



DALLAS



ATLANTA



CHICAGO



WWW.BALLOONIVERSITY.COM

800-241-2094

agenda

# ballooniversity® 2009

Welcome to Ballooniversity® **ON THE ROAD** 2009! This year we are excited to announce that we have added a third stop to our educational roadshow. Attendees from around the country can now choose from classes in Dallas, Atlanta, or Chicago. Additionally, we've increased the number of industry expert instructors who are sure to advance your level of knowledge and to inspire your creativity.

To participate, please complete the appropriate registration form in the back of this agenda and return it to burton + BURTON™ at your earliest convenience. As there are a limited number of seats available in each city, we anticipate that classes will fill up fast so don't delay! We hope to see you soon at Ballooniversity® **ON THE ROAD** 2009!



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**JUNE 25, 2009**  
BALLOONIVERSITY® • DALLAS, TX

**JULY 9, 2009**  
BALLOONIVERSITY® • ATLANTA, GA

**JULY 17, 2009**  
BALLOONIVERSITY® • CHICAGO, IL

**\$25**

# atlanta instructors



**Jean Eddy, CBA®**

Jean previously owned and operated a successful business, Festive Options Balloon Company, for 15 years, before teaming up with Pioneer® Balloon Company as a Field Service Representative, in 2000, for Northern California. This has given Jean the opportunity to share her talents, experiences, and knowledge to many future and present business owners. Jean's creations have been published in *BALLOON images*, and because of her "common sense" thinking for creating a canopy, a videotape was developed using her techniques. She has had the opportunity to share ideas and work with balloon professionals from around the world at Balloon Camp, Float, West Coast Event, and IBAC (International Balloon Arts Convention) as a staff member and teacher.



**Jan liams, CBA®**

Jan, a recipient of the prestigious IBAC Crystal Award, has been honored for her competition designs and been a part of the balloon industry for over 20 years. She has a broad base of successful business and design experience and is a popular and well known international teacher. She regularly contributes articles and designs to several industry publications and Web sites and has been featured in design videos for leading manufacturers and in seasonal videos for corporate Hallmark. Jan is well known for her original techniques for designing highly sellable arrangements for all types of businesses selling balloons. She consistently showcases a fresh palette of designs and innovative techniques in her entertaining and motivational presentations.



**Jimi Taylor**

Jimi Taylor, owner of Taylor Made Gift Baskets, Gifts, and Flowers began her business as home-based producing only gift baskets. Detail and superior quality were the focus and continue to be the key ingredient for expansion and growth. Now located in a retail location in Lilburn, Georgia, for the past 11 years, she offers a variety of gifts and a full floral service with her mainstay of gift baskets. Jimi's unique, sellable, and award-winning designs are continuously featured in trade magazines, newspaper articles, and on TV. Jimi has 20 years experience in the industry and has seen it all. She has taught classes at the Fancy Food Show in New York, the gifts marts in Atlanta, Orlando, and Los Angeles, Instructor for Gift Basket University in Atlanta, and is on the teaching team for *Rave Reviews* Conventions in Orlando, Las Vegas, and Atlanta.



**Perry Waltson  
AIFD®**

Perry, who began his career in his native Ohio, graduated from Ohio State University, ATI Campus in Wooster, Ohio. After several years in Houston and Washington DC, he made his last move to Atlanta, Georgia, where he was a partner in a floral and home accessories store. Since selling that business in 1993, Perry has been a freelance designer and merchandiser for importers and florists across the country, and has been involved as a product development consultant with Sullivan's Inc. In 1999 he also opened a successful concept store called *Pretty Home and Garden*. The store dealt exclusively with home accessories, which included custom permanent botanical and dried arrangements, all displayed in a consumer friendly home atmosphere. He sold that store in 2002. Inducted into the American Institute of Floral Design (AIFD®) in 1983, Perry has been a featured designer for four national and three regional AIFD® Symposiums. Perry has been a contributing designer in *Ultra* magazine, *Houston Home and Garden*, *Florists' Review*, *Design With Flowers*, *PFD* magazine and *Flowers&*. He has done design presentations all across North America sharing his love and knowledge of flowers, floral design, and display.



**Peggy Williams**

Peggy has worked in the balloon industry for well over two decades. Starting her company, Balloon Specialist, in the early 1980s, Peggy quickly realized the need for professional education in the industry. She began sharing her knowledge with others and soon became a highly sought after instructor. Her vast experience with a retail balloon shop, wholesale balloon businesses, and the mass market enables her to offer a range of knowledge that is sure to enhance any business. Those who have attended burton + BURTON's™ Ballooniversity® in recent years will recognize Peggy as part of the staff of instructors. Approaching life with enthusiasm, Peggy will make certain you leave her class with a smile on your face, ideas in your notebook, and increased revenues for your store.



