

ABC 2007 Convention

24th –28th March 2007

The Art of Balloons

The convention Progress is going ahead at full steam.

A request for expressions of interest for Presenters has been placed on the BASA Web site, we are looking for exciting idea's for class formats and foyer decorations.

We are pleased to announce the 2007 Competition Supervisors who are Roslyn Simpson from Magic in the Middle Vic the winner of ABC 2005, Large Sculpture, Corporate Image Portfolio Bouquet & Gift delivery. Great experience. Jo Dickens from Creative Balloons NSW who is also a Chairman of Interflora NSW. Her skills in the floristry industry will certainly assist in running the competition.



Gunter Blum & Roslyn Simpson ABC 2005

The **Final Night Dinner** on Wednesday Night will certainly be an evening of surprises as we have engaged BASA A's only life Member Margie Monk from It's a Gas to be involved in creating the story of events for the night to unfold. Look out for that Special Effect.

Sponsorship & Trade Show interest is building as many of our industries suppliers are extending their product range and they are all willing to display those new concepts at the Monday Trade Show, then Party at the Pool, with them at the Evening Cocktail Party.

Positions Vacant

ABC 2007 requires help in several area's: competition entrants, helpers to build foyer decorations, Stock room sheriff, class presenter's helpers, registration desk. Spare inflators and equipment and base plates.

And lots of extra hands for bump in and out.

Call Ray 0415 689 657

Are Ready to Travel

Grab your passport and travel Bag to go to QLD, Gold Coast. For the Balloon sensation of the decade. All passengers leave for paradise, on arrival and the education programme planned is outstanding. The venue picked for this grand affair is the Holiday Inn Surfers Paradise which offers all modern facilities to relax and enjoy a week of hard work and entertainment. The Holiday

Inn is located in center of Surfers Paradise and cultural precincts, across from the Gold Sands and Beaches. The centre is 1 minutes walk from shopping, shopping & shopping. Only 20 minutes drive from Coolangatta's Domestic airport.

News of New Products

Z & S Star Enterprises have a full coloured plates, cups and cutlery range coming in April, the range consists of 7" plate, 7" bowls, 9" plate, 10" plate, large oval plates, cups, cutlery in 15 colours. They also have a state of the art balloon printing machine that will also be here in April, which can print 2 colours and 3 colour screen printing, also top print and all round printing.

We also have a brand new web site which will be released in March, which will give access to all registered users, and for the first time to shop and place your orders on line.

Ziad Kalach

Managing Director

www.zsstar.com.au

BASA Victoria

Calender of Training Events For 2006

Please note these dates are subject to change.

March 7th- Tower Hotel Edelgard O'Kelly
7:30pm – 9:30pm
Building on the Basics.
Night session.

Balloonews

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ACN 080 636 282

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April 9th Ray Connett from
NSW Balloon Boutique.

Secretary BASA A

Lets Party with Balloons!

Decorating for 1 year old to
100 year olds. Full day.

May – Have a rest

June 27th to 28th The Round

and Twisting Tour 2 day

workshop from Qualatex:

International presenters. Linda

Bruce, Sue Marsden Weston

and Ken Stillman

July- 25th July AGM Yelka

Jurinovic Possible theme

Weddings/Parties for adults?

Night session

August – TBC

September – Rest month

October – Visual display

merchandising Equipment

demonstration for any one who

always wanted a hands on

session with all the gear,

machines that they don't own –

IE T-rex exploder, dual sizer,

pick machine, T-rex stuffer,

Bow maker, transfer tape gun.

Night session

November 19th - Training day
working towards a Christmas
themed dinner.

Presenter:- Possibly a few,

break into groups??? i.e. one

group for centrepieces, One

group for room décor. Then

half way through switch groups

Very hands on. Very social -

Location:-Full day.

December – Are you kidding?

Royaltex Now in Australasia

Alpen officially launched the

Royaltex Professional Latex

Balloon collection in February

2006 as the only authorised
distributor of this quality
decorator balloon range in
Australasia.

The *Royaltex* collection is an
innovative range of balloons
specially designed to satisfy the
most demanding professionals of
balloon decorating. The range
offers a balloon shape carefully
studied and developed with the
highest precision. From a mould
designed and made to measure
with the most advanced
technology, this results in round
latex balloons perfectly suitable
for decoration and imprint
purposes.

