

## What's Up? Newsletter Spring 2006

### 2004 - 2006 Board of Directors



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Matt McKinney  
Distributor  
All American Balloon  
Supply



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President**  
Juan Andres DeHaseth  
Distributor  
Thrifty Balloon



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Paige Alexander  
Distributor  
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**Regional  
Director**  
Sue Williams  
Manufacturer  
Anagram/M&D



**Regional  
Director**  
Don Kapral  
Manufacturer  
Convergram



**Past  
President**  
Tom Eble  
Distributor  
Top Shelf, Inc.



**Executive  
Director**  
Marty Fish

### **IBA Mission Statement:**

To enhance the business success and profitability of member companies and to promote total quality business success through trust, advocacy, and communication by quality networking with others within the industry.

**[CLICK HERE TO ADD YOURSELF TO OUR CONTACT LIST FOR INDUSTRY  
ANNOUNCEMENTS AND NEWSLETTERS!](#)**

### President's Message

## Continuing

## to Celebrate, Nurture, and Grow the IBA

### **The IBA has cause for CELEBRATION!**

We are in the midst of many "FIRSTS." The FIRST time the IBA has produced its own Balloon & Party Convention. The FIRST time our association has had full representation from the industry, Manufacturers and Distributors have now included Retailer Members. And, the FIRST time we have had the opportunity to create alliances with similar organizations from around the world and develop strategic plans to battle key issues of concern to the entire industry.

### **IBA Board Sets Future Expectations**

Whenever an organization has a job that requires the work of more than one person, coordination of effort is essential. The IBA board is given the job to govern the organization and ensure its accountable performance. The current board has worked hard to increase the value of membership by making positive changes. A few of the accomplishments topping the

list are; alerting members of illegal manufacturer activity, creating viable money saving member benefits and making the IBA Balloon & Party Convention a reality. By thinking outside the box, the board has given new life to this organization and the opportunity for it to thrive. But, now what?

### **Who Can Serve On The Board?**

As the current board nears completion of its 2-year term, the opportunity for others to step-up and carry things forward has become apparent. With board elections only a few weeks away, who will serve next on the board? Did you considered who will carry the ideals and goals of the IBA forward over the next 2-years? Have you prepared yourself, your business and your family for the day when it's your turn to help lead this organization to the next level? I urge you to consider nominating yourself or someone you feel would best be able to make a positive contribution to the board. Here is the call, the IBA needs your help, is this your defining moment?

### **What Is Required Of New Board Members?**

For the IBA to achieve success, new board members must strive to produce policies that make a difference, missions that are clearly articulated, standards that are ethical and prudent, meetings, officers, and committees that work; and leadership that supports the fulfillment of long-term goals.

### **What Are The 8 Important Rules?**

First, the board must make requirements or expectations clear. Second, make sure that the skills and behaviors required to meet the expectations are followed and rehearsed. Third, check if the policies have covered all organizational issues at some level. Fourth, quickly get to the heart of the matter that has come before the board. Fifth, understand clearly the nature of the decisions that it must make as well as those it should not make. Sixth, ensure the power of its own words is evident to the board itself and to the staff, and the process of its decision-making can be explained to others. Seventh, refer to standards of performance to protect against conflicts of interest and whims. Finally, remember that rigorous monitoring of the organization is absolutely essential, enabling the board to reexamine and if necessary revise policies in order to guide future decision making.

In closing, I would like to thank my associates on the board for their hard work and determination to make IBA membership worthwhile. It has been my pleasure to serve on the board and I encourage all who haven't had the opportunity to serve, to do so

See you at the 2006 IBA Annual Business Conference at the Tuscany Suites Hotel, Las Vegas, NV, August 4-6.

Thank You,  
***Matt McKinney***  
Matt McKinney

President, IBA  
International Balloon Association  
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(714)543-2255, ext., 112

P.S. Recommended reading for current and future board members: [Boards That Make a Difference](#) by John Carver.

