

# *ELEVATED.EVENTS*

Volume 6, October 2016

Monthly Ezine - Ring in the New Year!



Balloons by Tommy, Chicago, Illinois

# CELEBRATE BIG!

Anagram's new Star Stacker Giant Multi-Balloon brings over five feet of fun to your New Year's celebration!



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## **What's Inside**

**Entertainment Services for NYE Julie Pierson, CBA**

**Starting off on the Right Foot Adrian Winfry**

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**Entertainer/Decorator Matt Russell**

**Upcoming Events**

**New Year's Eve Tips-Joette Giardina**



**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 6th Edition!

October in the US is a time of Fall Festivals, Fun Runs and Fundraisers! World Wide it's a time to reach out and land events for Christmas and New Year's Eve! If you want information on how to fill your December schedule, you can Join David Mahoney and I in Orlando, November 13th and 14th for our 2 day, Bridge the Gap Workshop! If you are unable to attend that class, then purchase the past webinar by Chris Potts on End the Year with Money in the Bank!

If you have never done a drop before—order one or make one, fill it and give it a try! Balloon drops bring so much joy to an event. As Chris Potts would say it's Not New Years Eve unless there is balloons! Classic décor, loose balloons, foils with New Year's Eve on them get them in the hands of your clients!

### *Are you READY to Elevate your business?*

If you are new to ballooncoach.com and would like to purchase our Past webinars, you can buy them individually or Purchase the entire library with my Extended special Birthday Discount! <http://ballooncoach.com/fill-your-library/>

Your Partner in Success!

Joette

**BalloonCoach.com**

# **Entertainment Services ADD more Cha-Ching to your New Year's Eve Bling!**

## **Julie Pierson, CBA**

My business is located in an area with 160,000 people in our community. New Year's Eve tends to be a tough décor sell for us and many of our large booked gigs are within a 100 mile radius. For our business to survive in our small community, we invested and diversified in entertainment services with adding balloon twisting.

Many years later, airbrush tattoos, face painting, and variety shows have helped filled our calendar especially the holiday season. New Year's Eve, we sell out with airbrush tattoos and balloon twisting at country club and hotel. This has ended our year with additional Cha-Ching in the bank.



My sister Lisa and I attended Twist N' Shout back in 2006, learned so many techniques that were pivotal at becoming a balloon twister and entertainer, purchased Balloon Magic magazines, countless videos and seminars.

If you have any spark of having more fun and investing in yourself and team, check out the entertainment options to bring more revenue to your business. Looking to increase your New Year's Eve décor—I'd love to meet you in Orlando November 13 & 14th, I'll be attending the Bridge the Gap workshop with Joette Giardina and David Mahoney!

Cheers my friends!!

Julie A Pierson  
aka "Twisted Chik"



## **POP DROPS!**

**A fun alternative to a traditional balloon drop.**



3-foot balloons filled with 5-inch balloons and sometimes confetti (depending on the venue) are a great alternative to Balloon Nets when there are no rigging points in a venue for the drop, or the space does not allow for a balloon net. Most clients do not know these are a possibility, so a great solution for you to offer. Balloons by Tommy, Chicago, offers a low tech version by providing a popping stick the client uses at midnight to pop the balloon while standing near it and tapping it with the popping stick.

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# NEW NEON

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For a list of distributors, visit [betallic.com](http://betallic.com)**

**Latex 11"/All New 5"!**

**BAG CT 100 / 100**



Neon Green

Neon Yellow

Neon Blue

Neon Orange

Neon Magenta

Neon Pink

Neon Violet

11"	53052	53053	53054	53055	53059	53051	53058
<b>NEW! 5"</b>	51052	51053	51054	51055	51059		



