

ANNUAL REPORT

INTERNATIONAL FENG SHUI GUILD

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INDUSTRIES



From our board chair

2022, our 25th Anniversary, was a year focused on Nourishment and Growth through Collaboration and Community, and it was a sincere honor to witness our Guild as we united behind some major initiatives, projects, and breakthroughs.

Highlights of the year included:

- Enhanced support in our Virtual Chapter on Facebook.
- A more advanced YouTube Channel, showcasing our members.
- Another successful Speaker Series.
- Our first ever Town Hall meeting.
- Our first ever Round Table for School Directors.
- The 12 Days of Christmas event, created and marketed by our CEO.
- A completed branding suite for our Professional and Red Ribbon level members.

We are so proud of the ripples of positivity our Guild is making in the world in connecting within our community, with the public, and with reaching other Feng Shui professionals who are looking for their circle of support. Let's keep the momentum going towards our goals with clarity and ease by infusing all our endeavors, with the intentions of Joy and Fellowship.

This is an election year for the IFSG, and we are excited to continue pressing forward with an assembly of passionate and motivated board and committee leadership who will help champion our initiatives and support our membership.

We listened intently our membership in our Town Hall meeting, and are excited to refine our roles and efforts around these 3 key components identified by our CEO:

- Marketing/ Visibility
- Education
- Membership – Nourishing & Growing

We are grateful for each of your continued focus around our shared goals and mission and look forward to making greater waves of positivity together.

Thank you, Lisa



Lisa Alban

From our CEO

As we close 2022, I realize I am finishing my 15th year as the office administrator for the IFSG. I feel so close to many of you – even though we have never met. We are bound by the love of the work we do and the passions we share. And joy along the way.

I joined the IFSG in 2004 and joined the board for the first time in 2006 mentored by Rosalie Prinzivalli and Anne Mansfield. At that time, under Rosalie's direction, the board worked to create a strong governance structure of the Guild including our bylaws and our mission, building on what the founders did years before. So that blend of foundational tenets and strong governance and mission - I take that approach into all that I do. **You will always hear me talk about being all inclusive, embracing all perspectives, focused on member benefits, and providing the best customer experience to both members and the public.** Which brings me to 2022....

We had some fun wins in 2022, but one of my favorite things I did in 2022 was actually at the end in the 12 days of giveaways. I kept getting a nudge to do something for members – a nudge to really show deep appreciation and have some fun after a couple of really tough years in the world – and when I got the idea - it came together so organically and quickly, I was pretty excited that it was the right thing at the right time. I had so much fun coming up with the project!

I think 2023 is going to be much of the same – fun, enrichment, innovation, movement.

And I want to close with immense gratitude to everyone in the Guild. Whether you have been with us for more than 2 decades or less than 2 days – the board and I appreciate you being with us. We continue to desire to cultivate a long-term partnership to promote you and your business, strengthening the networks and community and promoting feng shui for everyone. We are for everyone.

Cheers, Deb



Deb DermeyerLamb

A Year in Review

- **Celebrated the 25th year of the IFSG.** In the mid 1990s, John Lanterman envisioned bringing the Feng Shui community together, and therefore formed the Feng Shui Guild in Boulder, Colorado. While meeting over lunch during a mid 1990's conference, John and others realized they shared similar views, visions, desires, and intentions for the Feng Shui community - creating the tenet of all inclusive perspectives we still hold in high regard today.
- **Offered the second year of the very successful Spotlight Series** with a record number of five presenters. This series offered special events throughout the year from member presenters and non-member presenters on a wide variety of topics. Host team members included board members Wendy Yawching, Tori McBrien, and Deb DermeyerLamb.
- **Took on the daunting task of moving from our long-time web hosting company** to a new more responsive hosting company. While the end result was successful and offered the IFSG a safer and better protected online experience; the process was not without many bumps and bruises, the worst of these including challenges for Comcast internet users being able to access the site easily. After several months of tedious investigation, meetings, and rework, the site was cleared and all customers – members and the public were greeted with a smooth faster website.
- **Redesigned the member experience** on the member section of the website to make it easier to find what members need the most, centralize common topics and benefits, and simplify the process of updating profiles and entering events. Streamlined products and eliminated redundancies.
- **Rebuilt both the consultant directory and school directory** – member by member; school by school. The goal was to create a higher search engine ready platform with added filters, functionality, speed, and improved location search options – all of which were accomplished by the office.
- **Developed a new initiative for our YouTube channel** to better present member expertise and build our viewership. Spearheaded by board members, Kim Julen and Tori McBrien, the templates and process make it easy for members to submit their full video for distribution and social media maximization.
- **Hosted a first ever IFSG Town Hall** for members to talk and brainstorm with board members regarding what they love most, don't understand, or want to learn more about what we do and how it affects them and their business. Many amazing take-aways were gathered and will be implemented into future initiatives by the board.
- **Offered a one-of-a-kind fun and engaging experience** in the 12 days of giveaways. Participating members claimed free weeks of membership, discounts on products, free resources, and promotional tangibles celebrating the 25 years of the IFSG.