These balloons, therefore offer
the optimum shape preferred by
professionals, a generous size
with extraordinary helium and
air retention as well as excellent
strength and elasticity. These
round latex balloons have unique
style, highlighting elegance in
the form and colours as well as
excellence in size, capacity and
durability.

Float Test Times as advised by
the manufacturer:

11" (28cm) Pastel/Fashion &

Jewel-Tone/Crystal aprox 16 hrs

12" (30cm) Pearl/Metallic –

approx 22 hours

Tests done with helium only –

no Hi-float used in these tests.



The Alpen Team @ ABC 2005

with their Royaltex balloons

The production process of
Royaltex balloons is fully
automatic; from the initial
dipping in latex to the final
packing in cartons using state
of-the-art machinery, achieving
great output capacity. The
products have been exported
worldwide through an
international distribution
network reaching over 60
countries; Alpen has just
increased this number, importing
the Royaltex range for the first
time into Australia.

The *Royaltex Professional Latex
Balloon* collection composes a
range of 49 colours in a variety
of balloon types: Pastel/Fashion
Tones, Metallic/Pearl Tones
and Jewel Tones
Comercial Persan, the
manufacturer of Royaltex
balloons has been producing
balloons since 1954 and can
produce more than ONE
BILLION latex balloons per
year.

The *Royaltex* collection
guarantees the compliance
according to the current
regulations of the EN-71
Standard European Quality
Norm and the BGA XLVII of
the German health department.
These certificates are updated
yearly and are available upon
request through Alpen Products
Pty Ltd and they were appointed
the Australasian and New
Zealand distributors of the
Royaltex latex balloon range.

www.alpen.com.au

Page 2

Balloonews

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BASA NSW

The next NSW BASA meeting (**Sunday 12th March**) is coming up. It will be the first of three modules of the brand new BASA accreditation program. This program has been designed by Australian Balloonies for BASA the Australian Balloon Industry. This program has been over 10 years in the making. As well as the balloon side of things it covers the things you need to know about complying with OH&S and other laws, operating and safety guidelines, insurance etc. The class will be taken by Peter Nikolas. If you are serious about your business and its place in this industry, I would urge you to make gaining the BASA accreditation the number 1 priority for 2006.

After the brain strain of the accreditation course in the morning David Taylor be doing a workshop in the afternoon and showing you how he did the jobs that you see in the photos page of ozballoons. Packing balloon drops (his way), personalise foils in a latex, balloon wall, working with foamcore, and some "big decor" fundamentals. There will be heaps of hands on, and I'll also have a bit of a question and answer time as well. He will make it as fun and informative as possible so you can go back and WOW your clients.

So whether you are in NSW or interstate, it will be well worth your while being at the Peakhurst Bowling Club on Sunday 12 March. If you need more info contact the BASA NSW President, Maureen Egan maureen@balloonelegance.com.au



David Taylor and Girls @ ABC 2005 Final Night Dinner.

BOC moves Vensa Ollies

Vensa Ollies who would be remembered from ABC 2005 as the BOC Manager of Hospitality and Balloon Gas has now moved to a new position within the BOC company as Retail and Marketing Manager of NSW Gas & Gear Centre's. Congratulations Vensa. NSW Balloon Gas Representative Melissa Ward will have a full time commitment as a new mother with her first child, due later this year.

Congratulations Melissa.

Contracts and Liability

Dear Mr Ed.

At ABC 99 we did a lot of three foot air inflated balloons to bounce around the crowd during the night, which were a big hit. I was asked to do these for a New Years Eve party.

The client ended up purchasing her own 3ft balloons and I did the other decor, apparently early in the evening the client bounced one around the room and some unthinking person decide to whack it up into the ceiling. Up it went, hitting the chandeliers. A piece of glass fell out of one and narrowly missed a couple girls on its way to earth. Just after midnight (and with no balloons bouncing around) another piece of glass dislodged itself and fell and this time struck someone who had to be carted off for stitches. The Client thought she had read all the small print in her contract with the venue, but apparently she is responsible for any damage. I wonder if I had sold her the whole job whether the responsibility would have lain with me?

