

ELEVATED.EVENTS

Volume 1, May 2016

Welcome to 1st Edition of this Monthly Ezine



Cover Balloon Tunnel by Balloons by Tommy

Photograph by Joseph R. Palmer

Business Tips

Product Information

Design Inspiration



Contact your Anagram distributor for this amazing balloon as well as our other incredible Party balloons and trends.

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Elevated.Events monthly Ezine brought to you by

<http://BalloonCoach.com>

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Note from the Editorial Team

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Welcome to the first edition of Elevated Events!

The BalloonCoach.com team has created this monthly Ezine to serve as an ongoing resource to Elevate the Balloon industry around the world.

Why Elevated.Events?

The name has multiple meanings behind it.

- 1. Many times when we create Balloon Décor it's UP in the sky – Elevated!**
- 2. When creating balloon décor, or entertaining with balloons at an event, the balloon industry Elevates that Event into a Memorable Celebration.**
- 3. Via this monthly online resource our hope is to inspire and provide increased knowledge of products and services available to our industry in a way to grow strong, profitable companies so that YOU can Elevate your business to the level you desire.**

Each month we will gather information from the industry to bring you:

- **New Products**
- **Inspiration**
- **Business Tips**
- **Upcoming Educational Opportunities**

If you are a manufacturer or have a product or a service that you would like to promote to Balloon Professionals send an email to Joette@ballooncoach.com with the subject Media Kit and we will send you a Media Kit for Elevated.Events.

How to Get More Cha-Ching!

By Julie Pierson, CBA, aka “Twisted Chik”

Owner of <http://www.balloonsquadusa.com/>

Your week begins and you don't understand why the phone is not ringing. With all your efforts of obtaining your balloon decorating and entertaining skills, you ask, “Why aren't people calling me?”

Owning your business takes effort to be successful and profitable.



You can make your phone ring more by one sales method, cold calling. Okay, let's call it something better. Telling your story to a small or large business about what you offer. They probably will not find you on Facebook and may not frequent your restaurant twisting gig. These are small and large businesses that are looking for picnic entertainment, trade show décor, holiday party celebrations, etc. You are not getting the gig because they do not know who you are but they can with one simple phone call.

Your main gig contacts are marketing departments, human resources, and administrative



assistants to general managers or CEO's. Prepare before making the call and keep it short, simple, to the point. Practice out loud and write notes on paper to help you finish the call.

“Hi, this is Julie with Balloon Squad USA and we provide decorating and entertainment services for events. Could you tell me the best person to talk to about your company celebrations?” Stop and listen. “Our company does not have parties.” “Do you celebrate milestone events?” “NO.” “Okay, thank you for your time and have a great day.”

Do not stop, call the next company. This call takes you to the right person, oh I'm so nervous, you got this! “Hi Brian, how are you doing today? Fine. I heard you are the person that plans your company events. Yes, (continued)

(How to Get More Cha Ching Continued)

my company can bring fun and a festive environment through our balloon decorations and entertainment services. I would love to hear more about what you have done at your events in the past. Could I have 10 minutes of your time to show you our work and discuss the possibilities? How does Wednesday at 10:00 am work for your schedule? That works for me. Great, I look forward to meeting you.” Or you could ask Brian what services he has utilized for past events and then explain how your services could bring a different outcome.

I like requesting a face to face meeting with a decision maker at a large company. With smaller companies or out of town contacts, you can ask for their email and send the information. From my experience, I drove 90 minutes to meet with a wholesale food distributor and first gig booked \$2,000. Five years of continued bookings they now spend \$7,000. Yes, they are one of my best customers.

Click [here](#) to see video from part of the event.

You can decide to make more money by one simple phone call. Make a goal of 10 per day and give yourself a reward when you book a gig. Need more help, contact Joette at Balloon Coach. She can help you move in the right direction of your business prosperity. Good luck and share your success stories.

**To share your success stories email
Joette@ballooncoach.com**





Do you ever have these thoughts?

I want more clients but I don't know what to do.

I'm not sure what to say in Networking meetings.

I wonder what I should charge?

I wish I had someone to turn to for help to grow my business.

