

ELEVATED.EVENTS

Volume 2, June 2016



Chris Adamo, Balloons Online

Business Tips

Product Information

Design Inspiration



RED, WHITE, AND BALLOONS!

Anagram's Patriotic Orbz™ and UltraShape™ Cubez™ are sure to add an extra dimension to all your July 4th events! All Anagram balloons are proudly made in the USA.



ANAGRAMBALLOONS.COM



Contact your Anagram distributor for these and other awesome balloons and trends.

What's Inside

Learning into Action

Dec the Dealership

Cover Story –Chris Adamo, Balloons Online

Entertainer Spotlight – Nick Rotondo, Nick the Balloonatic

Balloon Pro Tip

Magic Arch

Upcoming Events



Elevated.Events monthly Ezine brought to you by

BalloonCoach.com

Anagram

Betallic

burton + BURTON

StewartsBalloons.com

Editorial Team



Joette Giardina, CBA



Jen Marshall



Mindy Neal

Welcome to Elevated.Events!

The BalloonCoach.com team has created this monthly Ezine to serve as an ongoing resource to Elevate the Balloon industry by sharing stories and tips from Balloon Professionals around the world. I'm delighted that the people featured this month were willing to share their stories and experiences to help you grow your business!

Right NOW is the perfect time to be in the balloon industry. With the explosion of interest in balloons on social media, the industry is GROWING!

Elevated.Events will always have the current issue large on our landing page, with past editions in clickable form for you to go back and review past months and share the information with others.

Subscribe below Ezine on landing page to receive it monthly in your inbox.

We want to hear from YOU! If you have information about

- New Products
- Interesting events or stories you wish to share
- Business Tips
- Upcoming Educational Opportunities

Email the details to Joette@ballooncoach.com Subject line Elevated Events Content

If you are a manufacturer or have a product or a service that you would like to promote, send an email to Joette@ballooncoach.com with the subject Media Kit.

Your Partner in Success!

Joette

BalloonCoach.com

Learning into Action!

Chloe Reddick-Jackson

Smilez All Around

Middletown, NY

I officially started SMILEZ in February of 2014, however, I started “playing” with balloons in August of 2012 in hopes of having amazing décor at my oldest son’s 1st birthday party. While doing some research, I stumbled upon Sandy Masori’s YouTube video detailing how to make a balloon column. From there, I joined the QBN and completed all 3 videos. For WBC 2016, I was a Treb Heining Pioneer Visionary Scholar Recipient.



At WBC 2016, I made a list of the classes that I wanted to take and why I needed to take the class to build my business. I focused on business classes I wrote down questions that I wanted to ask instructors that I “knew” from Balloon Friends. I had an agenda and I kept to it.

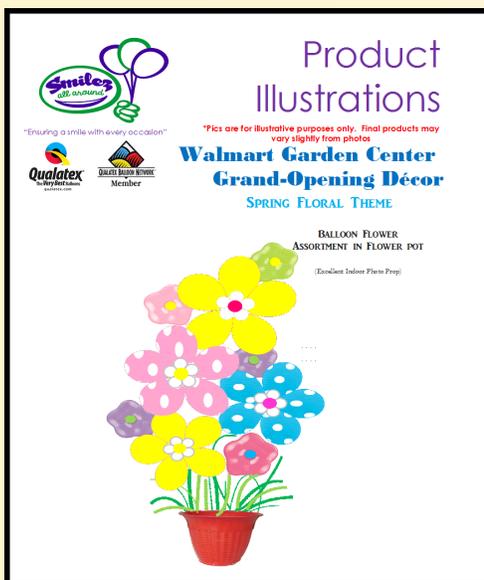
Colin Stewart taught *Building Business in the Corporate Marketplace*.

Give Me 5 is a simple concept but has a major effect. Colin said they he never takes the same route back to his shop. If you take a different route, you may see different stores opening etc. He then said that it’s not enough to see these things, you have to stop or make contact with at least five a day! Yes, 5, hence the *Give Me 5*! Yes, I am burning a lot of gas and getting lost a lot, but I am making it a point to give myself 5 a day!