## Announcements

### **1st IBA BALLOON & PARTY CONVENTION HUGE SUCCESS!**

The first annual IBA Balloon & Party Convention proved to be a big hit with balloon retailers and decorators at the Transworld International Halloween, Costume and Party Show March 9-12, 2006. Sponsor distributors and manufacturers of the convention were also rewarded through a unique program called "DELEGATE DOLLAR\$." This brilliant concept rewards everyone involved. The IBA Board administered nearly \$40,000 to delegates, who had 4 hours to spend Delegate Dollar\$ during "DISTRIBUTOR ALLEY." Our delegates, with Delegate Dollar\$ in hand designated for the sole purpose of buying sponsors' products, placed their orders with participating distributors in a special area provided by TransWorld Exhibits. This exciting buying frenzy proved to be the highlight of the convention!

There are many benefits for IBA Members, but the incentive to get involved with this annual event tops them all! The IBA Board is already at work to expand the convention for next year. A new tradition of convention excellence has been established. By working together, all IBA members can improve upon this year's convention and help it to grow year after year.

One of our original goals was to solidify and strengthen relations in the industry and create stronger unity among members. We believe we are well on our way toward reaching this lofty goal. All those in attendance at the convention came away from it with a feeling of inclusion. For the first time in its history, the Balloon Industry came together and acted as one. In honor of that, the IBA Board would like to propose the adoption of a new slogan for the IBA, "*One Industry – One Voice.*"

Interest from around the globe to attend next year's convention is already starting to trickle in. We are excited and energized by the response and inquiries. More information will be forthcoming in the weeks ahead, so stay tuned.

We would like to acknowledge all those who played an important part in making this year's convention such a huge success. A special thank you to our sponsors, without whom none of this would be possible. They include: **TransWorld Exhibits,**

**Anagram /Amscan, Pioneer Balloon Co. ,Premium Balloon Accessories, Control Plastics, West Winds, IBT, Conwin, MagMover, and Hi-Float Co.**

Participating Distributors included: **ACP, All-American Balloon Supply, Balloon Room, Rainbow Balloons, A 2 Z Balloon Co. , MK Brody, and Balloon Gallery.**

We greatly appreciate the helping hands from the local Chicago area as well from the following delegates: **Linda Soto, Marcia Bechtold, Amanda Armstrong, Dale Moore, Carmen Ballering, Evelyn Torres, Ravin Robinson, Alan Johnson, Linda Kiss, Nora Branham, Rick Mohr, Mary Ann Tarpley, Sean O'Kelly, Rich Centeno, Lisa Talip, and Cheryl Skoric.**

A special thanks to Sue Williams of Anagram Balloon who as Board Member and representative of Anagram was an incredible help throughout the convention week, and to Mary Queen and Graham Rouse who worked tirelessly to create the fabulous decor for our Final Night Gala as well as Chris Horne who created the marvelous table decor.

We look forward to seeing all IBA Members at our Annual Business Conference in Las Vegas , August 4-6, at the Tuscany Suites Hotel and Casino where the IBA Conference will be immediately followed by Balloon Camp, August 6-9.

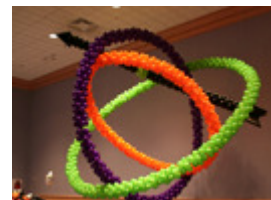
**Click on any photo below to enlarge**



Seemed like the good old days of frenzy in the aisles as enthusiastic IBA delegates were busy spending their IBA "Delegate Dollar\$" in the IBA's Distributor Alley down on the main trade show floor. The "Delegate Dollar\$" concept worked beautifully



The IBA Faculty for 2006



Large Sculpture  
Winner - Dale Moore  
(image shown)  
2nd - Carmen Ballering  
3rd - Linda Kiss



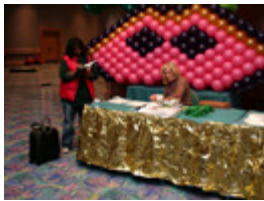
Deco-Twister  
Winner - Vicky Kimble  
(image shown)  
2nd - Tim Babe  
3rd - Linda Kiss



Tablescapes  
Winner - Linda Soto (image shown)  
2nd - Amanda Armstrong  
3rd Carmen Ballering



Putting the finishing touches on Mardi Gras themed Final Night Gala decor that featured centerpieces, stage backdrops, exploding balloons, a balloon drop and even a Mardi Gras Float made of balloons, complete with a King throwing beads to his "kingdom"



