

ELEVATED.EVENTS

Volume 4, August 2016

Monthly Ezine - School Spirit!



Garlis Bolivar, CBA - Mexico City, Mexico

Business Tips

Product Information

Design Inspiration



ANAGRAM Decorator

FACING YOUR FEAR OF FOILS

— featuring superstar instructors —

Eddie Heyland with **Peggy Williams** + **Melissa Vinson**



Eddie, Peggy, and Melissa will dazzle you with sellable, elegant designs utilizing Anagram's extensive foil décor line. Tabletop, ceiling, and entryway designs can be used for everything from private parties to fundraising to corporate events that will impress your clientele and create excitement and memorable occasions!

September 20

9A.M.—4P.M.

Philadelphia Marriott West
111 Crawford Avenue
West Conshohocken, PA 19428

September 27

9A.M.—4P.M.

Chicago Marriott Oak Brook
1401 W 22nd Street
Oak Brook, IL 60523

REGISTRATION FEE—\$99 PER PERSON (includes lunch)

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Elevated.Events monthly Ezine brought to you by

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Editorial Team



Joette Giardina, CBA



Jen Marshall



Mindy Neal

Welcome to Elevated.Events 4th Edition!

I had an amazing summer including the BalloonCoach.com first hands on workshop in Chicago in June. I was blessed to be a part of the team to Create Tommy and Scott DeLorenzo dream Wedding in Chicago in July and now its August and back to school here in Florida!

This months focus is on School Spirit, in the USA across the country kids head back to school August and September. In the UK schools are having Proms, and in Australia students prepare for Graduation soon! From Kindergarten to Colleges Schools and associations at the schools can be a wonderful repeat clients. Hope you enjoy some inspiration from fellow balloon professionals to make the 2016-2017 school year profitable for your business!

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. Our industry is growing, and to be a part of that you want to stay on top of your business skills to make a plan and continue to grow!

Do you have a success story or tip you would like to share with the industry?

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

Cover

Garlis Bolivar, CBA

Mexico City Mexico



<https://www.facebook.com/GarlisBalloons/?pnref=lhc>

Garlis created the School bus on the front cover for a welcome back to school event for Kindergarten “La Magia de Merlin” . Another Year she created this chalkboard for the same client.





**Back to School Fashion show décor by CJ Nelson
Magical Twists, Carbondale, Illinois**

Balloons are a Great way to show Back to School Spirit!



**Office Depot Back to School
By Christine Rouse
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**Football Inspiration from Blenda Berrier
Balloon Construction Company
Jacksonville, Florida
Great Facebook Post!**



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to set up your free consultation!**

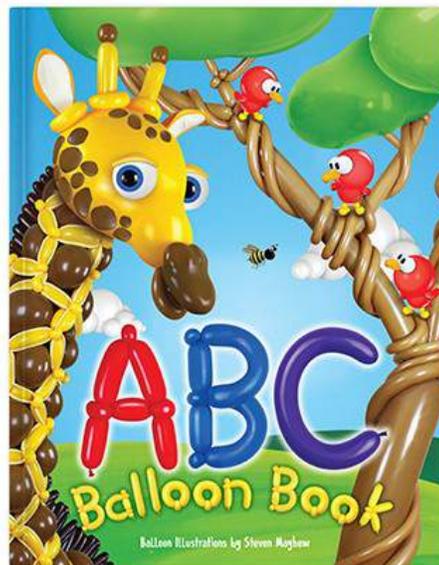
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Steven Mayhew, CBA

The artist behind the ABC Balloon Book



I met Steven Mayhew many years ago when he taught at Balloon Camp in Las Vegas. Over the years I have enjoyed his classes and inspirational designs. I was excited when he announced the launch of his ABC Balloon Book, I immediately asked for an interview, as I wanted to know the details behind the book, and as a balloon professional I want to purchase his book to give as gifts.

Steven was introduced to balloons through his first job as a children's entertainer for parties. Moving to Los Angeles in the early 2000's, he opened and ran his own balloon decorating company before transitioning to the corporate world of the balloon industry. Later Steven earned his CBA (Certified Balloon Artist) and began teaching the art of balloon decor at seminars and conventions around the world.

Combining his many years of experience in balloons and graphic design, Steven developed this new medium where the art of storytelling and balloons come together.

He now dedicates his time to bringing new products and educational materials to life through the fun and colorful world of balloons.

What was your inspiration to create the book? Originally, I was looking for a creative outlet or hobby to channel my artistic. Since I have been in the balloon industry for the past fifteen years, it only made sense that it had something to do with balloons. One day I came across a greeting card with an owl on it and my first thought was, "This owl would look really neat as a balloon". That's when it all clicked. I thought, "What if I created a kids books where everything from the background to the foreground was made out of balloons." I settled on the idea of an alphabet book as I thought the concept would be easy for people to understand as I already had to get the general public to grasp that everything they were looking at was a balloon. So I set off with building a test frog, shopped the idea around to pre-school and kindergarten teachers I knew, and without hesitation, they all said they would love to have something like that to teach with. That's when I knew I was on to something.