**Neon Assortment**  
Neon Magenta, Violet, Orange, Blue, Yellow, Pink, Green

THE ORIGINAL  
**LINKOLOON® PRO**  
BALLOON DECORATING SYSTEM

**12" LINK-O-LOON®**

**BAG CT 50**



Neon Green

Neon Yellow

Neon Blue

Neon Orange

Neon Magenta

11"	53050	54052	54053	54054	54055	54059
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## Printed Latex 11"/5"

BAG CT 50/100



**Polka Dots – Neon**  
Neon Magenta, Orange,  
Blue, Yellow, Green



**Multicolor Polka Dots**  
Crystal Clear



**Multicolor Polka Dots**  
Deluxe Black



**Alien**  
Neon Magenta, Violet, Orange,  
Blue, Yellow, Pink, Green



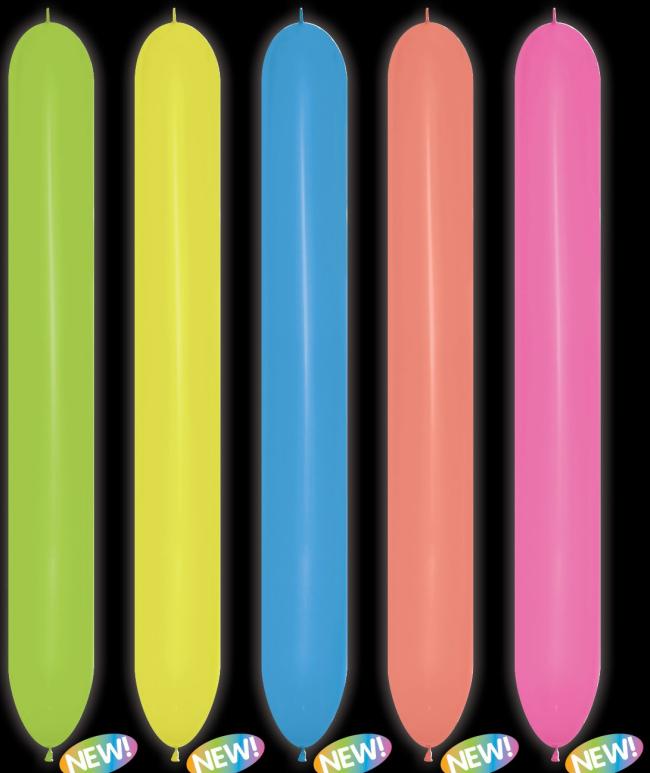
**Luau**  
Neon Magenta, Violet, Orange,  
Blue, Yellow, Pink, Green

Print	All Over	All Over	All Over	Two-Sided	All Over
11"	53899	53897	53898	50322	53598
<b>NEW! 5"</b>				51312	

## 660 LINK-O-LOON®

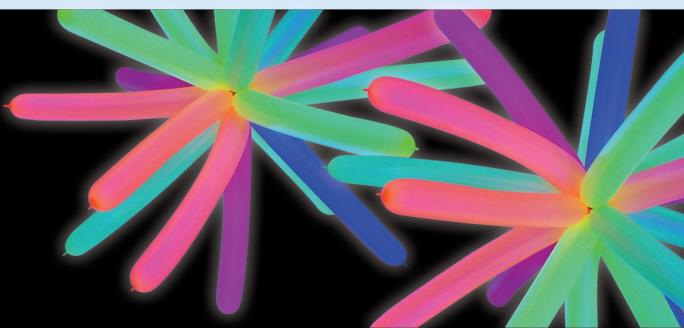
BAG CT 50

THE ORIGINAL **660**  
**LINKOLOON** PRO  
BALLOON DECORATING SYSTEM



Neon Green    Neon Yellow    Neon Blue    Neon Orange    Neon Magenta

<b>660 LOL</b>	57952	57953	57954	57955	57959
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## 260B/160B

BAG CT 50 / 100



Neon Green    Neon Yellow    Neon Blue    Neon Orange

<b>260B</b>	57052	57053	57054	57055
<b>160B</b>				57655



Neon Magenta    Neon Pink    Neon Violet    **260 Neon Assortment**  
Neon Magenta, Violet, Orange,  
Blue, Yellow, Pink, Green

