

TREB INC

Treb Heining is an American icon. This quintessential entrepreneur elevated *balloons* from their humble birthday party status into a professional world-wide decorating industry. Wired for business and artistry, this visionary genius brings to the public never before seen concepts, spectaculars and special effects that, for 38 years, thrilled audiences around the world.

Through the 70's, Heining pioneered a lexicon of balloon firsts: arches, columns, letters, logos, spiral designs and sculpture. Now they're seen everywhere. In 1979, he followed a dream and founded his first company, BalloonArt by Treb; and with that came original, custom-designed balloon décor for lavish parties and corporate events. He turned grand ballrooms into show stoppers. It was the first company in the world like it.

The 80's, BalloonArt by Treb amazed audiences with balloon decor at 5,000 corporate, celebrity and Hollywood wrap parties; 70 gala shopping mall openings throughout the U.S.; and achieved the impossible, 3 Guinness Book World Records. However, it was the 1984 Summer Olympic Games that put him 'on the map', expanding his scope into arenas and stadiums. Following that were 18 Super Bowls; 7 Academy Awards; the New Orleans World's Fair; Bicentennial ceremonies in Philadelphia and Washington, D.C; and both Democratic and Republican National Conventions. Three U.S. Presidents lauded his special effects on national television and President Reagan thanked him personally.

Heining's experience plays heavily in world-class televised events with ramifications high and failure not an option. These feats take months of technical and logistical planning; and require expertise in staging, rigging, meteorology, scale, proportion, color and lighting design. Heining plays with the laws of physics to make balloons perform exactly as he wants them to do. As the producer/director, timing at large venues is critical. He plans for the outpouring of emotion when thousands of balloons, or pounds of confetti, are simultaneously dispersed or displayed, thereby building the breath-taking drama minute by minute. Heining explains, "There is nothing as euphoric as a well-engineered balloon drop. It lifts the spirit."

During goliath events, personnel of several thousand, mostly teenagers from local high school music programs, are recruited by Heining. A former music major and trumpet player, he donates an honorarium to each participating high school music department. When the time comes for the event, he trains the volunteer novices. In a matter of hours this inspirational leader and motivational public speaker turns the fledglings into a fully functioning team of balloon blowing professionals having the time of their lives. They are fascinated, of course, when he demonstrates another special skill he acquired as a proud 15-year-old balloon boy at Disneyland's Magic Kingdom back in the 60's: Heining can hand-tie 1,000 balloons an hour, which breaks down to 17 per minute. In their first attempt, most people find they are all thumbs.

On New Year's Eve in 1991, Heining generated another spectacular that has since become a time-honored American tradition. He was contacted by the Times Square Business Improvement District who planned to cleanup Times Square, which had become a run-down fringe area. One solution was to enhance the New Year's Eve ball drop into a far-reaching, yet family-friendly experience. Heining

proposed introducing confetti, giving it a wow factor. The ginormous New Year's Eve party at Times Square that's centered around the ball drop and his 'confetti blizzard' is watched by one billion people around the world. Heining says, "2016 will be our 25th year; and of all the events I've done in my life, this is one of the highlights of my career."

Treb Heining's unique and remarkable balloon business has come full circle. It began with his first job as an enthusiastic teenage balloon boy at Disneyland, where he learned the art of presentation and selling. Then, after college, moving on to Famous Amos Cookies where, as a production manager, he learned business and how to promote. After that he faced a crossroad. He'd been offered an executive position elsewhere, but did he want to continue in the mundane business world, or pursue a dream that nagged at him? While eating a hamburger and gazing out a restaurant window at the Pacific Ocean, he pondered. A minute later he'd made his decision. He would go for the dream and "make a living by blowing up balloons." Unemployed and broke, he received a \$1,000 cash, no-strings-attached loan from his old friend, Jelly Belly creator, Dave Klein, who encouraged him, believing that if anyone could pull off such a far-fetched idea, Treb could.

Today, through his firm, GlassHouse Balloon Company, Inc., Anaheim, California, Heining designs and markets all the balloons sold at Disney theme parks around the world. He is an inventor, having created the favorite glasshouse balloon with Mickey Mouse inside the clear plastic 'glass house'; the Light Up Balloon Stick that lights up a floating helium filled balloon; and holds the patent for the AeroPole System, a way to build balloons décor without the use of helium. He also markets "My Own Pet Balloon", featuring an infinite variety of helium inflatable balloon 'pets' on a leash that 'walk' beside a child as their pet. Heining's firm is now an international company. In 2015, the entrepreneur started two new corporations, TNH Amusements in Hong Kong, and Magic Glasshouse Umbrella in Shanghai, China. The latter runs the balloon vending concession inside Disney's newest and greatest theme park, thus completing the full circle idea.

What's next? Heining is writing his entrepreneurial biography, as well as booking keynote speaking engagements through his other company Treb, Inc. And, with GlassHouse, the inventor is pushing the boundaries of technology with another new balloon concept that's sure to "knock people's socks off."

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Contact: Dorr Public Relations
Lynn Clark Dorr
Christine Clark
Dorr.pr.lynn@gmail.com