What is your hope for the book, who do you want to read it?

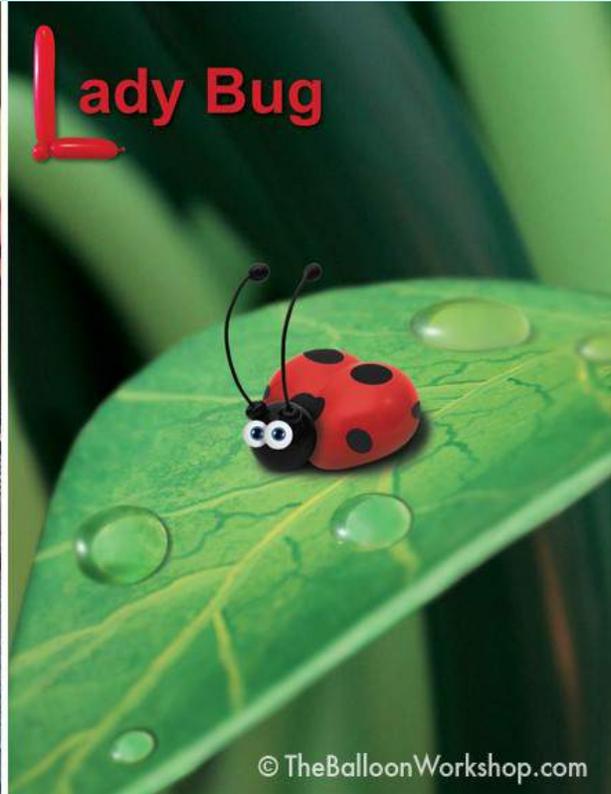
My hope is that it finds its way into the hands of beginning readers and serves as a tool parents and teachers can utilize to excite their children and students about reading. It's a great learning resource that both children and their parents can enjoy together. Though the book is not designed specifically for the balloon industry, it's definitely up the alley of any balloon professional.



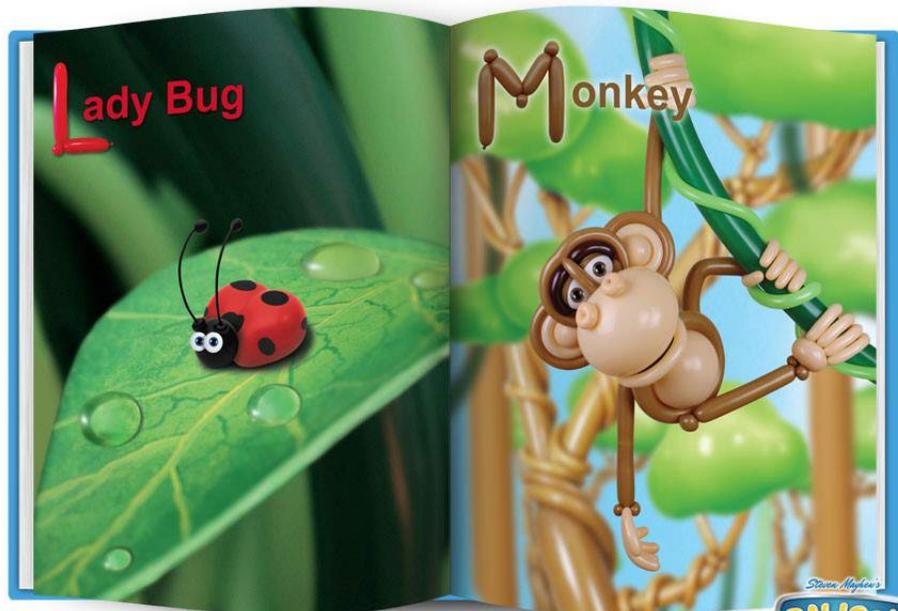
Share the process of creating the book.

There were many steps to the development of the ABC Balloon Book. Deciding on which animals were selected was the first. Thankfully, I have a niece who was just learning to read when I started the project, so long discussions with my sister took place as I asked her thoughts on my animal selections.

Next, I'd randomly select an animal I was inspired to create and then research it. I really had to get down to the small details like, how many toes does it have and what is the environment and climate that this animal lives in. With this information I was able to sketch out concepts before drawing the final design. (continued next page)



While building the animals I really had to think outside of the box. For example, I wanted dew drops on the leaf of the lady bug picture, but no inflated balloon would ever give the appearance of a perfect shaped dew drop. After testing a few ideas I finally came up with the simple concept of filling a clear 3ft balloon with water for the shot. For some designs I'd build support structures to hold them up or to place the balloons on, while others I'd try out different methods to shape the balloons; whatever I could think of to accomplish the vision. Finally I would photograph the designs.