**Steve Casso**

In August 2002, Steve Casso joined the burton + BURTON™ family as general manager. With over 20 years in the gift and floral industry, Steve has previous experience as a manufacturers' rep and as vice-president/general manager of Betallic, L.L.C. Steve oversees the day-to-day operations with great skill and is an exceptional speaker, always encouraging and motivating employees. Steve earned a bachelor of business in marketing from the University of Missouri in St. Louis and later earned his master of business degree from Maryville University in St. Louis.

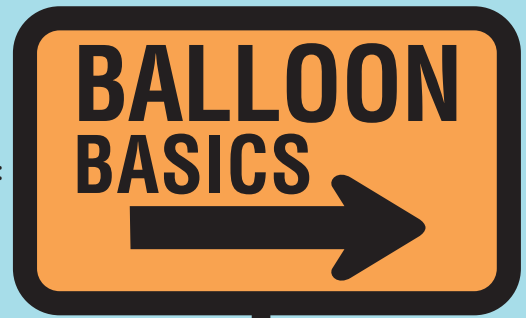
# atlanta classes



**Peggy Williams**

Discover how easy it is to generate extra add-on sales. In this class we will discuss successful formulas for thinking and moving outside of the norm. This class will teach you how to:

- sell more products
- add a fresh look to your arrangements
- propel your party décor beyond limits
- make your business something to marvel
- think in ways you never dreamed possible
- have fun in the process



**9:00 A.M. TO 10:45 A.M.  
1:45 P.M. TO 3:30 P.M.**

**ROOM 1002**

## MERCHANDISING TECHNIQUES

Do your customers see the “big picture” potential in your store? Do your displays promote products in ways that can lead to add-on sales? Join Steve Casso, burton + BURTON's™ general manager, for a “Lunch + Learn” as he discusses ways to help your customers more clearly visualize your products and to buy more of what they see.

Display your products for maximum impact and increased sales potential by learning valuable tips in visual merchandising, displays, store layout, and consumer purchasing behavior.



**Steve Casso**

**12:45 P.M. TO 1:45 P.M.  
ROOM 1002**

Learn the basic fundamentals of building the perfect foundation for unique and creative gift basket designs. This class will demonstrate unique and easy wrapping techniques for a WOW presentation, with minimal labor and low cost. After the beautiful design has been created, learn how to retail your product. Estimate the cost and you will quickly be out of business. This class will show you simple and easy formulas to price for profit.



**Jimi Taylor**

## PROFITABLE + CREATIVE GIFT BASKETS

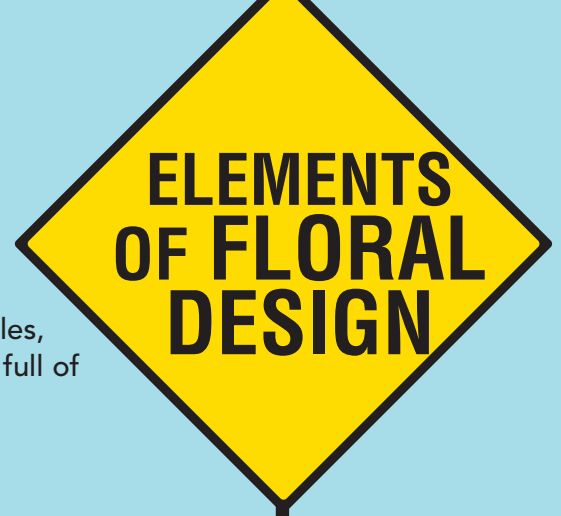
**11:00 A.M. TO 12:45 P.M.  
3:45 P.M. TO 5:30 P.M.**

**ROOM  
1002**



**Perry Walston**

Perry Walston has taught design presentations across North America sharing his love and knowledge of flowers, floral designs, and display. Join Perry as he demonstrates the variety of directions that floral arrangements can take. Learn about styles, principles, elements, and eras in a class full of demonstrations and examples.



9:00 A.M. TO 10:45 A.M.  
1:45 P.M. TO 3:30 P.M.

**ROOM 1003**

ATLANTA



11:00 A.M. TO 12:45 P.M.  
3:45 P.M. TO 5:30 P.M.

**ROOM 1003**



**Jean Eddy**  
CBA®

Your window is "the" billboard for your store, and if it's bright, imaginative, and displays products in eye-catching ways, then it will invite customers and profits! The window of your store is a pane of glass, a little more than half an inch thick, is all that divides your shop from the public. Glass is technically a solid-liquid, a magical paradox, linking the real world with a world of wonder and possibilities. Your window display behind it should be magical too! It should tell a quick story and draw the customer inside. Jean will share with you the "PRINCIPLES AND ELEMENTS" of designing a "traffic-stopping" window display using unity, focal point, layering, color, lighting, long lasting Bubbles™, and much more!



**Jan Iiams**  
CBA®

Join Jan in this very creative and informative class where she will share her very best secrets for combining a variety of standard elements into a showcase of visually appealing designs that fill space beautifully and profitably. From simple to spectacular, Jan's inventive designs are all guaranteed customer pleasers. Learn how to create lovely and extra long-lasting arrangements with ingenious techniques using standard industry staples like ULTRA HI-FLOAT®, a variety of bright and bold LINK-O-LOON® balloons, fun holographic foil accents, and finally see how adding just a few simple burton + BURTON™ accessories in imaginative ways can add BIG jingle to your cash register!