When I approached Walmart, I was nervous. Believe it or not, I’m not much of a big talker and when I do start talking, I can start “over talking”, so it’s hard to find that medium. BUT, I have been listening to sales webinars and have been focusing on my script. This helps me to focus on what I want to say and when to say it. It’s like acting out a scene in a play, the client just has no idea that they are a part of the script. Just stick to the script and close the sale!

(continued on the next page)

The initial conversation went well! I stuck to the script! I played my part in the play and she, unknowingly, played hers. I now work with 4 area Walmarts. Each store's budget is based on that store's sales volume and number of customers.



I created visual information to present to Walmart, you can use Rachel Porters designs or DecoBuilder to help create professional materials for your presentations.



At WBC in Treb Heining's class, *Little Bag, Big Results* he talked about Sell the Room! I don't want to sell individual items, I want to sell an Effect! When you walk into a space to sell the effect the balloons will have on the space versus selling columns and balloons.

Treb said that when he walked into a space he would imagine...decor! I said, that is it! I sell décor! I sell SMILEZ! I sell an emotion! A feeling and an effect! The balloons are just the medium that I use, but it is not what I sell!

If you think of it this way yourself, then it will cause your client to think of it that way and transform their thinking of what service you provide. You will not get the, "it's only balloons" if you change your dialogue with the clients. Treb's class definitely changed my practices and the outlook of my business.



My columns were posted on the Walmart Facebook Page.



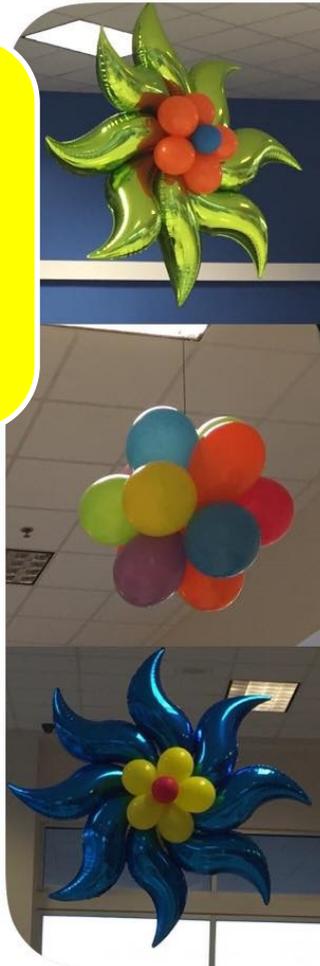
SuStaLoons
601-454-7507



Dec the Dealership
Kathy Vanessa Ashley Elam
SuStaLoons LLC
Jackson, Mississippi
Spring Theme Installation



Kathy posts photos on Facebook with her company name and phone number. Collages highlight different pieces of the dealership décor.
(continued on page 10)





Access **bDecor** instructions like these and be the first to learn about everything new from Betallic when you join the **bGallery** – Betallic's Online Balloon Design Center.

To register, visit **bGallery** at betallic.com.



(800) 325-0185
decorator@betallic.com
twister@betallic.com

betallic.com



Polka Dot Petals

INTRODUCTION

Watch your business blossom with these adorable and adaptable designs full of polka dotty fun. Hang them up for a big but inexpensive ceiling treatment or make standard wall décor "pop" by adding an array of these big blooming balloons to add interest, color and texture.

APPLICATIONS

- Floral Themes
- Polka Dot Theme
- Ceiling Décor

MATERIALS & EQUIPMENT

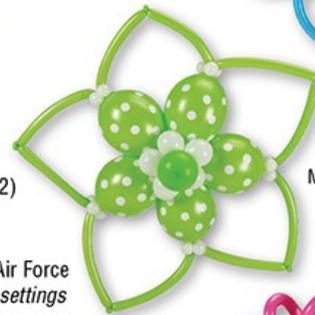
- 5 x 12" (30cm) Polka Dot Assortment LINK-O-LOON® (#54117)
- 2 x 11" (28cm) latex in coordinating colors from Fashion Festive Assortment (#53001)
- 20 x 5" (12cm) Fashion White latex (#51002)
- 5 x 260 in coordinating colors from Fashion Assortment (#57600)
- Conwin Precision Air or for manual sizing Air Force 4 and CliK-CliK™ Slide-N-Size. *Precision Air settings for this design: 2.0, 0.8, 0.4, 0.1*