Did you do everything on your own or have a support team?

From the sketching to the balloon sculpting and photography, I was able to accomplish everything on my own. Thankfully, I had a skill set in much of these areas and this was the perfect project to bring it all together.

I did have a support team though, my family. They were all rooting for me to finish the book and always asked where I was at with my latest design. My mom, who is my self-proclaimed #1 fan, always had faith in me, even when mine would waiver sometimes. I'm very thankful for their ongoing support and included a special dedication in the book just for them.

This project took several years. How did you stay focused on your goal?

Yes, the project took four years to complete and staying focused was difficult. However, I kept reminding myself this was suppose to be fun and be a creative outlet, which helped me enjoy the process more. My partner told



me once “just keep going” and that became the mantra that would echo in my head when I was tired or felt it was all for naught. Night by night, weekend by weekend, baby steps by baby steps, mixed with a lot of patience and popped balloons, I finally finished it.



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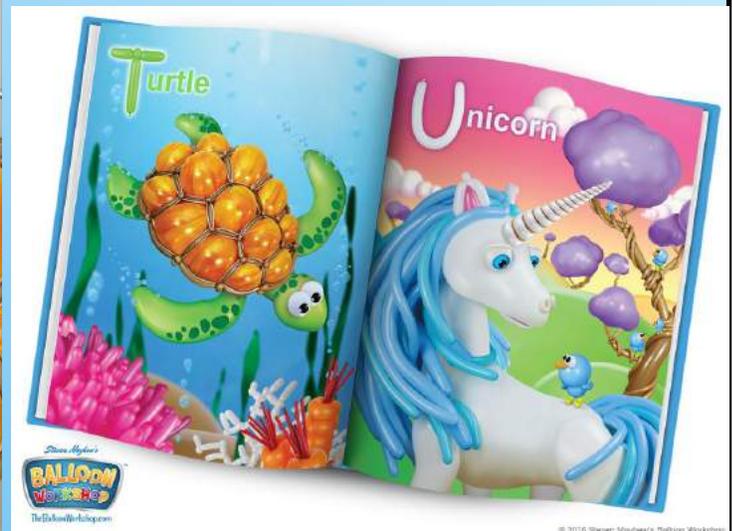
(continued next page)

When will the book be released? Pre-orders for the book will begin in the coming weeks, so make sure to sign-up on the website www.TheBalloonWorkshop.com to be notified when you can order your copy. The book will begin shipping at the beginning of December 2016, perfect timing for Christmas.

Wonderful! I plan to purchase several to have for gifts for friends, how do I buy it? The book will be available to pre-order within the coming weeks. During the pre-order period, you will only be able to order through my website, www.TheBalloonWorkshop.com. However once the book is officially released in December it will be available on many of the major online retail sites like Amazon.

How can we help you spread the word? The best thing anyone could do is share the Facebook video and tell anyone you know who has young children about the book.

It is also a great book for balloon artists as well as a resource of ideas. In addition, many have already told me they are excited to give the book as birthday and baby shower gifts to their friend's children because it's right in line with their own work - balloons!



Do you have plans to create another book? Yes. Over the four years it took to create the book, I've had a lot of time to think of other projects. I would like to see brought to life through balloons. I'm already collaborating with early education specialists on new products and currently in development of a couple others. I'm excited to keep the ball rolling and turn my balloon workshop into a go-to source of educational products designed specifically for children. To sign-up to be notified of when you can order the ABC Balloon Book and for more information about Steven Mayhew's Balloon Workshop visit: www.TheBalloonWorkshop.com, and sign up to follow us on social media.



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Entertainer Spotlight

Jane Driscoll aka Zany Janie

<http://www.zanyjanie.com>

<http://www.facebook.com/1zanyjanie>

Janie Driscoll, better known as Zany Janie, adds cool, crazy balloon art to lively storytelling and children's theater performances. She's been making her living as an actress performing nationwide on stage, and screen since her teenage years. She specializes in comical performances that teach life lessons and empowerment. Sixteen years ago she picked up her first entertainer balloon and began to envision a "twisted way" in which she could set herself apart from her competition. And she has done just that. She is entering her seventeenth year as a successful entertainment business owner, with loads of awards for her children's theater performances, zany balloon art and recognition for her service to the community. She is accompanied in business, by her husband Bob (Mr. B Loon), her daughter Lily Dilly, and a crew of Zany "artists-in-training." Together they provide a wide variety of entertainment and shows for corporate celebrations, private functions, festivals, and fairs. Five years ago she sought a way to increase her earnings without increasing the number of events she works per year. She focused on marketing Deluxe themed parties that utilizes balloon décor to create a more magical setting for her shows and parties. Her vision has worked very well. Her earnings have increased steadily. She projects a 20% gain for this year alone.