11:00 A.M. TO 12:45 P.M.  
3:45 P.M. TO 5:30 P.M.

**ROOM 1001**

# atlanta reception

You are invited to attend the Ballooniversity® 2009 party in the burton + BURTON™ showroom. Light hors d'oeuvres and refreshments will be served.

# 6:00 P.M. — 7:30 P.M.

Ballooniversity® Classes are held at AmericasMart®Atlanta, Building 1 on the 10th floor.

## DIRECTIONS FROM BUILDING 3 TO b + B™ SHOWROOM:

To get to the b + B™ showroom, take the elevator/escalator to the 7th floor and walk across the bridge to Building 2, (Gift Mart). The showroom is #728.

ATLANTA



AmericasMartAtlanta

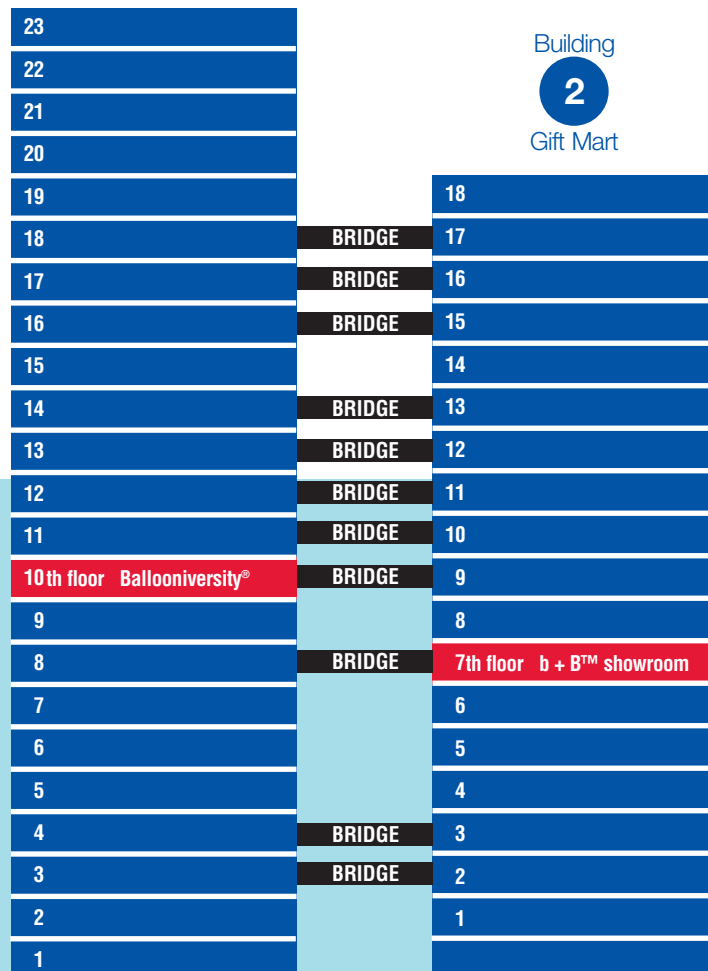
Building

1

Building

2

Gift Mart



# ballooniversity® 2009 registration

**SPACE IS LIMITED. SIGN UP TODAY. YOU MUST BE REGISTERED WITH THE APPROPRIATE MART TO ATTEND BALLOONIVERSITY®.**

Please sign up for each class individually. Attendees will receive a gift package including a 2009 Ballooniversity® On the Road tote. Complimentary breakfast and lunch will be provided for all attendees.

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ ZIP Code™ \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Are you a current b + B™ customer?  yes  no

If yes, please provide Customer # \_\_\_\_\_

- Dallas Classes • Thursday, June 25, 2009
- Atlanta Classes • Thursday, July 9, 2009
- Chicago Classes • Friday, July 17, 2009

Please check your preferred class schedule. Please know that IF a class is full, we will arrange your schedule so that you will be able to take all the classes that you have selected, but the times will be different.

9:00 A.M.  Floral Arranging **or**  Balloon Basics

11:00 A.M.  Gift Baskets **or**  Advanced Balloons **or**  Window Displays

12:45 P.M.  Lunch + Learn: Merchandising Techniques

1:45 P.M.  Floral Arranging **or**  Balloon Basics

3:45 P.M.  Gift Baskets **or**  Advanced Balloons **or**  Window Displays

## **PAYMENT:**

Ballooniversity® registration fee is \$25 per person.

Check Enclosed

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Grand Total: \$ \_\_\_\_\_

**FAX**  
**800-880-9759**  
**OR**  
**706-549-1963**

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**ATTN:**  
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**burton + BURTON™**  
**325 CLEVELAND ROAD**  
**BOGART, GA 30622**

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