Membership (as of 12/31/2022)

Red Ribbon Professional 135

Professional Members 162

Student 11

Feng Shui Schools 27 (*17 Gold*)

Continuing Education programs 18

Social Media

Facebook - 5896 followers

Twitter - 2191 followers, with 7282 tweets
lifetime

Instagram 1560 followers, with 1387 posts
lifetime

Pinterest 2.8K followers, with more than 7.8K
monthly views

13 public newsletters including our popular
Chinese New Year special edition

12 topic of the Month member meetings

From our treasurer

There were a number of headwinds that prevailed in 2022. A challenging inflation outlook put downward pressure on the global economy as it struggled against a tide of higher interest rates and a softer labor market. Moreover, there was lingering uncertainty regarding the path out of the softer economic condition that were exacerbated by the start of a worrisome war in Ukraine. As such, the IFSG's financial position managed to hold up surprisingly well in 2022.

The IFSG ended 2022 basically in balance which was an improvement from 2021. Net income was flat as compared to the \$4.3K loss of 2021. The trend over the three years from 2019 has been steadily improving which is very encouraging given the economic turmoil of the time. A robust marketing campaign yielded an improvement in membership dues, which is the primary source of income for the IFSG. It is particularly encouraging that school-based membership, which has been a big focus for the IFSG in the past few years rose a whopping 19% as compared to 2021 as it continues to see positive upward momentum. Professional memberships were almost virtually unchanged from 2021 as it was up modestly to \$18.6K from \$18.5K in 2020.

Another source of encouraging news was the continued demand for the spotlight speaker series which saw a 6% increase in revenue. This suggests that the hard work of topic development and gathering the talent has paid off not only to the IFSG's bottom line but also those who have been able to access the product and learn from it.

In terms of expenditures, there was only one major category that caused expenditures to rise in 2022 and that was software maintenance. Most other large categories such as labor costs were largely in line with 2021 spending.

The marketing team continue to work tirelessly to bring new product lines to members. The Spotlight Speaker series remains a key product as it offers a number of diverse and experienced speakers wishing to share their knowledge. Moreover, the IFSG Summit offers a similar avenue for income growth as it will surely be met with keen interest.



From our treasurer (continued)

Moreover, the effort 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 2023. Membership revenue primarily from individuals continues to be a key source of income for the IFSG and the ongoing efforts to work with feng shui schools to encourage students to join the guild will surely add to the income stream.

There is no expectation for large-scale expenses to hamper the expense side of the ledger. Outside of computer hosting expenses, we do not anticipate much change on this front.

The outlook for 2023 appears to have more positive features than the last two very difficult years. Not only has the pandemic and its complicated economic implications receded but the key hurdle brought about by strong inflationary headwinds appear to have slowed somewhat. But despite the encouraging seeds of improvement, we are nevertheless taking a cautious approach to the forecast. Inflation, which is slowing in pace, is still an issue in the economy and that has affected economic growth. But we firmly believe the caliber of products in addition to the new structure of the website justify the forecast to expect that the balance sheet will continue to improve in 2023. As such, we expect a modest rate of growth of somewhere around 2% for net income.

*Thank you,
Charmaine*



Charmaine Buskas



OUR BOARD

ROLES FOR 2022

AS OF 12/31/2022



Lisa Alban
Board Chair



Deb DermeyerLamb
CEO



Renata Senatore
Secretary



Charmaine Buskas
Treasurer



Linda Bischoff
Education,



Kim Julen
YouTube Lead



Tori McBrien
Spotlight Team, YouTube
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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