

IBA Smart Balloon Practices Committee Meeting
November 18, 2009
10:00 AM CST

In Attendance: David Nelson – Chairman, Shant Celikian, Barbara Lee, and Brian Chek

Discussion centered on ways to encourage Smart Balloon Practices with distributors, manufacturers, retailers, and consumers.

David reported that TBC Chairmen Dan Flynn and Jim Plutt were backing the SBP committee actions and would communicate their efforts to IBA. David also reported that Premium Balloon Accessories had just finalized printing approvals to add the “Be Kind” artwork to all their packaging and boxes.

Discussion then moved to ideas for promoting the Smart Balloon Practices message. One idea was to produce a You Tube video to educate. It was suggested that videography students at a local college might be interested in producing a video as a class project.

Other ideas included the printing of window clings, bumper stickers, or box stickers. The question of budget and how these items could be printed arose.

The existing project by TBC to recognize Responsible Balloon Retailers was introduced into the conversation. It was decided that IBA could act as a marketing arm for TBC and help get the message out about the RBR program. Using the already developed acronym for SMART, it was determined that IBA could work through distributors to encourage the program with their customers. Questions about certification arose: is there a checklist to approve retailers to be a Responsible Balloon Retailer? Could distributors use that checklist to approve customers in their facilities and then issue the Responsible Balloon Retailer window cling?

Marty was asked to research the Responsible Balloon Retailer procedures with TBC as well as the number of window clings that TBC had printed for the program. Marty will also ask TBC to place the IBA logo on their web site.

Next Meeting: Dec. 16, 2009, 10:00 AM