



[The International Balloon Association \(IBA\)](#) is pleased to announce the creation of a new committee called the Smart Balloon Practices Committee. In keeping with the IBA Mission Statement to protect and preserve the industry for future generations, the SBP Committee was voted in by the membership during the recent IBA Annual Conference to provide on-going support and assistance in promoting the practice of individually weighting helium-filled metallic balloons.

Named after the Smart Balloon Practices program developed by [The Balloon Council](#), this new IBA Committee will work closely with TBC to forward the Smart Balloon Practices message through educational programs, marketing and outreach to the balloon community. The Balloon Council, our industry representative in legislative matters and public relations, will continue to work on protecting the industry from negative legislation while IBA will work to make the industry proactive on the issue of protecting themselves.

To that end, committee members have been hard at work developing a Mission Statement which is as follows:

The IBA Smart Balloon Practices Committee is committed to educating and reinforcing smart and environmentally responsible balloon practices to the entire balloon industry as well as the general public.

Committee members have also created an acronym for SMART to help reinforce the Smart Balloon Practices message:

Safety

Mandatory Weights

Accountability

Responsibility

Teaching

Committee Chairman David Nelson of [Premium Balloon Accessories](#), announced, "I'm pleased to be a part of this effort on behalf of IBA because it's time for us to show responsibility as an industry in regulating ourselves and making the industry accountable for reducing accidental releases." Committee members Shant Celikian of [Joker Party Supply](#), Barb Brown of [Zephyr Solutions](#), Barbara Lee of [Heaven'Lee Balloon Creations](#), Carmen Ballering of [Event Decorating Academy](#), and Brian Chek of [Control Plastics](#) About International Balloon Association have identified four categories of individuals for outreach in their marketing message to include Manufacturers, Distributors, Retailers, and Consumers. Methods to reinforce the message in development now range from posting the message on IBA member Web sites, to training videos for retailers and perhaps cautionary tags to consumers on balloon bouquets.

One method already in place to reinforce the message to retailers is available through The Balloon Council. A certification program called Responsible Balloon Retailers will soon be available where retailers can sign up on the [Savetheballoons.com](#) Web site and receive a Responsible Balloon Retailer window cling for their storefront or van. (See image below)

Responsible Balloon Retailer



This business is sanctioned as a Responsible Balloon Retailer by The Balloon Council. For more information on smart balloon practices call 800-233-8887 or visit www.theballooncouncil.org.

Visit the IBA Web site www.ibaonline.net for more information about the Smart Balloon Practices Committee as well as all other IBA committees that are actively forwarding the balloon industry today. All IBA members are encouraged to [join a committee](#) for the benefit of the industry as well as for personal growth.

About International Balloon Association

The International Balloon Association (IBA) is a network of manufacturers, distributors, decorators, retailers, and entertainers who believe in keeping the Balloon Industry safe, financially sound and steadfast for the enjoyment of current and future generations. The IBA offers leadership and guidance on behalf of the industry. IBA Members now have additional access to resources and information on the IBA Web site such as, Industry News, Best Practices Articles and Updates, Industry Ethics-Copyright Laws, and Information on Smart Balloon Practices.

For more information about membership in the IBA please visit www.ibaonline.net or call Marty Fish, Executive Director at 866-413-7358.