Why they're promoting 'Positively Yes'

F someone says "Mardi Gras,"
you thirk "New Orleans."
By 1992 if someone says
"Positivity," you'll think
"Michigan" — if Ralph Nichols has
his way.

"Michigan" — If Ralph Nichols has his way.
Nichols, 53, of Birmingham has made a good living (not worth: \$4 million) selling Date Carnegie "positive thinking" courses from his American Center offices in Southfield.
He's now spreading a "Positively Yes" campaign with no profit motive — just a desire to get Michiganians to be upbeat to each other and to customers during a gloomy season of the year.

BUT LET HIM explain it himself:
"The worst place and the worst
month is Michigan in January. We
shut down. Bills from Christmas
come in. There are no holidays, no
vacations, no sun for a long time.
"We should be able to resist the
clements.

"We should be able to resist the clements.
"Randy Sher, who is a graduate of the course, came up with the idea to make the whole state of Michigan more positive." Elser, a one-time (Livonia teacher (second grade, Tyler School), is a West Bloomfield resident and president of her Ifirm, Strategies, down Northwestern Highway a bit in Farmington Hills.
"This is Raiph's 20th year in business," she said. "We wanted to give something back to the community, That's why we started it. We didn't realize it would be as enormous."

HERE'S WHAT'S happening: Nichola is giving away tapes of an upbeat song about positive think-ing.

He has rented Detroit's Ford Auditorium the evenings of Friday and Saturday, Feb. 3-4, for a 7:30



Raiph Nichols says that if people think positive, Michigan will have a gentler, more prosperous, healthier society.

concert by the Four Tops and motivational speeches. It was originally for his staff of 120, their spouses or dates. But now it's open to interested companies. Vivie groups and his graduates. Tickets at \$22 are available from Ralph Nichot Corp., 27777 Franklin Road, Suite 1560, Southfield 48034. The price will help cover his costs. "We never asked anybody for any money," he said. © Ford Motor Co. has a "Positive-ly Yes" message on its 1-94 bill-board.

IF IT SOUNDS a bit vaporous, Ni-

chols sees concrete benefits from thinking positively.

There would be less spouse abuse and child abuse. There would be more participation in community activities, People in Michigan's second most important industry, tourism.

of the year, Last year, their January was their second best mostle."

Gow. James J. Blanchard sees "Postitively Yes" as doverailing nicely, thank you, with the state's "Yes Michigan" promotion.

'I'm an optimist myself," Blanchard said Monday. "The ophimists are the builders. They don't build monuments to pessimists, as Paul Harvey sald."

If the idea catches on, Nichols and Sher hope a major corporation can take it over, perhaps rodating sponsibility in future years, and make the Michigan attitude famous.

NICHOLS IS a graduate of the Coast Guard Academy, a marine engineer and a gentleman by Act of Congress, according to his diploma. He landed here in 1988.
"The first time I was off the boat, practically, was in Detroit. I took a Dale Carnegle course. This is the first and only job I've ever bad," he said.

said.

Buying a Carnegie franchise, he expanded it to cover Michigan, Ohio and Ontario, and now rings up the biggest sales volume of any franchisee in the world. His business achievements put him on a portion of the front cover of U.S. News & World Report and a two-column article headlined "Self-worth to net worth."

worth."
Randy Brous Sher quit teaching to have children but then found no full-time jobs left when she tried to come back in the '70s.
After a stint as a legal secretary, she debated going to law school,



Randy Sher concept person

worked on a doctorate in psychology, then started her own business, A Better Way, helping women find jobs.

The recession of the early '80s was terrible for many but "very lucrative" for 5ker, who started an outplacement service for terminated workers and helped 2,000 of them find jobs.

2 OCC sculptors put honors on ice

Randy Finch and Ken Kulph, culinary art students in Oakland Community College's hospitality program, walked away with the first-and second-place prizes in the recent seventh annual Plymouth Ice Sculpture Spectacular.
Finch, a second-year student from Brighton, won the first-place victo of a trip for two to kiontreal for his

sculpture of two horses pulling a covered wagon. He is employed at Kheraton Oaks.
Kulph, also a second-year student from Livonia and an employee of the Hyatt Regency, won a 19-inch color clevision for his second-place award and received the All-Carvers Award from his fellow carvers for his carving of a fox jumping through a fence.



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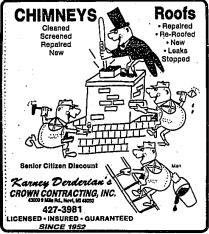
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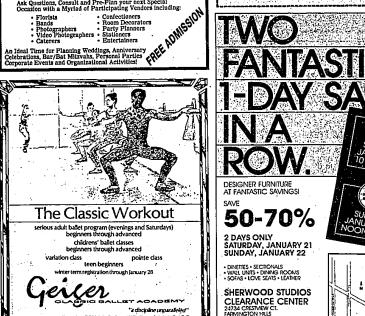
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