

Forty Year Wedding Anniversary Celebration for the Al Northerns

By Frieda Pyles

The Turf Club of the Jockey Club was filled with joy and laughter being made by well-wishers celebrating Charlie and Al Northern's fortieth wedding anniversary. The Northerns, who often refer to living in Las Vegas as "the good life", certainly provided that to their guests. As champagne flowed and guests danced to the music provided by the great Calvin "Eagle Eye" Shields, it was truly a replica of "the good life."

Charlie, a retiree from the V.A. in Allen Park, Michigan, where she was an E.E.O. Specialist, and Al, a retiree from the Wayne County Park Commission in Detroit, where he was employed as an assistant engineer, retired to Las Vegas to take advantage of "the good life."

Among the out-of-state well-wishers were Lydia Green from New York, Isabelle Davis from Texas, Louise Smith, Marion Walker, Lutitia May Speaks, Donna Smith and Zelma Cade, all from Detroit. Alvin and Donelle Seabrook, William and Thelma Eaton, Rai and Maryn Tasco, Carter and Marion Ross, Wendell and Marlene Edwards, Harvy and Mary Julian, Eula May Harvey and Carole Frickling, all from California, and from Chicago was Ms. Grace, sister of Emma Smith.

Zelma Cade, the maid of honor for the Northerns forty years ago, was ecstatic being able to share forty years later with this wonderful couple. Mrs. Winnie Sandford was the Mistress of Ceremonies as Warren Sandford, Jr. gave the prayer of blessing for this great occasion. Donella Seabrook presented the Northerns with a money tree from the members of the C.C.C. Social Club of Los Angeles, of which the Northerns are well respected members. And The Group, a bridge club, had Mrs. Thelma Houston



The honorees, Charlie and Al Northern



The honorees and special guests at the head table



Some of the special guests from Los Angeles

and Mrs. Geraldine Leigh present the happy couple

with a magnum of champagne artistically decorated with money and flowers from the members and their wives. Mr. Northern is a member of this prestigious bridge club.

One of the highlights of this wonderful champagne brunch was the call placed from Ontario, Canada from Howard and Terriann Givens, wishing the couple the best of everything.

LOCAL ENTREPRENEUR RECEIVES AWARD

Sandra Bates, Chief Executive Officer for Bates Rent-A-Motor-Home, was the recipient of the Clarence Beckwith Distinguished Alumnus Award, named in honor of the first president of Lake Michigan College. This award is presented annually to an alumnus who has accomplished success in his or her personal and professional endeavors.

Bates has certainly achieved this. She operates a million dollar business that started in her home in Los Angeles when she placed a newspaper ad for the rental of her own vehicle. The response was so overwhelming that it triggered Bates into asking friends and relatives if they might be interested in renting theirs.

Home, Inc. has been in business more than 15 years and has established a world wide rental system, now serving over 100 cities in the United States and 18 foreign countries.

As a pioneer in the field, Bates has helped develop the motor home rental business by assembling commissioned agents and computers that link renter with motor home owners interested in earning money.

Bates has one of the largest rental fleets in the United States. Because of rental demand additional vehicles are needed. Bates' reputation for quality rentals is based on its well-maintained fleet of newer vehicles (most vehicles are brand new or less than 3



Sandra Bates

"There were no other companies renting out motor homes back then, so we just started thinking up rates that were very low," Bates remembers. "The business started out as part time, but within six months, it got too busy and I had to hire four family members to help..."

Motor home travel has become a significant part of the travel and tourism industry. The reported gross motor home rental revenue for 1987 was in excess of \$500 million as reported by the Recreation Vehicle Industry Association.

Motor homes represent a natural focal point for many forms of outdoor recreation and are now in ever increasing popularity. A survey conducted by Michigan State University indicates a 100 percent increase in motor home rentals since 1980. Bates Rent-A-Motor-

years old).

They are agents for private motor home owners, small motor home rental companies, and renters. While Bates does not guarantee specific projected rental income, they do provide all services relating to the rental, scheduling, written contractual agreements, money handling, and transaction settlement on a per rental basis. For these important services a commission of 25 to 40 percent is earned.

During 1987, Bates rental income increased 50 percent from the previous year. Contributing to this increase were expanded marketing efforts during late 1987 and throughout 1988.

Bates' main objectives are: to generate more interest in motor home rentals, to fulfill all rental requests and to recruit new motor home owners into their network.

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