 per month.
- Jot Form is a very affordable, effective and fairly effortless way in which to generate CPD Certificates for webinars and regional meetings. The forms would have to be updated each month, which would generally take just a few minutes.
- Upon presenting this proposal to the Board of Directors, Carol Scheidel, Treasurer, suggested that we explore Memberclicks to determine if it would have the ability to create automated CPD Certificates. The AIA is using the Memberclicks platform for its website. Carol offered to look into this, along with Michelle Gilbert. As a result, Carol and Michelle reported to the Education Committee that Memberclicks did perform this function as well as other functions that could be used by the AIA. The cost for this program is \$3,000.00 per year. This was brought to the Board who subsequently approved the expenditure of \$3,000.00 annually for the Memberclicks Program.

4) Webinars held in 2019

January 16, 2019	Kayla Fioravanti/Cosmetic Formulation
February 20, 2019	Liz and James Fulcher/Choosing and Caring for a Still
March 27, 2019	Moving Towards Evidence-Based Aromatherapy; A Primer on Peer Reviewed Research
April 17, 2019	Therese Miller/Intro to Chinese Medicine Formulations
May 15, 2019	Donna-Maria Coles Johnson/Cosmetic Formulation Legislation
June 19, 2019	Charle Pan-Dawson/Enfleurage of Lilac Essential Oil
July 17, 2019	Kc Rossi/Business Development
August 21, 2019	Dr. Jessie Hawkins/The Five Pillars of Professional Conduct
September 18, 2019	Pam Conrad/Woman's Health
October 16, 2019	Virginia (Joy) Musacchio/Metaphysics o Science and Energetics Meet
November 20, 2019	Marco Valussi, Robert Tisserand, Timothy Miller, and Melani Kovac Functional Group Theory Discussion
December 18, 2019	Interactive Holiday Webinar

Ongoing:

1) Writing SMART Objectives: Denise to send a link for the committee members to review the SMART Objectives. For the next Education Committee Meeting, each committee member is to come with 3 to 4 SMART Objectives

2) Case study Award



Fundraising Committee

Carol Scheidel (Chair), Cary Caster, and Clarissa Guardiola

The Fundraising Committee was focused on securing sponsors for the 2019 conference.

2019 Conference Sponsors

Platinum Sponsors: Aromahead Institute, Aromatics International, and Nature's Gift

Gold Sponsors: American College of Healthcare Sciences, Nishant Aromas, 21 Drops Essential Oil Therapy®, and Laboratoire PhytoChemia.

Silver Sponsor: Spotlight Naturals

Keynote Sponsors: Aeroscena, Bioesse Technologies, Nature's Gift, and Plant Extracts International

Lifetime Achievement Award Sponsor: Be Kind Botanicals

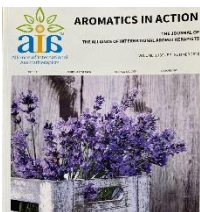
Welcome Bag Sponsor: Spotlight Naturals

Speaker Sponsor: The *International Journal of Professional Holistic Aromatherapy*

Friend of AIA Sponsor: Flower Road

Apologies to those, if any, not included here.

Journal



Aromatics in Action continues to evolve. We have added a separate contributor section so authors can include more information than was allowed at the conclusion of their articles and we changed the look of the contents page to reflect categories for easy reference – all articles listed under “Articles,” case and clinical studies listed under “Studies,” current research of interest to our members listed under “Research Spotlight,” etc.

We have added themes for each issue through 2021 and have ironed out the notification system for advertisements so advertisers are given plenty of time to renew and perhaps submit an updated ad. Additionally, I am reaching out to members and/or individuals with an expertise in the next issue's theme to try to develop both new contacts and perhaps new members.

Media Committee

The Media Committee used Social Media to promote the Monthly Webinars, the 2019 AIA conference, as well as Shout-Outs, and Promotion graphics in recognition of sponsors and contributors for the 2019 Conference, the AIA journal & related AIA events and opportunities. The Media Committee added Instagram, LinkedIn and Twitter to our Social Media presence (in addition to Facebook) and helped to increase social media presence and followers overall. It also continues to work on tactical plans and policies to increase overall exposure and ensure our members stay informed of all relevant AIA news, events, seminars, membership benefits and opportunities. It is currently lacking in committee members and needs to build its team to execute all the goals for the Committee.

Membership Committee

Membership is up 7%

Membership level	# of members 2018	# of members 2019	% of change
Honorary	9	9	0
APAIA	10	10	0
Professional	248	256	3.2%
Associate	256	262	2.3%
Business (1 member)	11	15	3.6%
Business (up to 5)	2	22	1000%
Total Members	536	574	7%



Representatives

National Representatives are Denise Joswiak and MaryEllen Dorey; International Representative is Lora Cantele

With a desire to grow our National Representation, a letter created by Denise was sent to the entire membership to invite individual members to consider stepping up as a representative for their state or region. This request resulted in an overwhelming response from our membership and AIA gained many more representatives across the US. Denise Joswiak invited Mary Ellen Dorey to join her as co-National Representative to help establish new protocols and aid in recruiting additional representatives for the organization. We now have 39 Representatives in North America.

A similar letter was sent to our international members by Lora Cantele which resulted in much interest from our members overseas. We have representatives in Japan, Australia, UK, Mexico, Korea and France.

Research Committee

Committee Members: Julie Jones (Chair), Marian Reven, Linda Anne Kahn, Jan Tomaino, Shannon Becker, Bonnie O'Neill (n/a), Paula Begel (Board Liaison)

The AIA Research Committee met 11 times in 2019, missing July 2019 due to unavailability of members.

Each committee member is expected to complete at least one review of a credible aromatherapy-based research study per quarter to post on the website. Articles are to be from 2015 forward. The office is posting these as they are submitted.

Committee members are asked to submit one 179-word review of research for the journal—this is something that interests the committee member and is considered extra after website articles.

Work on updating the AIA Research grant proposal application was led by Marni Reven and finished documents were sent to the board, approval was received, and ultimately the grant awarded to Shannon Becker for her study.

Shannon Becker presented the AIA Webinar about research in March 2019. Linda Anne Kahn is planning an education talk about lymph and edema.

AIA journal club and research facebook page continues to grow and add followers. Members of the committee are encouraged to go to the page frequently and maintain as a group.

A plan to interview Marni Reven and Shannon Becker about research studies is in progress.

2019 Conference generated much interest in the research committee and the committee expects potentially five new members by 2020. The process of applying and approving applicants is ongoing.

Committee members active at the AIA Conference include Linda-Anne Kahn (speaker), Shannon Becker (poster presentation), Marni Reven (poster presentation), and Jan Tomaino (volunteer).



Looking Ahead

Staying true to our vision and mission we continually strive to improve our operations with serving the public in mind. On January 1st, 2020 we are starting our own virtual office and separating from our management company. Our strategic plan for 2020 is to focus on expanding income, education, and research. By growing and expanding AIAs capabilities, the organization will have a stronger financial position to challenge its goals and support programs for its members and the public.