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>

Cover Story

Balloons by Tommy

<http://balloonsbytommy.com>

Balloons by Tommy was founded by Tommy DeLorenzo, Chicago IL. Many people in the balloon industry are familiar with his work due to his high presence on social media. At the age of 4 his preschool teacher asked what he wanted to do when he grew up and he said, "I want to own a balloon store, because it's my favorite place to go." In high school, Tommy started his business as a hobby and then in college took it more seriously. From age 15—19 he worked as a twister at a theme park for 5 summers during college. He was using social media back in the day of MySpace before Facebook to promote his business. He created décor for friends, the local skating rink, and local parades.

In college, Tommy had a website built and started growing his client base. He attended his first convention WBC 2012 and then FLOAT to grow his business. While attending conventions, he was happy to find out that there were people who had created good full-time incomes from balloons. I asked Tommy to share his sales numbers as there is no guide in our industry of how much the average balloon decorator can earn a year. He works from home and rents vehicles as needed.

Gross Sales

2013 \$82,000

2014 \$166,000

2015 \$279,000

One of the main changes he made for his sales to increase was in January of 2014 Scott Hemphill started working with him full-time. Two full-time people equaled twice the sales.

Another secret to his increased revenue is he increased his prices! As a result, he began having more customers and larger orders!

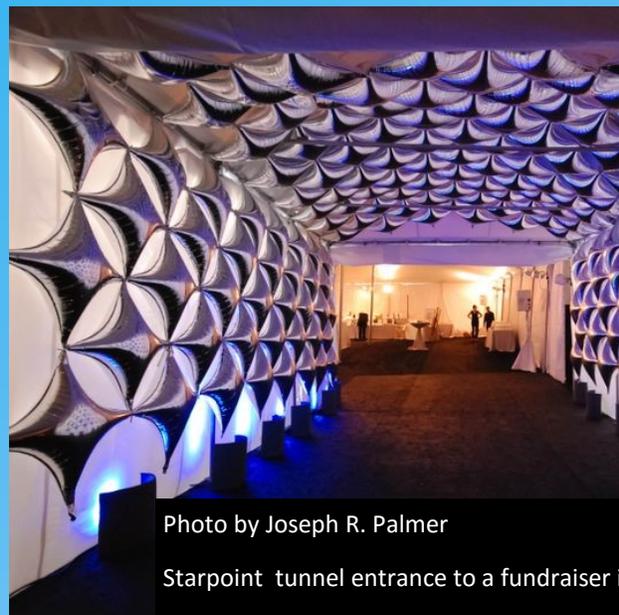


Photo by Joseph R. Palmer

Starpoint tunnel entrance to a fundraiser





in a tent.



Photo by Lilane Calfee

Ceiling fills with lighting transforms a venue in a magical way. Tommy works with local lighting companies when he installs his balloon décor. Creating strong relationships with event professionals in Chicago has helped expand his client base.



Balloons by Tommy puts their logo on all of their Social Media posts to help brand their work. Known for their colorful décor and Magic Slow Curls to accent many of their air-filled and helium designs! As you grow your company to stand out from the crowd create a style that stands out and sets you apart from your competition.

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Buzz



Join the Betallatex Group on Facebook!

We've just launched a new Betallatex® group (different from the Betallic® page) to keep you connected and informed about Betallatex balloons. Once you join, you'll be able to participate in informal product surveys, post photos of your work, ask questions and more! Simply search "Betallatex" on Facebook, then ask to join. We're excited to welcome you to the Betallatex family and share all the creativity the balloon world has to offer!

Congratulations
Clever,
Creative
 &
Colorful
Contest

Décor Winners!

1st Place Décor - Laurie Straus, CBA
 Confetti Party Decorating

2nd Place Décor - Evelio Zapata
 Balloon City USA

3rd Place Décor
 LearnBalloonDecorating.com students



"B" Included When You Join the bGallery!

Have you joined the bGallery - Betallic's Online Balloon Design Center? We're working on fresh, new content for twisters and decorators, so be sure to register today and be the first to learn about everything new from Betallic!

Congratulations
Clever,
Creative
 &
Colorful
Contest

Twister Winners!

1st Place Twister - Valerie Tutson
 A Mile of Smiles

2nd Place Twister - Tawney Noreen
 Tawney Bubbles

3rd Place Twister - Raymond Walsh
 Blue Collar Balloons

Special Industry Recognition
 Tatyana Djellouli (Lyashko)
 Djeta Balloons

Sample the Latest Betallic Product

We've recently created brand-new Betallatex Twister and Decorator Sample Packs, featuring new and exclusive Betallic product. To request a Sample Pack and try Betallatex balloons for yourself, send an email to Julie@betallic.com including your name, business name, address, email address and your choice of Twister or Decorator packs.





