

## The history behind the man and his company

In 2010, Dale started working with corporations on image. The focus was to use his comedic balloon art along with proven business strategies to illustrate how a business's image communicates to customers and prospective customers. Drawing on his years of experience as an educator, entertainer, and entrepreneur he addresses the issue of understanding how your image is communicated in business and in life.

The winding road of success started in 1988, as Dale, a young entrepreneur, earned his BA with a concentration in Management Information Systems. Dale's first ambitions were to seek out and conquer the computer world. This inspiring young dreamer educated and trained corporate America in how to increase production by using computers and software. His endeavors lead to the birth of DEO Consulting, Inc in 1988.

The young entrepreneur was fascinated with juggling and was encouraged to perform locally, which fueled a passion for entertaining. Before long Dale was performing professionally in Chicago as Magical Balloon-dude Dale.

Realizing the Internet was going to be the key communication outlet for businesses, Dale earned a Masters Degree in Communication and Training in 2000.

Over the years, Dale has worked as an independent computer consultant, college instructor, Webmaster, and professional entertainer.

In 2008 Dale entered the world of blogging with Dale's blog, which centers on the balloon entertainment industry, events, and his personal entertainment experiences. He then launched GrandOpeningHelp.com, which educates entrepreneurs on the art of creating a successful grand opening, and TradeShowEntertainer.Blogspot.com, which provides firsthand knowledge to businesses about trade show exhibiting. Dale writes regularly about image and life on his website UnderstandingYourImage.com.