What is your Favorite "gig"?

My favorite event is one where I am performing, and or twisting balloons plus add-on décor, we call it "coloring your world." I love the challenge of bringing one's vision for an event to life. Example: The client phones thinking she wants to hire one artist to twist balloons for one hour. After gathering important details such as number of hours the party will last, number of young guest, other services the host family has hired for the event, the location, menu/catering I am able to present three options.

Most usually I place my favorite option as the second one I mention, in the end the client more often than not selects two artists, and balloon décor too! So in effect I am able to triple my party profits, yet drive to one location.

What convention, classes, mentors have you had?

My favorite teachers have been Linda Bruce, Jan liams, Peggy Williams, David and Shana Brenion, and Troy Appril. In 2009 Troy Appril gave me some wonderful advice when he said, “you must make sure you have the money to attend every possible convention related to your field. The easiest way to be able to do that is raise the price of your services by just \$25, Not \$25 per hour simply \$25 more per event. Next, place that money in an education fund. The way you will have the fund necessary to keep on learning fresh new designs.” He is right. I put his advice to use. After all that’s brilliant. Even if one only has 100 events per year, he will still have \$2500 for continued education. So I typically attend two conventions or more per year. I am grateful to add that I have also taught at Twist and Shout, Diamond Jam, Summer Balloon Camp, Clown Convention and F.A.B.I.A.C.

How does your calendar typically look in August?

Our Calendar is typically full in August. We market back-to-school events, country clubs, summer camps, festivals and fairs but even so, I’d be willing to step away from an event to attend the right convention, such as Ballooniversity. This year we served as paid performers and artist, at Old Orchard Beach, Maine. It was our best booking and most lucrative booking to date. (continued)



How long have you been adding décor as an option for your clients?

We have been adding décor for about five years. We started balloon décor as a single over-sized creation for the “Very Special Birthday Child”, or we offered a topiary to denote the party house. This little add-on increased our business by over \$4,000 in our first year. Now we create Total Packages that are four times more costly than our competitors typical party.



What words of wisdom would you like to share?

One of the biggest ways we increased our bookings was to ask to do the job. What does that mean? Within two weeks of completing any corporate, school, church, or temple event, we phone our client, thank him or her, ask for feedback, and ask to be hired again for the next year. Never be afraid to ask—NEVER! Also we give an incentive to our client. If he or she books and retains our service with-in one month of the event we just served at, we will offer this year’s prices for next year’s event.

The second piece of advise that we implemented was this; When we began to offer Deluxe parites, we only offered themes that we were comfortable building balloon décor for such as; Hawaiian, Pirate, TMNT, Princess, Under the Sea, Pet Shop Parties. We didn’t spend extra hours for each event, trying to build ‘things’ we have never made before. We didn’t want to overtax our brains, and or stay up all night pulling our hair out trying to create something too far out of our comfort zone.

Anything else you would like to add?

With all my heart, let me encourage you. Believe in yourself! Attend conventions, practice weekly. Waste a few balloons. When you do practice donate your piece to your local library and include a “made by” sign.

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Bridge The Gap
TO SUCCESS
Nov 13th & 14th

With David Mahoney & Joette Giardina
Orlando, Florida

Buy Your Tickets
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3 Ticket Options

The image is a promotional graphic for a workshop. It features a background image of the Golden Gate Bridge in San Francisco. The text is overlaid on the right side of the image. The main title is "Bridge The Gap TO SUCCESS" in large, bold, orange and blue letters. Below it, the dates "Nov 13th & 14th" are written in blue. The speakers' names "With David Mahoney & Joette Giardina" and the location "Orlando, Florida" are also included. At the bottom left, there is a call to action "Buy Your Tickets BalloonCoach.com" and at the bottom right, "BalloonCoach.com 3 Ticket Options".

Tips from Joette

Schools and Universities can be a great source of repeat revenue. Find a school in your area that is not being serviced by a balloon company currently (there are so many opportunities to grow your business, no need to focus in on the business someone else has worked hard on for years. Now I'm not saying don't give a quote if someone asks...but there is SOOO much new business out there who do not currently work with a balloon company, focus on those customers first)

School Spirit for all Sports and events at the school

Homecoming—Prom

Awards Banquets

Graduation

Teacher and Staff Appreciation

Fundraisers and Festivals

Get out Now and let the schools know what you offer to make their events special!

If you are unsure of how to approach schools, visit my YouTube channel

<https://www.youtube.com/c/BalloonCoach>

And check out School Spirit Marketing Tips.

Your Partner in Success!

Joette



Topiaries are a great way to show School Spirit indoor and out!