



2013 Annual Report

Alliance of International Aromatherapists

Staying True to Our Vision and Mission

Power of the Past - Force of the Future



Staying True to Our Vision and Mission

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.

Board of Directors - 2013

Bev Day - President

Robin Block - Vice President

Joan Price-McLaughlin - Secretary

Nancy Graves - Treasurer

Bill McGillvary - Director

Cary Caster - Director

Bridget Kelley - Director

Deborah Stoltzfus - Director

Patricia Bonnard - Director



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*We have always held to the hope, the belief, the conviction
that there is a better life, a better world, beyond the horizon.*
Franklin D. Roosevelt

Dear AIA Members and Friends of AIA,



On behalf of the Alliance of International Aromatherapists Board, I am pleased to share with you the Annual Report for 2013.

2013 was truly a vibrant year for AIA. Our International Aromatherapy Conference and Wellness Expo in St. Petersburg, Florida was simply the best ever. Without you, the members and our sponsors, this event would never have happened and would not have been the success it was. We are truly grateful for your support. Just observing the sessions and events, it was clear that the attendees had fun, networked, and absorbed hours of education ranging from clinical safety for aromatherapy, to exploring the etheric temperament, to aromatic bath therapies.

We were able to grow financially this year due to the conference success and increase in members. This momentum will be thrust forward to achieve greater industry impact, member relations, and financial soundness.

The joy of being in the aromatherapy industry is the opportunity to celebrate achievers. This year the members selected Andrea Butje to receive the Lifetime Achievement Award. This award is especially delightful to the recipients and a joy for AIA to present. It is a testimonial to the dynamics of the aromatherapy industry and the caliber of people working in it, serving as educators, and expanding the role of aromatherapy as an accepted therapy in healthcare.

I encourage you to read on for more information on how your support makes a difference.

Sincerely,

A handwritten signature in blue ink that reads "Beverly J. Day". The signature is written in a cursive, flowing style.

Beverly J. Day
Alliance of International Aromatherapists President



Conference Highlights

The 2013 conference was held in St Petersburg, Florida. The conference started out with a Pre-Conference class with Robert Tisserand who presented on essential oil safety. The following three days brought great educational sessions and time for reconnecting and networking.

- Total attendees were 147, 17 Speakers, 20 Educational Sessions, and 14 Exhibitors.
- Value added offerings were CNE hours for Holistic Nurses and NCBTMB CE hours for Massage Therapists.
- Generated 107 New Members in 2013
- Generated revenues over \$83,000 which was a 57% increase over the previous conference.
- Fun things included capturing photos of attendees to showcase them in a web video slide show with music performed by the evening reception singer.



Statement of Financial Position

December 31, 2011, 2012 and 2013



	2011	2012	2013
Assets			
Cash	\$ 33,104	\$ 36,733	\$ 37,089
Inventory for Sales	5,018	8,948	12,025
Recording Archives	273	273	273
Total Assets	\$ 38,395	\$ 45,954	\$ 49,387
Liabilities and Net Assets			
Accounts Payable	1,049	140	
Total Liabilities	1,049	140	-
Net Assets			
Retained Earnings	33,495	41,963	45,536
Designated for Journal	1,355	1,355	1,355
Designated for Grants	2,496	2,496	2,496
Total Net Assets	\$ 37,346	\$ 45,814	\$ 49,387
Total Liabilities and Net Assets	\$ 38,395	\$ 45,954	\$ 49,387

Statement of Activities

Years Ended 2011, 2012 and 2013

	2011	2012	2013
Revenues			
Membership	\$ 19,006	\$ 18,474	21,515
Sponsorships, donations	11,870	180	12,618
Conference, programs	47,681		83,737
Other income	5,531	8,098	9,592
Total Revenue	\$ 84,088	\$ 26,752	127,462
Expenses			
Conference, programs	44,188	705	92,874
Operating and general	16,372	17,579	31,015
Total Expenses	60,560	18,284	123,889
Change in Net Assets	23,528	8,468	3,574
Net Assets, Beginning of Year	13,817	37,346	45,813
Net Assets, End of Year	\$ 37,346	\$ 45,814	\$ 49,387

Thanks to our Sponsors and Volunteers

Sponsors

American College of Healthcare Sciences
Aromahead Institute
Aromatics International
Nature's Gift

Wyndmere
Quantum University
American Holistic Nurses Association
21 Drops

Committee Members

Conference

Bridget Kelley
Joan Price McLaughlin
Bev Day
Cathi Galvin
Caryn Gehlmann
Carol Scheidel
Debrah Zepf

Education

Sheryl Beller-Kenner
Cary Caster
Lynn Murray
Debra Stoltzfus
Review
Eileen Cristina
Lynn Murray

Fundraising

Nancy Graves
Cary Caster
Bev Day

Publications

Bev Day
Bridget Kelley
Barbara Piazza
Deborah Stoltzfus

Research

Linda-Anne 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, and to recruit new members.

Regional Representatives:

Stephanie Veilleux-Welch – National Representative
Rodney Schwan – Pacific Region Representative
Nancy d'Angelo – Mountain Region Representative
Jodi Baglien – Midwest Region Representative
Anne Marie Martin – Illinois State Representative
Patricia Bonnard - Maryland State Representative
Stephanie Veilleux-Welch – Northeast Representative
Amy Lechner—Pennsylvania State Representative
Marilyn Addison - Atlantic Region Representative

International Representatives:

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

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Alliance of International Aromatherapists
Suite 323
9956 W. Remington Place – Unit A10
Littleton, Colorado 80128
877-531-6377—Fax 303-979-7135
www.alliance-aromatherapists.org