	57059	57051	57058	57050
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# Adrian Winfrey

## Captivating Balloons

### Memphis, TN

**When did you start your balloon business?**

June 2015



**How did you start your balloon business?**

I came across balloon decorations when looking for something different to decorate for a graduation party. It looked fairly easy to do, and I was fascinated by it, so I thought I'd give it a try. I watched a few YouTube videos and realized it wasn't as easy as I thought. Needless to say, I learned quite a few lessons very early on. The decor for the party turned out pretty good for a DIYer, and I fell in love with the results. After pictures of the event were posted on Facebook, I started getting messages asking what I would charge to do decor. I am an entrepreneur by heart, so I didn't give it a second thought to make it a business!

**What did you do previously?**

I was a hair stylist for 23 years, 19 of those years as a salon owner.



*I notice that you do very clean work, and have a great eye for detail. What training have you had to create decor?*

Initially, I watched Sandi Masori's YouTube videos to learn techniques and *It's My Party's Out the Door* YouTube videos for inspiration. I didn't know the "balloon industry" even existed. So it was when I began to research the business, I came across the Beginning Balloon Professionals Facebook group, learned of others, joined a couple, and learned of training opportunities. At the time I started my business, I no longer owned my salon, so I couldn't necessarily afford training.

However, I soon realized I would have to sacrifice to get the training I needed to learn the techniques to create the designs I would see in these Facebook groups. I started with ordering the QBN Balloon Basic Kit. I passed that first exam and decided I would rather use my money for hands on training before moving on with the QBN courses. My first class was a fear of foils class at Burton and Burton.

I took Sandi Masori's Balloon Business Bootcamp, which was very helpful with the "business" side things. I signed up for Balloon Coach Joette Giardina's monthly webinars, which have provided the opportunity to learn from some of the industry's best. I attended the Chicago Parade, Profits, and Promotions Workshop, which provided the opportunity to not only learn from, but work hands on with some of the industry's best. I've registered with [dantelonghi.com](http://dantelonghi.com) to learn techniques and have purchased a number of videos by Steven Jones, Colin Stewart, and the Balloon Institute to name a few and a couple of books by Sandi

Masori. I follow Sue Bowler and Joette Giardina's blogs and will be attending [Bridge the Gap to Success in November](#), FLOAT in January, and Ballooniversity in August. Then you have people like David Mahoney, Tommy and Scott DeLorenzo, and a number of others who so generously share tips and nuggets of wisdom that help along the way in trying to perfect your craft. I am newbie, so of course, practice, practice, practice is a necessity and gives me the opportunity to tweak my skills.

### ***How have you found your clients...or how have they found you?***

My clients for private parties are usually those who have come across my Facebook page or were referred by others whom I have either done work for or they've seen my work on Facebook. My corporate clientele picked up after providing decor as a sponsorship for an event that was attended by business owners, and the photos from that event were shared quite a bit on Facebook. From that exposure, I picked up 4 corporate jobs and a number of promising inquiries. However, I do send out quite a few emails, and I hit the pavement passing out company information to businesses.



### ***What was your most challenging event?***

My most challenging event was an outdoor event, which was only my second outdoor event, and we were hit by an unexpected thunderstorm just as we were getting close to finishing up. I was determined that we were going to finish, so the client would get everything they asked for. It was extremely difficult working with water pouring in your face, shoes flooded and clothes drenched! I don't even think I've gotten that wet in the shower! I definitely have to find out the best way to handle those types of situations in the future.





### ***What was your most Creative Event?***

My most creative event has been a wedding reception, specifically the arch I did for the bride and groom's table at the reception. The bride and groom's table was supposed to be set up in a particular area, but was set up in a different area where the arch for their table would not fit. So I had to think on my feet and create a design to go over their table. I didn't particularly care for it. It was very different for me, but they absolutely loved it. I guess that's all that matters.

