

Smart Balloon Practices Committee Meeting  
October 21, 2009

In attendance:

David Nelson, Shant Celikian, Barbara Lee, Barb Brown, and Brian Chek

We began our meeting shortly after 10:00 AM Central with a brief history of The Balloon Council, who and how it functions, the efforts over the years and the current status of support. The Smart Balloon Practices program developed by TBC was also discussed as well as other industry efforts, i.e., cautionary labels printed by Premium Balloon Accessories and Control Plastics that are inserted in each bag of weights sold.

After some discussion the objectives of the committee were identified as partnering with TBC in educating the industry about Smart Balloon Practices. To that extent it was felt that the committee's focus should be on reinforcing from the top down (manufacturer to distributor to retailer to end user) the importance of Smart Balloon Practices by showing responsibility as an industry in regulating ourselves and making the industry accountable for reducing accidental releases. Ideas to implement these objectives ranged from encouraging information about Smart Balloon Practices on web sites, incorporating the Bring Balloons logo with a message about Smart Balloon Practices, making window clings available for store fronts and delivery vans, printing labels to be either attached to box tops or inserted as box stuffers and asking IBA members and potential members to acknowledge and incorporate the Smart Balloon Practices principles as a condition of membership. Requiring instructors to demonstrate Smart Balloon Practices when teaching was also mentioned. We also discussed that practicing SBP was a way for retailers to protect themselves.

The motion was made and seconded to officially name the committee, Smart Balloon Practices Committee. Motion passed unanimously.

An acronym for S.M.A.R.T. Balloon Practices as a 5-step program was also conceptualized and will be developed in future meetings.

**S**mart Balloon Practices or **S**ave the Balloons

**M**andatory Weighting

**A**ccountability

**R**ecycle

**T**each

Adding the sub title "Be Responsible" under the Smart Balloon Practices phrase was also discussed for future development.

David Nelson offered the use of his graphics and marketing departments to help with creative development. Marty will check on the certification program for Responsible Balloon Retailers that we found on TBC's Web site and find out how we can help TBC with this. We agreed to continue dialogue via email on a Mission Statement for the committee as well as any idea sharing.

Next meeting, Wednesday, November 4, 10:00 AM Central.