



INTERNATIONAL FENG SHUI GUILD



ANNUAL
Report **2022**

TO OUR MEMBERS

Welcome to a year focused on Nourishment and Growth through Collaboration and Community!

- Nourishment of our existing members: supporting and elevating each member as an individual in terms of accessibility, visibility, wisdom, knowledge, and personal growth opportunities.
- Nourishment of our external community: sharing Feng Shui and our mission internationally in engaging ways.
- Collaboration and Community: fostering strategies that allow the International Feng Shui community to excel in joy and elevate/ Grow together.

I had the great honor of serving on the Board of Directors in 2021, which was also an election year; full of newness in terms of members to the board, and we also brought innovation to how we structured roles and contributions. Last year was brilliantly focused on initiatives of attracting new and supporting our existing membership. As a result, we were successful in regaining traction coming out of the many unknowns of 2020.

Again, this year brought with it lots of newness to the board, including myself. I'm new as the Board Chair, and I'm humbled and honored to be working alongside such strong assemblance of open-hearted, kind, professionals in our field. This gave us another opportunity to bring in more fresh perspectives and a deeper refinement of our focus. I am so proud to work alongside Deb, the CEO and the board of directors, and we are proud of our community within the IFSG.

This year, each role is focused on our objective to Nourish and Grow. The board agreed it is important for each volunteer director to inject heart-centered intention into their role. Our areas of focus are:

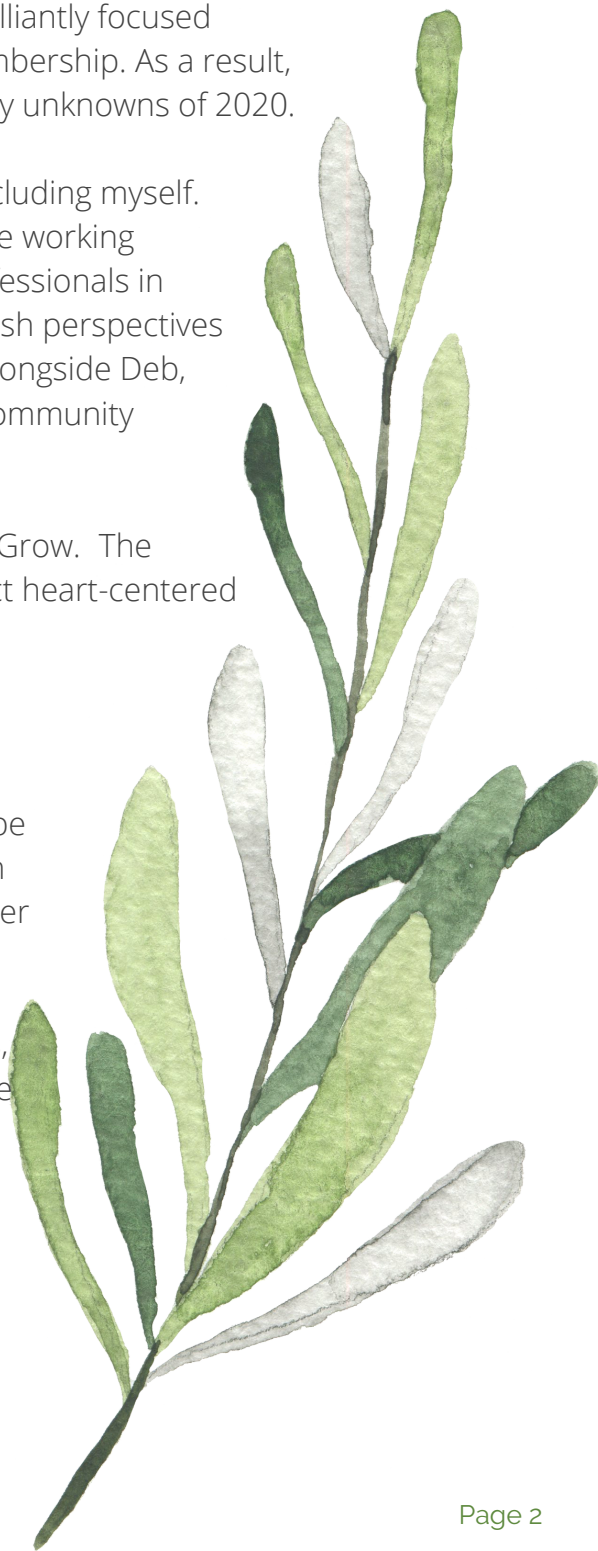
- MEMBERSHIP BENEFITS: NOURISH & GROW, this encompasses personal enrichment and development, our school base, speakers, new members, and relations
- VISIBILITY, this encompasses our virtual chapter and YouTube
- RESEARCH & RETENTION, we added new roles with focus on Research/ Retention, and Resources to allow us to dive deeper into our resources and internal communications. These leaders are partnering on initiatives.
- RESOURCES, this area manages our resources, articles, pdfs, and ensures each team is able to help bring visibility to all the Guild offers.
- Remember, just as in the understanding of Yin/ Yang theory. If times of great confinement beyond construct can exist; so, can times of great expansion beyond construct.