STEP-BY-STEP

1. Inflate two duplets of 12" (20cm) Polka Dot LINK-O-LOON® in Deluxe Fuchsia to 2.0; twist duplets together to form a quad.
2. Inflate a single 12" (30cm) Polka Dot LINK-O-LOON® in Deluxe Fuchsia to 2.0 and tie into the quad in step 1.
3. Inflate a duplet of 11" (28cm) Deluxe Fuchsia balloons to 0.8 and twist into the Polka Dot LINK-O-LOON®.
4. Arrange the solid duplet so that one balloon is in the middle on one side of the Polka Dot LINK-O-LOON® and the other balloon is in the middle on the back side.
5. Make a quad of 5" (12cm) Fashion White sized to 0.4; inflate one more 5" (12cm) Fashion White sized to 0.4 and tie into the quad. Repeat for a total of 2 5-packs.
6. Twist one Fashion White 5-pack beneath the solid latex on one side and arrange to fit in between each of the Polka Dot LINK-O-LOON®. Repeat on the back side.
7. Inflate five 260s in a curly fashion (can also do a pinch twist in the middle, curves, bends) and tie one to another to form a chain.
8. Attach one end of the 260 chain to one of the Polka Dot LINK-O-LOON®. Use the tip to tie onto the LINK-O-LOON®.
9. Keep attaching the joints of the 260s onto the LINK-O-LOON® in the same fashion until all are attached.
10. Inflate one 5" (12cm) Fashion White balloon to 1" (2cm) and then twist in half, making sure to twist the knot into the middle of the twist. Repeat. Twist the two "duplets" together to form a mini quad.
11. Attach the "mini quads" to the LINK-O-LOON®/260 tying points to hide the mechanics.
12. Arrange the 260s so they are all facing outward around the flower.

CONCLUSION

Get creative with other brilliant colors of solid and printed LINK-O-LOON® for this adorable and sellable balloon design to reflect additional themes and occasion specific décor.



Designed by
Melissa Vinson, CBA
MelRhea Balloon Creations
Kentucky, United States

Dec the Dealerships

Kathy Vanessa Ashley Elam

SuStaLoons LLC (southern pronunciation of “Sister”Loons)

Jackson, Mississippi

Patriotic Decor

I started creating décor part-time 18 years ago, while working a full-time job. I became full-time in balloons five years ago. An Interior Designer contacted me to create the décor for the dealership. During our initial meeting, she indicated that she was not aware of professional balloon décor companies prior to this event. She saw taper topiaries online and loved them. I emailed her a photo of the showroom layout with the décor to be placed in the showroom, waiting room and service area. The Spring décor was up about 2 months, with 2 maintenance updates. The patriotic décor is scheduled to stay up from May 26th to July 4th, with maintenance as needed. The invoice was \$1,800 plus additional maintenance fees.

(continued on page 16)



Are you READY to CRUSH Your Business Goals?

Did you know that there is an experienced balloon professional who is available to help you do just that?

**Email Joette@ballooncoach.com TODAY
to set up your free consultation!**

**Star Athletes have coaches
Fortune 500 CEO's have coaches
NOW Balloon Pros have a coach too!**
If YOU are ready to Take Your Business to New Heights
Email: Joette@ballooncoach.com



Check out our Coaching Packages <http://ballooncoach.com/coaching/>

Cover Story

Chris Adamo, Sydney Australia

Balloons Online

<http://balloons.net.au>

How did you get started in balloons Chris?