Check out the 2016 Betallic Everyday Catalog

The 2016 Betallic® Everyday Catalog is now available to view online! Packed with dozens of new products, plus familiar favorites, the catalog includes:

- Coordinated latex and foil designs for perfect party deliveries and decor



- NEW 660 LINK-O-LOON® "Happy Birthday Assortment" for quick-and-easy party banners

- NEW Emoji 18" foils



- NEW Dimensionals® multi-sided foil shapes

- Printed LINK-O-LOON patterns



- NEW Grumpy Cat® foil designs

- NEW "Hashtag" foil shapes



- Expanded sizes in popular latex colors



- NEW 5" "Eyeball" print for faster creature creation



- Single-color bags in the most requested colors of Big Bear Heads

- And more!



Visit Betallic.com to see all the new products for 2016!

To order, contact a Betallic distributor. Visit Betallic.com for a list of distributors.

**Single-color Big Bear Heads
Now Available!**

Betallatex® Big Bear Heads are now available in the following single-color, 50-count bags:

- Deluxe Black (#55230)
- Deluxe Gray (#55237)
- Deluxe Toffee (#55231)
- Deluxe Fuchsia (#55228)
- Deluxe Key Lime (#55227)
- Deluxe Lilac (#55219)
- Fashion Violet (#55243)
- Fashion Royal Blue (#55223)
- Fashion Red (#55215)
- Fashion Bubble Gum Pink (#55217)
- Fashion White (#55216)



Plus, the Big Bear Head Assortment (#55213), which includes Deluxe Lilac as well as Fashion Green, Bubble Gum Pink, Red, Blue, Yellow and Orange.

To order, contact a Betallic distributor. Visit Betallic.com for a list of distributors.

Play Ball!

Judy Bradt, of A Special Event, (Whittier California) knocked her designs out of the park for the opening day festivities for La Mirada Baseball (Little League). She created wonderful designs for the players to take team photos with her balloon guys.



Judy has been in business with, A Special Event, (www.aspecialeventdecor.com) since 1992. She has created this design for several years and has never had any issues with the linking balloons popping. The only helium is in the heads, the bat, and the ball the players are holding. To meet the California Balloon Law and as a backup for the sculpture, a piece of monofilament line is threaded through the sculpture and down to the covered bricks.

“Love the angles at which the balloon photos were taken, feels that at any minute the balloon players will take off around the bases and slide into home plate!”



Save the Date!



August 9-12, 2017

- 35th Anniversary Celebration
- 2-day Decorators' Workshop
- 2 days of exciting classes from top instructors
- Nightly parties + events
- Design competition

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Entertainer Spotlight

Carolynn Hayman

<http://popdesignsandcreations.com/>

My name is Carolynn Hayman, and my balloon business is called *POP! Designs & Creations*. I have been in business in Ann Arbor, Michigan since 2010. I started the business after my balloons were becoming more popular from my days as a hobbyist and I wanted to start selling my creations. Mostly, this was supposed to be a way to support my balloon habit! A friend suggested the name POP! and I added the rest.

I started twisting balloons in 2006 after a friend showed my daughter and I a few designs. Once I saw all of the cool things that were on the internet and discovered Balloon HQ, I was hooked. I really liked the work of Annie Banannie (formerly Laura Caldwell) and emailed her to ask for advice of how to improve. She suggested that I check out, The Michigan Twisters Group, and I was lucky to find them in 2007.

In 2010, I drove down to Cincinnati, Ohio to attend Robbie Furman's *T Jam on the Road* classes. Alberto Nava and Jack Mattson were also teaching and I learned so much from all of them! Also that year, I attended *Twist & Shout* in Chicago which was so overwhelming and fun. I met a few friends there who I see at every convention now, like Diane Cross. I also got to work on Balloon Manor in 2014 which was a fantastic time.



Robbie Furman has been a huge influence for me. I never enjoyed line twisting, and I didn't know the best way to sell my balloons outside of that. Robbie introduced me to the concept of deco-twisting which is the core of my business.