Concerned Balloonie

Dear Concerned Balloonie
Today's insurance and court liabilities lead us to believe anyone can become liable for some other person action. Even the simple sale of a balloon. That's why it is essential you have insurance.

The Real answer lies in talking to the professionals like your insurance company, broker or a solicitor. Only then will it be decided in the courts.

ALWAYS check your policy

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ABC 99 Brisbane
THE CURSE OF KING TUT!
Mr Confetti is exactly what you've been looking for.

Mr Confetti have just launched a wide range of new confetti products, covering everything from small DIY items that can be sold directly to customers for their own use, right through to fully professional launchers designed for large scale events. Basically anything you can think of to do with confetti is covered right here.

With Mr Confetti, it's not just about throwing paper in the air... you're creating a visual moment. And with the wide range of sizes, shapes, colours and fall patterns available, you have the freedom to really be creative and tailor a specific look for your customers, ensuring you create an experience they'll remember for a lifetime.

Here's a little marketing secret for you... Did you know that once a customer has committed to buy something from you, a third of them will buy something extra, right there on the spot, if you just ask them. Why do you think McDonalds

used to ask "Do you want Fries with that?" This is called up-selling and cross-selling and it's one of the greatest opportunities to increase sales available to a small business.

As a special for readers of Balloonews, Mr Confetti have been kind enough offer **limited number** of special bonus packs. The first 11 people to call and order a pair of single remote controlled confetti launchers, will also get 3 sets of 39cm electric cannons filled with any filling of their choice, **valued at \$182.55 absolutely FREE!!** For more information call Mr Confetti Today on: 02 9211 0655

Get ready for the **PREMIER EDUCATION CLASSES** - Coming soon to a venue near you! An event **NOT** to be missed.

PREMIER EDUCATION CLASSES

Sydney – Sunday 21st May & Monday 22nd May 2006

Brisbane – Wednesday 24th May 2006 – Day & Evening Sessions

Melbourne – Sunday 28th May & Monday 29th May 2006

Adelaide – Wednesday 31st May 2006 – Day & Evening Sessions

Perth – Sunday 4th June 2006

Featuring:

✓ Jan Iiams – International Balloon Decorator

✓ Ray Connett – Leading Australian Balloon Trainer
✓ Another Special International guest attending - Melbourne, Sydney and Brisbane classes

Full class notes will be provided for every session, and each day session is totally unique – there will be no repeats from the previous days or sessions. Numbers will be limited – don't miss out. Full details will be mailed out shortly.

New products added to our extensive Premier Party Product range:
5 Brand NEW Candle designs
Scatters – horse design
Licensed Party Products – The Simpson's, Hi-5, Marvel and Lil Bratz

New additions to our napkin range 2 sized napkins.
2 Ply Luncheon Napkins (PK 50)
3 Ply Dinner Napkins (PK 25)
Full range of colours available
For more information please call our friendly customer service staff on FREECALL 1800 335 917

Pick Searching is over

Do you use the steel picks? We have good news. **H.E. Koch** now stock steel picks that can be used with the pick machine (please see picture below).

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They also have other products that are useful to the balloon industry such as curling, satin, tear and organza ribbons, posie boxes, baskets, glass and plastic vases etc. H.E.Koch's new web site will be up and running on the 1/5/06.

Alternatively, you can contact them via email infor@koch.com.au or phone 61 2 9741 4999.

Supagas spreads to S.A

Damien Monk from It's a Gas has taken on the roll as The Manager of Supagas S.A. After 15 Years with It's a Gas Damien will be having a "C" change 5 days a week while helping out in the balloon & special effect business on weekends.

Supagas will concentrate on hospitality gases to start with and helium will be introduced after 6mths.

Call Damien 0418 809 125

Desert Mums & BASA

It is proposed for **all BASA members to unite** and support the event during May by promoting with an in store display with FREE custom printed balloons supplied by BASA A which coincides with the walk across the Simpson desert.

Contact your local hairdressing salon, female fitness centre, dress shop or motel and place a Balloon Arrangement with information about Your business and Your support of Breast Cancer. Even Raise some Donations for Breast Cancer.