My mother had a balloon and flower business for over 12 years, she was a key figure in the industry in her day (she won Australia's "Designer of the Year" in 1977). So, I guess you could say I grew up in this industry. I worked for her part-time for many years, studied Computing Science at university, worked in Graphic/Web design for a short stint...hated it so worked full-time for her for about a year, she ended up selling her shop. I traveled for a year, came back and started what is now 'Balloons Online'. That was 12 years ago. Every year the business has grown.

I honestly feel like I am living my dream. Its extremely hard work but I love what I do so the word 'hard' melts away.

I am very proud to have a successful business. My wife can concentrate on being a full-time mother to our two lovely kids ages 3 and 6.

Type of Business

Works from a retail store seven minutes from Sydney CBD with dedicated workshop.

How many staff do you have?

The business currently supports five full-time staff and five casual staff (average 2 full days per week).

Our largest job of 2015 was for 'David Jones' to launch a new fashion brand. We created a 13 X 8X 3 meter balloon cloud in one day with an average of 6 staff over 15 hours. The lighting was provided by an events company, they rigged two trusses of lights set behind the sculpture. All LED flood lights are low temp and can be installed very close to latex balloons. The color spreads and diffuses as it works its way through the thickness of the sculpture.

Enjoy the video of the installation <https://www.youtube.com/watch?v=7n6x5IRVLIo>





Chris and his team work with a large range of Sydney's best event coordinators and stylists. (I have certification for scissor lifts, vertical lifts and boom type lifts). The profit on work like this is HUGE but the visual impact is even bigger and a fantastic value for money for our clients.

We in this industry can get too carried away with twisting and fiddly designs that consume lots of time and stock. At the end of the day, bold simple color and shape is what can work best. A client wants a result not a technical masterpiece.



(continued next page)

What words of advice would you give to other balloon companies that are wanting to gain new customers?

- 1. Answer your phone. It's simple right? We work day by day with many decorators around Australia and they are often completely un-contactable for hours. If new customers cannot get answers right away, they will call someone else. Likewise, answer your emails or social media inquiries within an hour or two. I found over the years as I employed another staff to help with the backlog of work we could answer the phones faster...get more work and then find ourselves with a backlog and the cycle repeats. Be mobile with technology, you can answer your phones and emails out and about...no excuses.**
- 2. Be social media active. Participate in Facebook and Instagram (at least). Some customers don't even use traditional searches to find businesses.**
- 3. Update your business listing in Google Maps, you may need to create a good profile. Upload some photos, opening hours, and other info. You will be amazed at how powerful google map search is.**
- 4. Keep your website clean and current. Imagine walking into a store to see deflated balloons, dust and old outdated fixtures...why should your website be any different? Also, don't forget the user experience of your site. Have friends, family and customers trial your website and provide feedback. Can they find what they need? Have enough information online to refer your website in quotes, if you find yourself writing a common quote or theme...create a blog of that theme so all the work is saved and available to your customers.**

Check out this blog, the lighting effects are amazing!

<http://www.balloons.net.au/giant-balloons-light-show-sydney-town-hall/>





Are there any other words of wisdom, or experiences you would like to share with our readers?

- 1. Open yourself to change, every 6 months stop and reflect on what works and what doesn't. Be prepared and willing to act on those learnings. A static business will fail, 100% of the time. We started as a party shop selling balloon décor, gifts, dance floor lighting and are looking to go into inflatable jumping castles. As an example, as the partywares moved online or into big retailers, we quickly took that out of our arsenal. I noticed what worked and what was profitable and focused on that.**
- 2. When quoting a job, be professional, well researched and knowledgeable but most importantly, be enthusiastic...If you are excited about a pitch, the customer almost always draws on that energy.**
- 3. When quoting, always ask questions about the event...What's the occasion, how many people, is there a theme etc. The more information you have the better you can help a customer. Once you know more, always add a higher value option to your quote. They ask for just loose balloons and have no idea at what you REALLY can offer. We had a customer (Foxtel) wanting 1,200 loose balloons...one per desk. We turned that request into a gain for a \$4,000 foyer and office wide balloon install.**

(Dec the Dealership continued)



Tips to Success from Kathy:

Consider working as a subcontractor when you are asked, that is how I got this dealership.