At *Twist & Shout* in 2014, I entered my first costume competition with a lobster costume. I had such a great time up on the stage even though I could barely see out of my design and I couldn't move very well. My costume placed fourth which was really exciting! Back home, I remade the costume for a parade called *FestiFools*. I made changes in the design before the parade so I could see and move better. When I stepped out on to the parade route, it was amazing! People were cheering and high-fiving my giant lobster claws. It was a thrilling time, and many people in my town now know me by my Lobster persona!

In 2016, I was determined to place in the costume competition at *Twist & Shout*. I made a prototype one weekend in January, and a friend came over and took a video of me so I could see the design in action and get ideas for improvement. The mane was the one part which I wanted to change. I built most of the costume exactly as I had for the prototype, but I changed up the mane and based it on a tree design I had admired from the videos of Balloon Adventure. The tree had so much movement! Since the costume was too large to put together in my hotel room at *Twist & Shout*, I decided to move it all down to the jam room and finish it there.

I took up a ton of space in the jam room, but people around me got excited about the design and I had lots of people come up and suggest ideas and admire it. My friends, Kristal and Lisa, kept me going on the mane which was a pain to make without a better work area. Every time I would ask if they thought there was enough, they would tell me to make more! I'm glad I listened to them.



The last part of the costume was the element of surprise, and I had gone back and forth on whether or not I wanted to resort to bathroom humor during the competition. So many people had asked me whether the unicorn was going to barf rainbows or poop ice cream. My friend Kristal had made a fantastic centerpiece of a unicorn vomiting a rainbow a few years ago, so I felt like that was "her thing", and I decided that if I was going to make the unicorn poop, it had to be adorable (ha ha). I had a few ideas for the design, and when I went to the jam room to make it, I came across the new Qualatex swirly Quick Links which seemed perfect for it! My friend Laurie helped me to weight them with water so they would fall out and stay put on the stage. I hid them in a bag inside of the costume and asked the host of the show, Guido, if he would pick them up after I left the stage using a large blue bag I had brought so it looked like a bag you would use for a dog. Luckily for me, Guido was more than happy to help and did so in a very funny way.

When I entered the unicorn costume, it was the very first costume entry in the room, so I didn't see most of the other pieces until that evening. During classes that day, a few people told me about all of the awesome entries, and for a while I was worried that I wouldn't place in the contest again that year. But then I started thinking that whether or not I won a prize, it would still be one of the most fun things I got to do all year, and I decided that I didn't care as much about the prizes as the experience. I went out on stage and had the BEST time! The DJ loved my choice of song and was crying with laughter during my performance. The rainbow poops were a huge hit, and after the show, so many people came up to me and posed for photos, etc. It was amazing! I felt like a celebrity for the rest of the convention!



When the awards were announced, I was so happy to win Second Place! A friend shared the video of me on stage, and I posted it to my Facebook page. The video went crazy and had so many views within just a few days! As of right now, it has over 165,000 views and has been shared over 2,000 times! My friend Kristal named the unicorn "Conrad" and I have since branded him with his own Facebook page and bought the domain for a website. Check out his Facebook page <https://www.facebook.com/BalloonUnicorn>

I have plans for a few upcoming appearances as "Conrad the Unicorn" and possible video opportunities to increase his popularity! I will be teaching how to create Conrad at Parade Promotions & Profits workshop, June 23-25 in Chicago.

I'm so grateful for the internet and our global balloon community. Attending conventions has helped me to improve my twisting skills and has allowed me to meet and learn from so many artists I admire. I am regularly in touch with a lot of balloon friends and try to comment on as many Facebook posts as I can to encourage people to share their creations. I try to support my friends who sell PDFs, DVDs and teach online classes. I hope to continue creating exciting designs going forward, and I am already planning my costume entry for next year's *Twist & Shout!*



WBC 2016 Delivery Sculpture byCarolynn Silver Achievement

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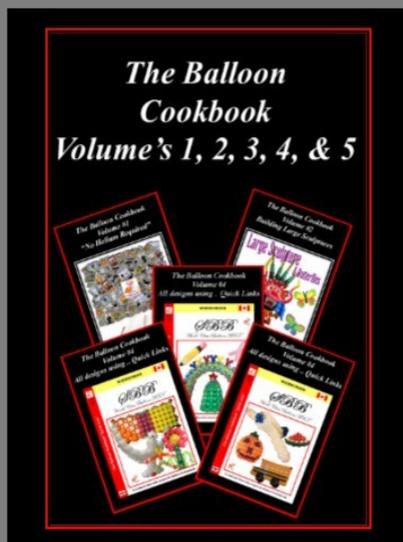
A complete instructional video of RELI-A-DROP - from opening the package to filling and rigging, to pulling the release line can be found on our website:

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





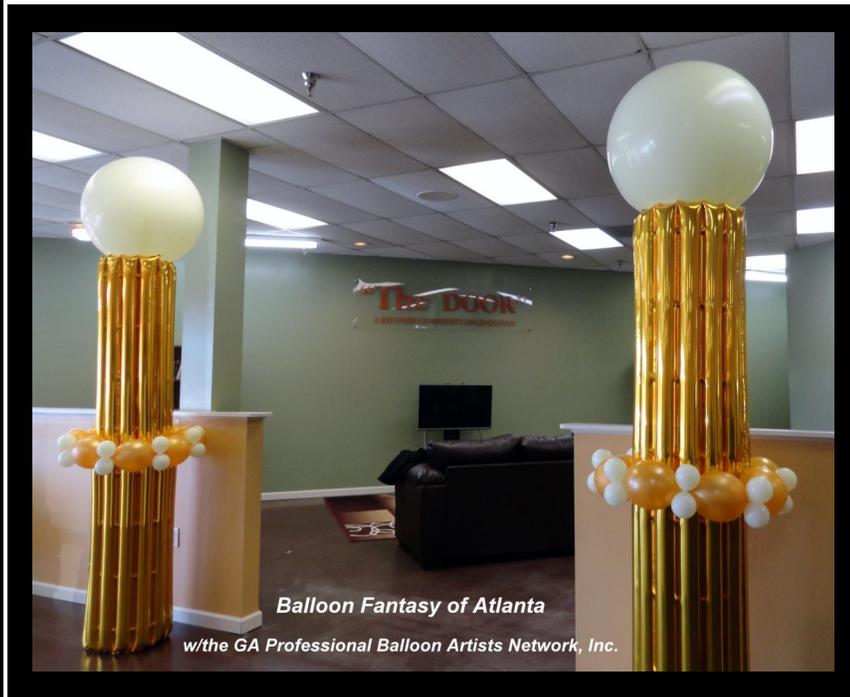
Eddie Heyland and Christopher Horne teaching Anagram Day at burton + BURTON, Athens GA. Attendees were introduced to new designs to create foil décor for their clients.

Magic Arch, Flat Helium Arch by Eddie Heyland

Techniques in Action



Panels, Orbz , Crescents, Curves and Stars transformed into a beautiful sculpture by Christopher Horne.



*Balloon Fantasy of Atlanta
w/the GA Professional Balloon Artists Network, Inc.*

Balloon Fantasy of Atlanta along with 3 other member companies of the GA Professional Balloon Artists Network, Inc. created columns for the grand opening of The Door (a community service org) based on what we learned the day before at burton + BURTON's Anagram Day.

Get Creative with Decorator Foils

Balloon Pro Tip:

This Month's tip is from Joy Stern

And Why Not Balloons

Greenville, South Carolina

When using a MagPole to remove magnets from the ceiling, if you have difficulty seeing the ring, duct tape a small flashlight to the tip of your MagPole to light up the loop to easily catch it with the cork screw during strike. Works great when doing night takedowns with low lighting or in venues with dim lighting on tall ceilings. Many tall ceilings are painted black and the lighting is hung under where metal is used to install. Thanks for the Tip Joy!



Upcoming Events:

May 24th, 9 pm EST "Designing for Profit" Webinar with Colin Myles, Scotland

June 22nd, Elevate Your Balloon Business, Joette Giardina, CBA Chicago, Illinois

June 23 –25, Parade Profit & Promotions with the dynamic duo from Balloons by Tommy: Tommy DeLorenzo, Scott Hemphill plus Eddie Heyland, Carolyn Hayman and Dennis Scott

July 12 –15, The Power Deco Team Convention, California

January 29 - February 2, 2017 FLOAT Convention St. Louis, Missouri

February 22 - 26, 2017 Twist & Shout, Kissimmee, Florida

August 9-12, 2017 Ballooniversity, Athens, Georgia

All the websites and hotlinks available at <http://ballooncoach.com>



Join our Book club

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

In May we are reading The E Myth Revisited by Michael E. Gerber

If you have an event you would like to promote email: Joette@ballooncoach.com