

**From:** "Wynn & Lindy Bell" <wynnlindybell@msn.com>  
**Date:** Mon, 5 Feb 2007  
**To:** < IBA Associate Members and Friends >,  
**Subject:** IBA – Grass Roots

Dear Fellow IBA Associate Members and Friends,

Graham and Mary Queen Rouse, and Lindy and I, would like your help to start a "grass roots" campaign to inform as many balloon artists as possible about the great value of the International Balloon Association Balloon & Party Convention, February 22-25, 2007. We are asking for your support in this campaign because we KNOW the little guy (you and I) can make a big difference in the way things happen.

We firmly believe the IBA Balloon & Party Convention is one of the best values available to both "newbies" and we seasoned artists (Dare I say, "Oldies"?) in our Beloved Balloon Industry. Why do we believe this?

1. The IBA Convention is not sponsored by any one person, company, distributor or manufacturer, but a convention sponsored by ALL of US.....our own association's convention. The IBA Convention is one of the few conventions, if not the only convention, that is organized and produced by a not-for-profit organization; and

2. The Balloon Industry thrives on its many conventions, all at different locations, on different dates, and with different teachers. This makes available an incredible educational opportunity for everyone.

These are the major reasons why it is so important that we support the IBA convention and keep it going: We NEED this convention...it's OURS!

Here are some other reasons why we are so passionate about this convention:

1. "Delegate Dollar\$." \$200 of your initial \$499 is given back to you to use with the sponsoring distributors right at the convention. What a GREAT deal!

2. Top industry instructors - Christopher Horne, Marvin & Penny Hardy, Jan Iiams, Linda Bruce, Cindy Derrick, Graham & Mary Queen Rouse, Gary Ledbetter, and many more. Click on this link to see the most current list of instructors and classes:  
[www.ibaonline.net](http://www.ibaonline.net)

3. Classes for both Entertainers and Decorators.

4. Hands-On, Design, and Business Classes - great variety of subjects.

5. Amazing price for 4 days of education.

6. Inclusive price for classes, meals and parties; or you can sign up for day passes for individual events.

7. Work done in many of the Hands-On Classes will be part of the events, so it's a GREAT opportunity to get pictures of centerpieces and decor for your Idea Book, or decor you've actually helped create for your Portfolio.

8. Convention runs tandem to TransWorld's Halloween, Costume & Party Show which is one of the largest trade shows in the entire Party Industry. Over 1,100 booths, 800+ of which are party related, and includes all the balloon manufacturers and major balloon supply and accessory distributors.

We don't want to lose any of our current educational opportunities, nor our choices. The way to keep our opportunities and choices is with your support. **We need this convention and this convention needs you!**

We have about two months left to get people excited about OUR convention. At the "grass roots" level, here are some of the easy things we all can do to help?

1. **FORWARD THIS EMAIL.**  
Send it to everyone you know in the Balloon and Party business.
2. **EMAIL YOUR QBN CHAPTER MEMBERS, MAILING LISTS AND FRIENDS.**  
Get together and get a group to come. Get some roommates to make your already "low price/high value" even better!
3. **CALL YOUR DISTRIBUTOR AND ASK IF IBA FLYERS ARE BEING SENT OUT.**  
Ask your distributor to also send out IBA info via their data bases.
4. **POST ON BHQ.**  
If you have a question, ask it on BHQ so everyone can better learn what is going on. You may want to know more about Delegate Dollars, a certain class, hotels, flights or ?
5. **SIGN UP FOR THE CONVENTION.**  
Did you know that the Early Bird Price has been extended to February 1st?

In order for this type of "grass roots" campaign to be effective, it needs to grow and gain momentum as it gets closer and closer to the convention. Can you help us? Will you help us? Will you make it a priority to help us build excitement for this convention over the next several weeks?

Enthusiasm and excitement are catching!!! We'd love to see more hype out there to create and share the excitement that we feel about the IBA convention.

Please join our campaign. If you have any questions or suggestions that might help us, please email us at our personal emails below.

Lastly, but most importantly, we THANK EACH AND EVERY ONE OF YOU for being in the Balloon Industry, and for enriching our lives over the years with your friendship and talents. We all look forward to seeing each of you at the IBA Balloon and Party Convention! It's going to be a blast!

All the best,  
*Wynn Bell*

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