

The pleasure of your company

Yvonne Batherson, who won a "Dealer of the Year Award" from one of the companies that furnish her with wedding invitations, won that award for giving that company a minimum amount of problems along with a maximum volume of business.

A good part of that business stems from the specially designed salon in Holiday Hallmark where brides can pick and choose their invitations, napkins, matches and thank-you notes, at their leisure and in privacy.

"When a bride is going to spend anywhere from \$200-400 for these items, she should have some place to it other than the aisles," Batherson said. "She should have privacy, but she should also have someone nearby to call on if she gets stuck."

BECAUSE THERE are so many choices, Batherson and her staff have devised their own breakdown for the bride who is dogged about wanting purple, or having one word changed in a particular invitation, or is worried about the cost, or needs a rush order.

In those cases, the bride will be steered to concentrating on offers from one or two companies that can comply. The staff also serves as a referral service.

"We've ferreted out some unusual items brides wanted," Batherson said. "We got one bride a guitar band. We got another one a chef to bake an English wedding cake, something none of us had ever heard of before."

Holiday Hallmark is at 3235 South Boulevard, Auburn Hills.



Yvonne Batherson helps a bride-to-be choose wedding invitations in the salon especially designed for that purpose in Holiday Hallmark, 3235 South Boulevard, Auburn Hills. Durynda Langley will be married next May. Batherson said that starting to think about invitations a year ahead of time is not unusual.



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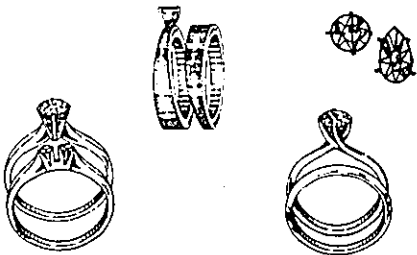
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