### ***Most Elegant?***

My most elegant event would be the same wedding reception. It was the closest to "elegant" as I have done. I haven't done anything I would consider elegant, based on what I consider elegant. However, I do plan to do some staged photography of some elegant designs for my portfolio because elegant decor is what I want to specialize in and sell.

### ***What do you think has been key to your success?***

I don't consider myself successful just yet, but I am definitely working to get there. I think the key to success is definitely education. Educating yourself in order to perfect your craft, and educating yourself on the business side of things. It is just as important to know your numbers, to track your business, to be properly insured, etc. in order to be successful.

### ***What words of wisdom would you like to share with people NEW to the balloon industry to "get off to the right start?"***

To get off to the right start, I would definitely suggest purchasing the QBN Kit, even if you aren't interested in being certified. You gain knowledge that I think is very valuable, particularly for a beginner. Training/education is a must. It not only improves your skill and business acumen, but knowledge also breeds confidence. When you're confident in what you do, you value your work more, and you're comfortable charging what you're worth. Always remember to who much is given, much is required. Be willing to help others along the way.





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networking time during Lunch Both Days and  
Dinner Monday included in the price!



*End 2016 with a Bang and make 2017 Your Best Year Yet!*

**Matt russell ABA CBA**

Company twistedMR,  
changing to Balloons by TwistedMR—Alexandra headland.  
Queensland Australia

***When did you start your balloon business?***

I started my balloon business around 6 years ago.

***How did you start your balloon business?***

I was working for a company called spotlight (like Michael's) I had run the party section for 3.5 years. I had booked into attended balloon camp that went bankrupt but attended BALLOONstitute that was put on in place. I came back to Australia and quit my full time job and started my business. I knew there was a need in my area for services spotlight couldn't offer.

***What did you do previously?***

Previously I studied graphic design, but there were no jobs and too many people trying to get a job in my area.

***What do you like best about Entertaining?***

I love the smiles that you put on people's faces once they see the balloon you give them. There are always different people to talk to and they are always interested in what I do for a living.

***What do you like best about Decor?***

I love seeing the transformation that my Decor makes to a room, seeing it go from bland to fab.

***What was your most challenging event?***

It was a disco 54 theme for a surf life-saving club. We had a short install time, helpers that were not use to balloons and neon balloons not in all sizes, and someone controlling the budget, so we couldn't get lighting for some of the items. I was happy with result in the end.

### ***What was your most Creative Event?***

I have a few: One was a 21st with an organic bouquet design. It was a challenge to get them looking the same. But still looking organic.

And a Marilyn Monroe dress I designed for OzJam. I wanted to make sure that I represented the dress right. I wanted people to be able to look at it and know who's dress it was.

Finally, Lego themed birthday. I'm lucky the client gives me free reign and a decent budget so I can create the wow factor for them.



### ***Most Elegant?***

I did a 007 themed event. I think it turned out very elegant. I didn't want to fill the room up too much so attendees could see the stage. I loved the colors that I used and feel they helped to create the elegant look.

### ***What do you think has been key to your success?***



I'm willing to do what it takes to make the client happy. I always make it easy for client to deal with me. I will always say yes then work out what I'm doing the client never knows that just see the end product.

