



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!



CONTENTS	
DALLAS INSTRUCTORS	3
DALLAS CLASSES	4-5
DALLAS RECEPTION	6
ATLANTA INSTRUCTORS	7
ATLANTA CLASSES	8-9
ATLANTA RECEPTION	10
CHICAGO INSTRUCTORS	11
CHICAGO CLASSES	12-13
CHICAGO RECEPTION	14
REGISTRATION FORM	15

JUNE 25, 2009
BALLOONIVERSITY® • DALLAS, TX

JULY 9, 2009
BALLOONIVERSITY® • ATLANTA, GA

JULY 17, 2009
BALLOONIVERSITY® • CHICAGO, IL

\$25

chicago 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.



Rosie Haines

Rosie Haines, a Georgia Master Florist, has been active in the floral industry for over 30 years. Prior to joining burton + BURTON™, Rosie owned and operated a retail shop and has taught Floral and Wedding Design at Georgia Perimeter College and the University of Georgia. She is an expert at working with all types of floral materials and has conducted numerous workshops and seminars on flower shop displays, marketing, inventory control, and customer service. Rosie has served as president of the Metro Atlanta Florist Association and other prestigious floral organizations.



Jan Iiams, 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.



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.

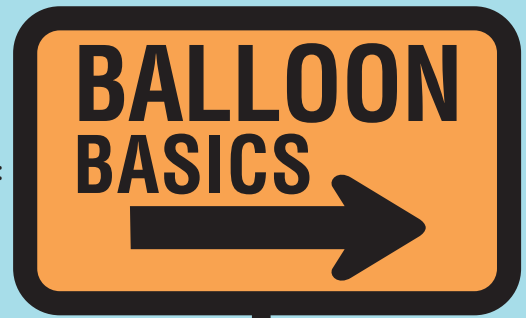
chicago classes



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 C

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.



Steve Casso

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

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

CHICAGO

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.



12 Jimi Taylor

PROFITABLE + CREATIVE GIFT BASKETS

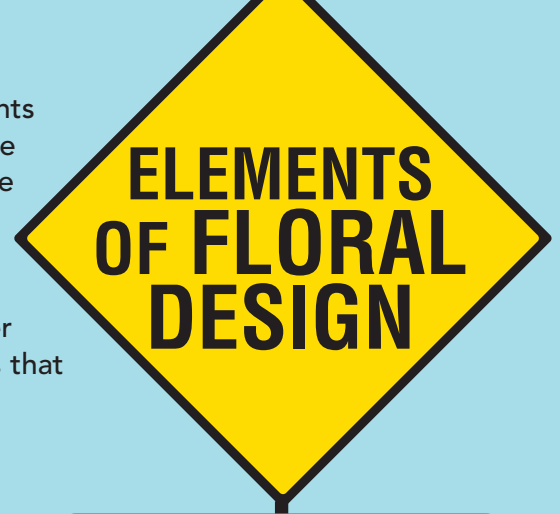
**11:00 A.M. TO 12:45 P.M.
3:45 P.M. TO 5:30 P.M.**





Rosie Haines

Learn to make exquisite floral arrangements and gifts in just minutes and at lower price points! In this class, Rosie designs with the economy in mind, teaching the art of combining fresh flowers in unique and interesting containers to create festive looks for all occasions. Come and discover exciting new design ideas and techniques that will delight your customers!



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

ROOM D/E



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

ROOM D/E



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 C

CHICAGO

chicago 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 350 West Mart Center, Merchandise Mart Conference Center on the 2nd floor.

DIRECTIONS FROM BALLOONIVERSITY® TO b + B™ SHOWROOM:

To get to the b + B™ showroom, use the pedway to The Merchandise Mart. The showroom is on the 13th floor, #13-235.



350 West Mart Center

The Merchandise Mart

CHICAGO



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

MAIL TO:
ATTN:
JOHNETTE RODGERS
burton + BURTON™
325 CLEVELAND ROAD
BOGART, GA 30622

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