Trust, allow, connect, and nourish in 2022.

Thank you, Lisa



Lisa Alban



TO OUR MEMBERS

(continued)

What's in it for me? I am often asked this in my dual role of office administration and CEO. And sometimes I am taken aback. I don't know why. I can easily give you a list of 25 things off the top of my head that I love about the guild. But for each one of you, it's different. I feel uniquely about you. And I want to make your experience unique for you.

I joined the IFSG in 2004, not knowing what I was getting into. It was one of the best things I could have done. I have met some of the most incredible people I have ever known. True friends who I have never even met face to face but mean the absolute freaking world to me. Through the years we, in the IFSG, have gone through so many changes and updates, forward and sometimes a bit back; but we have always done it with one thing in mind – what can we do for our members – what do they need – how can make it meaningful for each of them and their story?

It's what I still aspire to. The personal touch. The response back that might help you make the most of your membership. Guiding you to the areas that will help you the most. Help your business. Help your journey and your passions. Because you matter to the IFSG. To me. Thank you for being in this adventure with us.

Cheers, Deb



Deb DermyerLamb



A YEAR IN REVIEW

- Created the IFSG Spotlight Presenter series. Developed by Wendy Yawching and Amanda Finch, this program offered a series of online presentations to members and non-members at incredibly reasonable prices to hear about other industries and facets of the energy and business world. Wildly attended and enjoyed by many, we look forward to the second year of our series with 5 presenters in 2022.
- Successfully renewed our two trademarks, the double infinity and our name, under the ten-year renewal, and successfully trademarked the newer circular version of the logo.
- Developed brand watermarks for our organization, Red Ribbon members and Professional members. Spearheaded by Áine Atara, these marks provide sharper images and brand consistency for members to use on their website, social media and marketing.
- Expanded the IFSG directory functionality for consultants, schools, and continuing program listings to include cross linking and better search options.
- Expanded the calendar to add a filter search form making it easier to find events by name and date.
- Revamped our member home pages, making it easier to find resources including directory updates, event listings, downloadables, and our member shop.
- Celebrated a record number of school members, currently at 28, with many offerings for their students and graduates including a free three month student membership.



- Enjoyed successes on our website including the incredibly low bounce rate averaging 7% (well below website standards of 50%) meaning our website is meeting the needs of our public. High search engine performance gives our website - and our members - greater visibility, recognition, and prominence on the internet.
- Rebuilt the IFSG Assessment (again) on a newer software platform. We had previously used our original software since the assessment inception in 2008. Updates to programming languages and security made the original and subsequent one from 2020 obsolete and unusable. We got it right this year using TestInvite, which has many more options than previously available, is more user-friendly, and is much more affordable.
- Continued the hugely successful Welcome Committee, led by Wendy Yawching. Since its inception in January 2020, this group has welcomed and worked with just over 175 new and returning members. Each team member works one-on-one with members to help them connect with other and take advantage of what we offer. This dynamic team is a huge part of our retention initiatives and successes.
- Added a presence on LinkedIn for the organization connecting us to many more professionals and industries.
- Weathered a second year of uncertainty globally providing support and connections to members.
- Held elections for the IFSG board of directors, electing 4 positions to complete the board at full capacity of 12 members, according to the IFSG Corporate Bylaws.

BY THE NUMBERS

Membership (as of 12/31/2021)

Red Ribbon Professional 139

Professional Members 181

Student 20

Feng Shui Schools 25

Continuing Education programs 19

Social Media

Facebook - 5480 followers

Twitter - 2195 followers, with 7241 tweets lifetime

Instagram 1179 followers, with 1236 posts lifetime

Pinterest 2.7K followers, with more than 11.6K monthly views

Blog Posts 158 lifetime

13 public newsletters including our popular Chinese New Year special edition

12 topic of the Month member meetings



FROM OUR TREASURER

The challenges of 2021 were clearly apparent across a wide cross section of industries as the global economy struggled to regain its balance as the pandemic unfolded into a second year. The dual headwinds of inflation and the uncertainty of the longevity of the pandemic created a difficult environment for the IFSG. Against this backdrop, IFSG's financial position showed signs of strain in 2021.

Overall, the IFSG operated at a loss in 2021 as net income was in the red by \$4.3K, which is almost double that of 2020. Despite a number of strong marketing campaigns, income streams were only modestly up in 2021. It is encouraging that school-based membership, which has been a big focus for the IFSG in the past few years held up from 2020. However, income derived from professional membership was down modestly to \$18K from \$19.7K in 2020. It is encouraging that Red Ribbon membership dues were up by an impressive 15% from \$13.9k in 2020 to \$16K in 2021. And the relatively new initiative of the Spotlight Series brought in \$1.8K. On the expenditure side of the ledger, large categories such as labor costs were down modestly as the back office sought to contain expenses and office inputs such as website hosting and computer costs remained largely in line with previous years. Most other incidental income and expense categories were more or less in line with the previous year.

