



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

dallas 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.



**Bill J. Harper
AIFD®, AAF, FAM**

Bill J. Harper's role as teacher, designer, and innovator has, by invitation, allowed him to participate in numerous workshops and exhibitions throughout North America, Europe, and Asia. His skills at teaching floristry won him the reputation of being one of the finest instructors in the country. Bill is a member of the American Institute of Floral Designers (AIFD®), the American Academy of Floriculture (AAF), and the Floral Academy of Missouri (FAM). Bill was a member of the team that designed and coordinated floral décor for the rededication of the Statue of Liberty. He has designed for presidential inaugurations and was one of the national designers from the U.S. invited to the White House to decorate the executive mansion for Christmas. In addition to the numerous awards and recognitions he has received, Bill was presented with the Distinguished Service Award by AIFD® in 1996 and was honored as a Fellow of the organization.



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.



Teresa Nelson

Teresa's Treasures started as a home-based gift basket business and quickly flourished into a full-time career. In her first few years of business, she enjoyed sales growth of 100–150%. This phenomenal growth allowed her to expand into 8,000 square-feet of space and hire seven employees to begin servicing a worldwide base of clients. Teresa received her B.B.A. from Texas Wesleyan University in Economics/Finance and is currently working to complete her M.B.A. in Management. She is a strong advocate for small business and the important role it plays in the American economy. Teresa has been the recipient of more than a dozen business awards for excellence in management, growth, community participation, and industry leadership.



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.

dallas 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

MERCHANDISING TECHNIQUES

12:45 P.M. TO 1:45 P.M.
ROOM 12-12

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

Business smart, design savvy! Come to this class with lots of pen and paper to record the wealth of knowledge Teresa will share. Learn business advice on branding, marketing on a budget, pricing, inventory management, vendor selection, and growing your existing client base.

There will also be a creative section with design tips, easy enhancements, container ideas, and more you can utilize immediately.

Teresa is known for sharing her common sense, down-to-earth approach to business with easy to understand tips for success. Leave inspired, excited, and armed with the power to take your business to the next level.



Teresa Nelson

BALLOON BASICS



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

ROOM 12-12

PROFITABLE + CREATIVE GIFT BASKETS

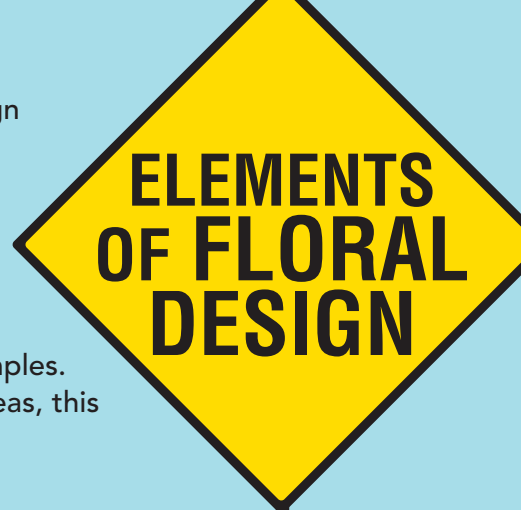
11:00 A.M. TO 12:45 P.M.
3:45 P.M. TO 5:30 P.M.

ROOM
12-12



Bill J. Harper
AIFD, AAF, FAM

Bill Harper's skill at teaching floral design won him the reputation of being one of the finest instructors in the country. Join Bill as he discusses flower, foliage, and container selection, arrangement styles, basic supplies, principles, and elements of design in a class full of demonstrations of techniques and examples. If you are looking for inspiration and ideas, this is a session that you must attend!



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

ROOM 12-13



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

ROOM 12-8



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 12-13

dallas 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.

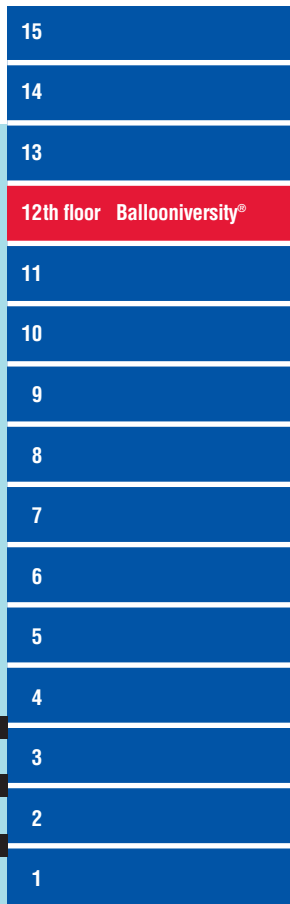
Ballooniversity® Classes are held at World Trade Center in Rooms on the 12th floor.

DIRECTIONS FROM WORLD TRADE CENTER TO b + B™ SHOWROOM:

To get to the b + B™ showroom, take the elevator/escalator in the World Trade Center to the 2nd floor and follow signs to the Trade Mart. Take the elevator/escalator in the Trade Mart to the 1st floor. The showroom is #1128.



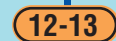
World Trade Center



Trade Mart



COCKTAILS



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: \$ _____

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OR
706-549-1963

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ATTN:
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BOGART, GA 30622

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