When you work with your clients be professional: attire, presentations, personal and phone conversations, text messages, emails.

Carry business cards at all times.

Invest in education: I get as much as I can afford. I am a hands-on visual learner. Therefore, I prefer hands-on instruction. If you cannot attend training buy DVD's, talk to others, be a part of meaningful groups on Facebook, take Webinars.

Surround yourself with people who are positive and encouraging.

Believe, have faith and PRAY. I have made plenty of errors, made bad decisions, and lost customers. Learn from all of it!

**burton[®]
+BURTON**
theTOTALgift experience[®]

SPECIALS

JUNE 2016


Anagram
Balloons
on **SALE**
the whole
month
of **June!**



Sale prices good through June 30, 2016.
Select Anagram Balloons on sale.

ATLANTA • DALLAS • LAS VEGAS
800-241-2094 www.burtonandburton.com
325 Cleveland Road Bogart GA 30622 - 706-548-1588



Entertainer Spotlight

Nick Rotondo

NickTheBalloonic.com



Nick Rotondo has a gift for making people feel special. He uses that gift in his career as an Entertainer to spread joy everywhere he goes. Known as Nick the Balloonic, when you spend a minute with him if you are not smiling, I don't think you are breathing. Nick started making balloons when he was 7.

My family and I had the pleasure of meeting Nick at Florida Super Jam, January 2013. I was amazed by his giving spirit, excellent skills to teach others techniques, and create memorable moments of laughter!

Many times in the industry I hear people state, "I only do this part-time" or I have to have a full-time job to support my family. Nick seemed to look at things a bit differently, as you read the article from The New York Times, he considered "Driving a bus is my hobby, but balloons are my life!"

Nick was featured in The New York Times, July 25, 2014

Check out the article

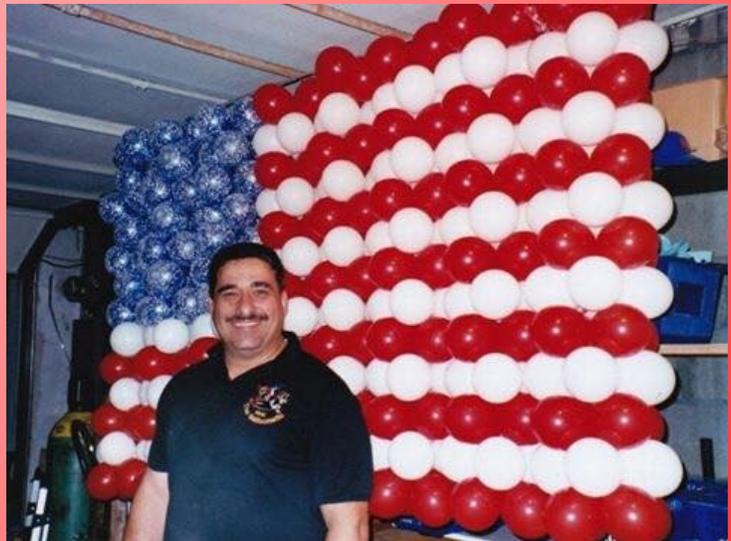
<http://www.nytimes.com/2014/07/27/nyregion/at-the-wheel-the-balloonatic.html>



Nick retired from the Metro Transit Authority on January 25, 2016 and now is busier than ever! Last June he did 42 jobs, this June he is already booked for 72! Nick's wife Sally runs the décor side of their business.

Many of Nick's clients are repeat customers. I asked him how he gains his new clients, "They are all Referrals! I do not advertise, and I do not do a lot on social media!"

Goes to show that if you put in the hours, make people feel special, and entertain them well, they will



Any words of wisdom you would share with a new person starting their career as an Entertainer?

It's not about the innovation, it's about the entertainment. Too many artists are complaining that people are ripping them off. You make money entertaining not complaining.

Balloon Pro Tip:

Chris Adamo

Sydney Australia

Balloons Online



What tips do you give a balloon company that has NOT worked with lighting before or has limited use?