We have wonderful offers of Custom Printed Balloons from our industry suppliers **Clown Balloons, Premier Balloons, Qualatex Balloons and Z & S Star Enterprises.**

BOC are providing the helium & regulators for the Release.

Balloons for the walk across the Simpson Desert is on the 21st May 2006 they will be releasing 2,500 pink, helium filled, biodegradable latex balloons from the top of Big Red, the largest and most famous of the sand hills in the Simpson Desert. The number of balloons represents the number of Australian women who die each year from breast cancer. The balloon launch will be a logistics challenge but a brilliant media event said Susan Bartell organizer of the event.



Dennis Bartell making the nets

Dennis Bartell has organized directly with **BOC** through BASA 's initiative and introduction with the collection and return of the BOC balloon gas cylinders and regulators for the balloon release, Dennis has also made his release nets and is confident he has the release process by the short and curls thanks to instructions from Ian Shuey. He will also notify CASA of the release details. So send Balloonews photo's of your Desert Mums Promotions.

EVERTS Balloons

Clown Balloons are going ahead full steam with the Everts range of balloons, having formalized their exclusive arrangement, anyone wishing to purchase the Everts range must do so from Clown Balloons or their distributors. For a full range of colours in fresh new stock, be sure to buy genuine Everts. Call Chad at Clown Balloons to find your nearest distributor.

02 9829 6433

Clown Balloons is now stocking a full range of prepacked clipped and unclipped ribbons, in a bag of 50 x 1.5 metre cut ribbons either with clips attached or without clips. The bag is a shiny polypropylene bag with the Clown Header attached. The price is very competitive, in fact they say they will not be beaten on the price of ribbons and clips.

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From President Ian Shuey
Balloonews is FANTASTIC in uniting our members and keeping abreast of developments. Don't leave it sitting in your inbox. PRINT OUT TWO COPIES – one goes next to the phone where staff can refer to it on a regular basis, with the second copy being prominently displayed for customers to read, sending clear signals that we know our stuff! Send stories to Secretary Ray and have your say.

BASA Accreditation is a very important issue for ballooning people. Well done to BASA NSW in instigating the first 2006 training program on 12th March. I strongly encourage other State Committees to learn from NSW and facilitate the program for your own members.



FND Entrance ABC 2005

Like **ABC 2005** Yes **ABC 2007** on the Gold Coast and is coming up trumps. Being actively involved is far superior than just being a delegate. Contact Secretary Ray NOW and register your interest and embark on a rewarding learning and sharing experience.

ABC 2007 will be FUN.
Regards Ian Shuey

Lighting up Balloons.

Definitely the coolest birthday balloon decorations around, the original Balloominator™ from Ballumination will make any latex balloon or foil mylar balloon with clear windows flash and light up for the ultimate in party fun. They work in all latex or other semi-transparent air or helium filled balloons.

Think about it, when was the last time you saw someone say "WOW" when they saw a balloon? Well, get used to hearing exclamations of surprise all the time,

Available in red, blue, yellow, green or white the Balloominator illuminates balloons.

The devices work particularly well attracting attention to booths at trade shows and drawing attention to cars in lots at auto dealerships at night, and are just as popular when used in individual birthday, anniversary or baby shower balloons or in balloon bouquets archways - anywhere you want to turn heads.

Balloominators even allow pool party planners to illuminate a pool with different colour lights. The tiny reusable device emits no heat will shine at maximum

intensity for up to four hours and continue to glow and flash for up to sixteen hours on one set of batteries. They are compatible with highfloat.
www.balloonlights.com.au

Analyze Your Balloon Business

The more you examine what is good about your business the better you will be at prioritizing the areas that need attention.

Ask yourself the following questions.

1. Is your business operating at a net profit or net loss?
 2. Have your gross annual revenues been increasing, decreasing, erratic or flat. To what do you attribute that.
 3. How would you describe your cash flow good, fair, poor, Don't Know?
 4. How often do you pay your bills on time?
 5. Do you pay yourself?
 6. How often do you review your financials, weekly, monthly, annually, never.
- These and many other questions can determine the quality of your business. One question is "Do you enjoy doing what you are doing?"

If you need assistance contact your State Government they all have a small business help system, Contact The Department of State and Regional Development for what they can offer you.