



# 2014 Annual Report



---

*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 American 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

Robin Deaton, Secretary

Nancy Graves, Treasurer

Marilyn Addison, Director

Stefania Borrelli, Director

Cary Caster, Director

Bridget Kelly, Director

Joan Price-McLaughlin, Director

Betty Surette, Director



## 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.



**AIA Educator Team for CHCA Programs**  
Nancy Graves, Nancy d'Angelo, Dr. Raphael d'Angelo,  
Linda Urban, Cheryl Adrienne Masani, seated, observer Bev Day

### Accomplishments:

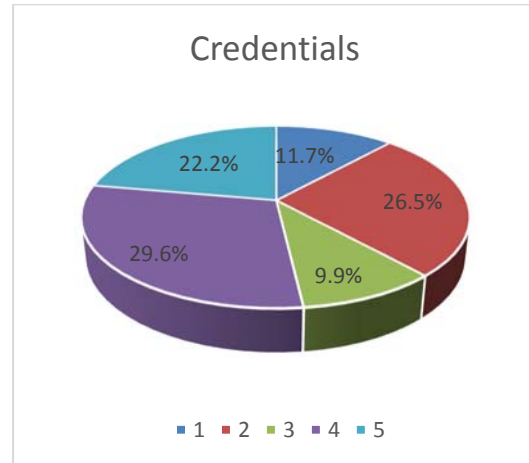
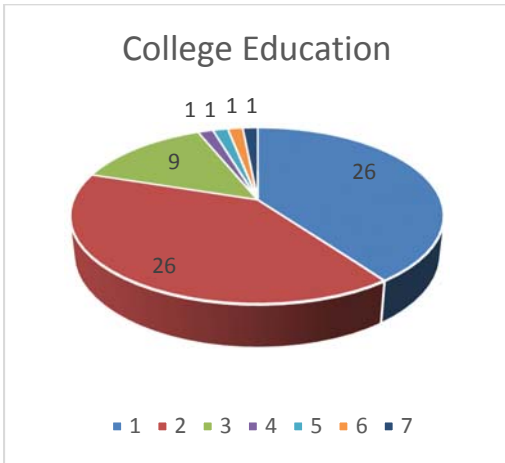
- Commenced preparations for the 2015 biennial International Aromatherapy Conference and Wellness Expo.
- Amended the bylaws to re-define the term of President to two years to facilitate greater continuity. The offices of President, Secretary and Treasurer term-limits were changed to be no more than 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.

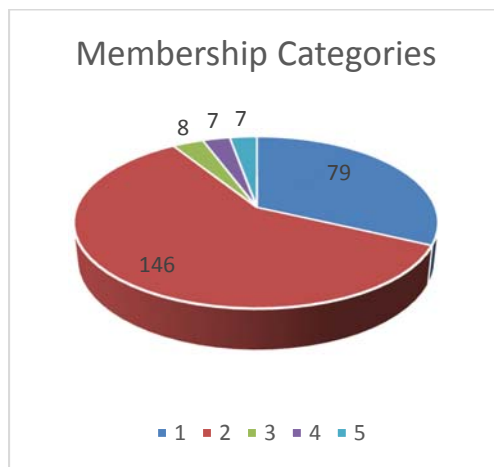
### Member Demographics



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

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

### Statement of Activities

	2012	2013	2014
<b>Revenues</b>			
Membership	\$ 18,474	\$ 21,515	\$ 27,165
Sponsorships, donations	180	12,618	186
Conference, programs		83,737	
Other income	8,098	9,592	10,260
<b>Total Revenue</b>	<b>\$ 26,752</b>	<b>\$ 127,462</b>	<b>\$ 37,611</b>
<b>Expenses</b>			
Conference, programs	705	92,874	732
Operating and general	17,579	31,015	29,544
<b>Total Expenses</b>	18,284	123,889	30,276
<b>Change in Net Assets</b>	8,468	3,574	7,335
<b>Net Assets, Beginning of Year</b>	37,346	45,813	49,387
<b>Net Assets, End of Year</b>	<b>\$ 45,814</b>	<b>\$ 49,387</b>	<b>\$ 56,722</b>



## 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):

Conference	Education	Fundraising	Publications	Research
Bridget Kelley	Sheryl Beller-	Nancy Graves	Bev Day	Linda-Ann Kahn
Bev Day	Kenner	Cary Caster	Lea Harris	Julie Jones
Nancy Graves	Marilyn Addison	Bev Day	Barbara Piazza	Austine McCarthy
Julie Streeter	Cary Caster			Carol Scheidel
Debrah Zepf	Lynn Murray			Rodney Schwan
	Joan Price-			Diane Stredny
	McLaughlin			Betty Surette
	<b>School Review</b>			Linda Weihbrecht
	Bev Day			Inga Weiser
	Lynn Murray			<b>Hospital Working</b>
	Joan Price-			<b>Group</b>
	McLaughlin			Linda Weihbrecht
				Julie Jones
				Betty Surette
				Carol Scheidel
				Austine McCarthy

### 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*