Test, test test the product beforehand. There are so many lighting options on the market now, so many balloon sizes, colors and environments to work with.

My absolute **MUST DO** advice is for you to test the exact product in the exact environment (and for the duration) of the event. Meet the client on-site with your sample or take lots of photos or videos to send to your client. If you are a retail shop, use this test as a window display...if you're a home business, use this product test at your friend's next party! The time and cost to test anything should never be considered as 'wasted', you gain valuable knowledge about your product and you can use those images for future quotes or activate them on your social media pages now.

For a wedding, we created a cloud wrapped around a chandelier. I installed the lighting using white LED strip lighting, interestingly there was no other house lighting when I took this photo...the illumination with the cloud provided the ambient light for the event...stunning!



We also own LED par Can stage lighting and often rent this as an 'add on' to our sculptures as seen in the black and green 'bat cave' we did (page 13. It is a nice extra source of income, but more importantly, it highlights our balloon décor work.

(Check our July edition as we share more of Chris' lighting tips!)

The Professional's Choice

RELI-A-DROP

Le choix du professionnel
El profesional elije

RELI-A-DROP est un système de filet de lâchage rapide, pratique et prêt à utiliser. Offert dans les formats populaires de lâchage Pour 100, 200, 500 et 1000 ballons

RELI-A-DROP is a quick, convenient, ready-to-use Drop Net System. Available in popular drop sizes for 100, 200, 500, and 1000 balloons

Made in Canada / Fabriqué au Canada
Producto de Canada

by
STEWART'S
Baskets & Balloons
169 Dufferin St. South
Alliston, Ontario
L9R 1E6

RELI-A-DROP es rapido, conveniente, listo para usar, sistema de redes para soltar globos. Disponible en tamaños populares de 100, 200, 500 y 1000 globos.

100 200 500 1000



Available Worldwide in your Qualatex Catalogue

Ask your Balloon Distributor for

RELI-A-DROP

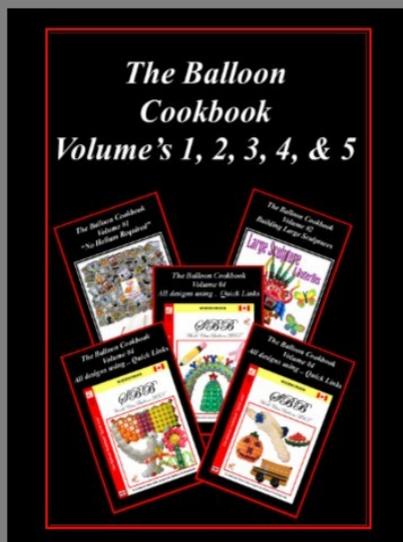
A complete instructional video of RELI-A-DROP - from opening the package to filling and rigging, to pulling the release line can be found on our website:

www.stewartsballoons.com

Visit our online shop to purchase these products:

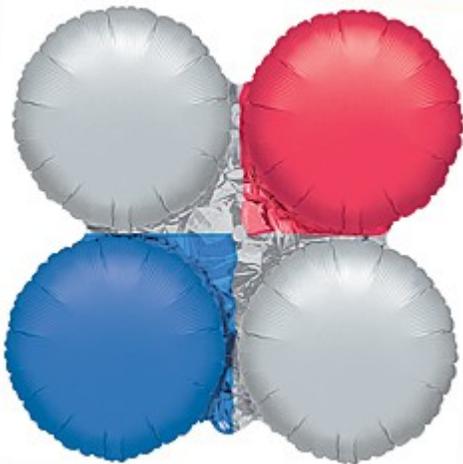
[The Balloon Cookbook](#) - Educational DVD Series - 5 Volumes available

[The Ribbon Rack](#) - the Professional way to store and display Ribbon in your Shop





Magic Arch balloons create bold, long lasting arches.



**30 " Metallic Red, Blue and Silver
create a spiral effect.**

41 balloons for 20 ft arch



TRAINING is Available for YOU to Elevate YOUR Business!

