

CBA Press Release

Balloon Professional Earns Recognition as Certified Balloon Artist

Derek Gibson, owner of **Let'sGoUp! Balloons in Atlanta, GA** has earned his **Certified Balloon Artist (CBA®)** status. Derek was one of a select group of balloon professionals who successfully completed a series of tests, including oral and practical examinations. The certification was administered by the **Qualatex Balloon Network (QBN®)**, a professional organization dedicated to the pursuit of excellence in balloon decor and bouquets. There are currently more than 2,000 Certified Balloon Artist professionals worldwide.

“The education I’ve received as a result of pursuing my CBA designation is invaluable in helping me provide high-quality, professional balloon products and services to all of my customers,” said Derek.

To achieve certification, CBA candidates are required to:

1. Satisfactorily complete a series of exams;
2. Apply knowledge of skills and techniques by designing and building professional balloon deliveries, arrangements, and decor;
3. Demonstrate their understanding of design theories, delivery techniques, and business systems through an oral presentation to a panel of industry leaders.

Participants in the CBA Practical Exams are graded according to their knowledge of theory as well as the application of key design elements. In preparation for the CBA exams, Derek was required to study a series of educational DVDs and written materials produced by Pioneer® Balloon Company, manufacturer of Qualatex® brand balloons and developer of the Qualatex Balloon Network. The CBA certification process is a key program in the Qualatex Balloon Network, which establishes industry standards and guidelines for balloon professionals. QBN supports balloon retailers through education, business systems and marketing.

The QBN curriculum focuses on all aspects of the professional balloon industry, including balloon arrangements, deliveries, and decor for social expression, parties and special events. QBN also serves as an international resource of ideas and solutions for its members. There are more than 10,000 QBN members worldwide.