### ***What words of wisdom would you like to share with people NEW to the balloon industry to "get off to the right start?"***

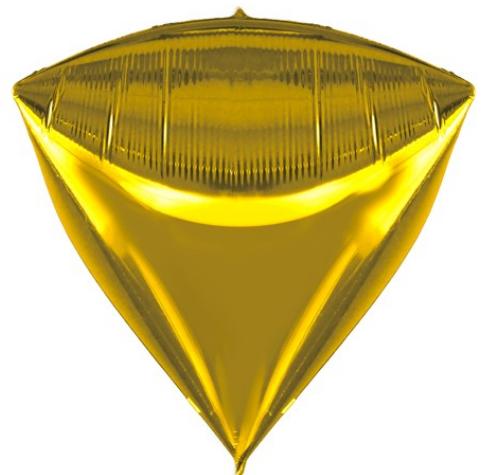
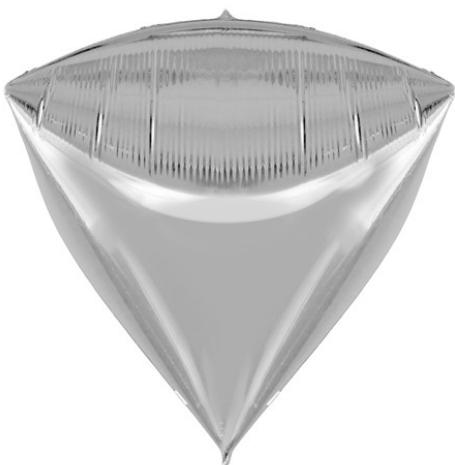
Have a go, attend training, make friends that will become your support network to help you. Price right so that you can grow and attend training.



*Let your creative juices flow and construct  
dynamic designs with printed and solid*

*Orbz and Diamondz by Anagram*

*for New Years Eve!*



**Check out <http://ballooncoach.com/upcoming-events/>**

**For Industry Events including  
FLOAT, Twist & Shout and Ballooniversity!**

**4th Tuesday of Each Month [Join the Balloon Coach Webinars!](#)**

**Just \$25 for Monthly subscription, \$35 for one class**

**Tuesday, October 25, 9 pm EST**

**Join World Traveler, and the “MacGyver of Balloons” Gary Ledbetter**

**Be Prepared for anything! What is your plan A, B, C?**



**Gary was a part of the team for the most recent world record in Xiamen China for the Largest Balloon City. He works in a range of events from personal celebrations to large projects.**

**Join us in Orlando November 13th & 14th!**

**Joette Giardina & David Mahoney**

**<http://ballooncoach.com/bridge-gap-workshop/>**

## Tips from Joette

### End 2016 with great sales for New Year's Eve!



Your Partner in Success!

Joette Giardina, CBA

- ♦ Follow up with clients from last year and book them for this year.
- ♦ Know your pricing for Balloon Drops to be ready to quote.
- ♦ Create Base package ideas to get people thinking, and then customize when needed.
- ♦ It's not just about sending out a mass email, or posting something on Facebook and waiting for your phone to ring! Get on the phone and call people. Then get away from your desk and go out and meet with referral sources like Venues, and other vendors who work with New Year's Eve clients!
- ♦ If you have not made a balloon drop before, here are 3 great ways to Learn:

#1 You can join me in Orlando, November 13th!

<http://ballooncoach.com/bridge-gap-workshop/>

#2 If unable to attend a live class on drops we have a GREAT Webinar from Chris Potts from last year you can purchase

<http://ballooncoach.com/webinar-replays/>

#3 Practice, Get a net, fill it and give it a go!

**If you are booked Solid for New Year's Eve make things go smoothly.**

- ◆ Order balloons in advance, some wholesalers run out of the “classic stock for NYE”
- ◆ Set up boxes or Crates for each event and have supplies divided out
- ◆ Precut ribbon
- ◆ Pretreat balloons you are going to HiFloat, Check out directions on their website
- ◆ Schedule staff to make your day or week run smoothly!
- ◆ Pre inflate your air décor and bag it.



NYE 2015, I was on the 4-person Balloons by Tommy Crew. Tommy and Scott had inflated all the fireworks in advance so as we walked into this venue we inflated the Drop and 3 ft on location while the fireworks were being installed.

**Your Partner in Success,**

**Joette Giardina, CBA**

**Mentor. Motivator. Speaker**