Executive Director, Marty Fish is busy readying the registration table before the start of the IBA Convention. The large mask backdrop was created by students and volunteers



Front view of the Mardi Gras float created for the Final Night Gala. Design by Rouse International and created in class during the convention



Graham Rouse, checks for last minute touchups to his Mardi Gras float design just before the start of the Final Night Gala

## Upcoming Meetings

### IBA Annual Business Conference

August 4-6, 2006

Tuscany Suites Hotel & Casino

Las Vegas, NV

[For more information click here](#)

## Members You Want To Know

Andrea Pichardo of S.K.I.L. Enterprises Inc., A national helium service provider based in St. Petersburg, Florida welcomes Cheryl Andreoli as the company's first Sales Manager. Cheryl has spent the last sixteen years of her career at Westwinds, a manufacturer of helium regulators and accessories for the party industry. Andrea states that Cheryl will be an excellent addition to S.K.I.L. and is looking forward to growing their national helium program because of her.

"I am very excited to be joining the team at S.K.I.L. Enterprises. From the moment I met S.K.I.L.'s President Andrea Pichardo, I was impressed with her strong commitment to Customer Service. I am proud to be S.K.I.L.'s Sales Manager and to be working with such a great group of dedicated people."  
Cheryl Andreoli

Cheryl will begin her venture with S.K.I.L. on July 5, 2006

## New Member Roll Call

## Calendar of Events

### **Summer Balloon Camp 2006**

August 6-9, 2006

Tuscany Suites Hotel & Casino

Las Vegas, NV

[www.ballooncamp.com](http://www.ballooncamp.com)

### **Balloons Around the World**

October 4, 2006

[www.balloonsaroundtheworld.com](http://www.balloonsaroundtheworld.com)

### **Balloon Manor**

October 16, 2006

Rochester, NY

[www.balloonmanor.com](http://www.balloonmanor.com)

**BalloonTown USA**  
November 1-5, 2006  
Cincinnati, OH  
[www.balloontownusa.com](http://www.balloontownusa.com)

**2nd Annual IBA Balloon & Party Convention**  
February 22-25, 2007  
Rosemont, IL  
[For more information click here](#)

## The Balloon Council Reports.....

The latest report received from The Balloon Council can always be found on this web site.

Click [here](#) to read the report now.

## Until Next Time.....

### **Keeping Up...** **by Marty Fish**

For those of you who are reading the IBA Newsletter for the first time, we welcome you and would like to give you a little bit of association history.

The International Balloon Association (IBA) has been in existence for over fifteen years. It was originally formed by distributors in 1989 who had banded together due to negative legislation that was being proposed in California and elsewhere to ban the sale of balloons. Manufacturers later joined distributors in the battle and soon thereafter The Balloon Council was born to fight the legal battles on behalf of the industry. Retailers and Decorators were also included in IBA membership for a few short years in the early '90's.

The goals and ideals of the IBA as it was formed then are still true today, to promote the balloon industry and the perceived value of balloons to the end user, to fight against negative or ill-conceived notions about balloons to the public, and to create and promote industry standards that can be adhered to by all aspects of the industry.

On September 17, 2005, at the IBA Annual Conference, an historical decision was made to invite Retailers, Decorators, and Twister/Entertainers back into the association and complete the circle of the Balloon and Party industry within IBA membership. We know that as a whole we are stronger and that from that strength we can build a more profitable industry. Together we can create industry standards and practices and pool our resources to educate consumers about the wonders of metallic and latex balloons.

If you are a Retailer, Decorator, Twister, or Entertainer please consider joining this dedicated group of balloon distributors and manufacturers to bring our industry full circle and support one another to advance our industry. To see a complete list of those who have joined as our newest IBA Associate "Charter" Members, [Click here](#).

I look forward to growing together.

**Best Regards,**

**Marty Fish**  
**Executive Director**

That's it for this issue of the newsletter. To view a printable IBA Membership application,

[click here](#)

The link above requires Adobe Reader installed on your computer. If you do not have it installed, you can download it for free by clicking on the Adobe Reader logo below:



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