See More Details and Register at



June 22nd, Elevate Your Balloon Business

Amy Bible, CBA and Joette Giardina, CBA Chicago, Illinois

No matter how long you have been in the balloon industry this class is for YOU!

- *How Much is My Time Worth?
- *Social Media Checklist
- *Branding
- *Overcoming Price Objections
- *Networking Do's and Don'ts



June 23 –25, Parade Profit & Promotions

(must live 65 miles outside of 60106 to apply)

The dynamic duo from Balloons by Tommy:

Tommy DeLorenzo & Scott Hemphill

plus Eddie Heyland,Carolynn Hayman and Dennis Scott

- *Business Round Table
- *Marketing Plan
- *Promotional Photos
- *Framing Letters
- *Wearables
- *Outdoor Foil Décor



June 28th 9 pm EST Monthly Guest Webinar, Zivi Kivi

Modern Balloon Business: 8 Hacks to Save You Time & Money on Your Online Marketing

- *Search Engine Optimization tips
- *How to Avoid Money traps in Adwords
- *Business Automation to save you time and money
- * If you hire a company to handle this or you, how to make sure what they do is effective.

As a New Resource I ask that you help me spread the word about Elevated.Events

[Subscribe to Elevated.Events](#)

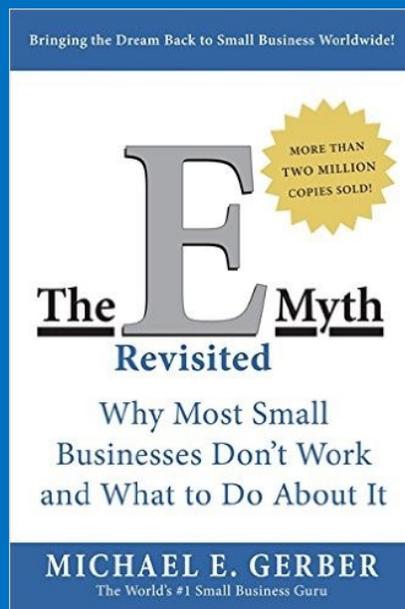
Share this month's edition with your friends in the industry!



Join our Book Club

<https://www.facebook.com/groups/elevatedeventsbookclub>

We are reading *The E Myth Revisited* by Michael E. Gerber



Notes from Joette

Elevated.Events and Ballooncoach.com is here to serve as a catalyst for our industry to continue to grow! I hope you have enjoyed this month's articles as much as I have enjoyed learning more from those who contributed. This Ezine is for YOU...by YOU... Email Joette@ballooncoach.com if you have photos or articles that you would like to submit. You may also request an interview of a particular person.

For those who don't know me, I purchased Party People in 2003 in Lakeland FL. I attend every convention and class I can to network with other balloon professionals and increase my skills to serve my clients. Over the years, I diversified and offered Corporate and Mitzvah event planning services, along with fabric décor to increase my income. I have fabric design DVDS via balloondvds.com, and have had the pleasure of teaching at FLOAT.

One of the highlights for me was in 2008 when I traveled with Melissa Vinson to Shanghai, China to be a member of the international team for the AEMI Fashion show directed by the amazingly talented Guido Verhoef. It was there when I realized how much potential our industry has and how balloons are enjoyed worldwide. I assisted Melissa with her designs and marveled at the work of Colin Myles, Debbie Stevens, and so many more talent artists.



In January 2015, I sold my décor company and now serve on average 10 hours a week as the Marketing director for [Party People Events](http://PartyPeopleEvents.com). I am blessed to now be a part of a TEAM who provide creative balloon décor for Central Florida. This change allows me to be a part of an active company, while I have time to focus FULL-TIME on developing resources such as Elevated.Events, monthly Webinars, downloads, a blog, hands-on workshops and One on One Business coaching which is my FAVORITE! I love encouraging others and helping them succeed!

Your Partner in Success - Joette Giardina, CBA

Thank you to All Our Sponsors! Check out their Websites!