The outlook for 2022 appears to have some hurdles to clear. The overall economic environment is now more muddled with inflation headwinds now having taken root in the broader economy, despite a strong labor market and broad economic growth. As such, the IFSG was compelled to raise prices by 6% for a basic membership and Red Ribbon membership increased by 3.5%. The annual inflation rate in the US accelerated to 7.5% in January of 2022, which was the highest since February of 1982. Against this backdrop, the IFSG's price increase which was the first rate increase since 2014 seemed justified in our view.

The IFSG Treasury expects growth to be somewhat slower in 2022 given the international landscape of uncertainty, and the expectation of higher interest rates resulting from inflation putting strains on consumer's pocketbooks. This may underpin hesitation to purchase non-essential items. Though as a partial offset to the global environment, demand for high quality feng shui knowledge and tools such as those provided by the IFSG may surprise to the upside. Nevertheless, to be cautious on the outlook, the IFSG Treasury expects between a 3-4% pace of growth in net income.

FROM OUR TREASURER

(continued)

There continue to be a raft of promising programs and income streams that are expected to buoy the financial position. In 2021, the Spotlight Speaker series was introduced to great success. In 2022, the IFSG has ramped up its roster of speakers on the platform and its wide range of pertinent topics will surely be met with keen interest. This is one of the promising features of the income stream for the upcoming year. In addition, the push to retain existing members and bring in new membership from recent Feng Shui graduates of affiliate schools is expected to help underpin growth in the income stream for 2022. Membership revenue from schools and students was only modestly down in 2021 from 2020 and that suggests to us that the IFSG is a key conduit for feng shui professionals to use for developing business and continued learning in the field. As such, we are cautiously optimistic given the headwinds and clear pressures on the broader economy.

In terms of overall expenses, there are no large-scale expenses on the horizon. Unlike 2021, which required trademarks to be renewed, as well as the web server/hosting fees which came due, we do not forecast any significant change to our expenses and as such, expenses should remain contained.

The outlook for the coming year is slightly more constrained largely because of the many economic uncertainties on the global economic horizon, but we remain cautiously optimistic, to be sure. Looking ahead to 2022, the IFSG remains committed to provide quality products and ideas that will continue to provide a welcoming environment for feng shui professionals and novices alike.

*Thank you,
Charmaine*



Charmaine Buskas

OUR BOARD



Lisa Alban
Board Chair



Deb DermeyerLamb
CEO



Renata Senatore
Secretary



Charmaine Buskas
Treasurer



Áine Atara
Marketing Team Lead



Linda Bischoff
Education,
Member Acquisition



Floss Barber
Member Retention



Susan Chu
Special Projects



Kim Julen
Community Engagement Lead



Tori McBrien
Spotlight Team,
Community Engagement



English Minter
Education Team



Wendy Yawching
Welcome Team Lead,
Spotlight Team Lead

As uncompensated volunteers, IFSG board members commit to follow the IFSG Code of Ethics and Bylaws at all times. Each must maintain professionalism and work with an open mind to the opinions and suggestions of others without bias or judgement. At times, this may mean realigning to the energy of the board even if it differs from their own. This unbiased approach is paramount to our tenet of being an all-inclusive-perspective based organization. Board members respect confidentiality and stand by our privacy policy that protect our members and subscribers. Through this work, they focus on the good of the IFSG and Feng Shui worldwide while developing strategies and opportunities to move the organization in a positive direction.

ABOUT US

The IFSG is a The International Feng Shui Guild is a professional organization primarily focused on the business of Feng Shui. Established in the mid-1990's, the IFSG was founded by a diverse group of Feng Shui experts with the primary tenet of uniting the Feng Shui community. Since that time, we have grown to one of the largest and most diverse Feng Shui business directories with hundreds of consultants worldwide and most of the top Feng Shui schools and certification programs. Professional standards and a required code of ethics add a layer of confidence to our organization. Our original tenet of all-inclusive membership remains steadfast and primary to all we do.


As a 501c(3) organization with the US Internal Revenue Service, the IFSG is classified as a business trade organization. The vast majority of our revenues must come from membership-based revenue such as annual dues. Additional sources of revenue may come from advertising and special events such as our spotlight series. While we are a non-profit organization, we are not classified as charitable.



As a professional non-profit organization, the International Feng Shui Guild mission is to:

- Advance the practice, teaching and use of Feng Shui worldwide
- Promote and serve our membership with resources, networking opportunities, publications and a content-rich website
- Unify the Feng Shui community by establishing and upholding universal standards in professional practice and education
- Inspire public confidence in the professionalism of our members as demonstrated in our by-laws, Code of Ethics and the Feng Shui Universal Topics.

We believe standards and professional excellence – as shown in our Organization Bylaws, the IFSG member Code of Ethics, and the Feng Shui Universal Topics – are key to the success of our members, our organization, and the Feng Shui community.



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