# Women have business, will travel

By SHIRLEE IDEN

Liz Bradley and Bernice Mar-tuneac once did their share of com-plaining about what they'd do if they

But for these two, the "what-if" iddenly became a reality.

. It was August, 1978, a busy time in the travel industry. Both women had worked eight years as sales representatives for Elkin Tours Inc. when they went to work one morning expecting a sales meeting.

"Instead of a sales meeting, we got an announcement that the place was closing, just like that," said Mrs. Bradley.

The women had to move immediately to protect the accounts they

ately to protect the accounts they had long served.
"We were salling to sales income

had long served.

"We were selling to sales incentive organizations, employee organizations, professional groups and others like that," Mrs. Martuneac

others like that," Mrs. Martuneac said.

"We were left in a very uncomportable situation. Some of those accounts had been our personal clients for several years and it was too late to book space."

They hurriedly moved to place their presold groups with other operators. But they couldn't place groups whose destination was Santo Domingo, a market served extusively by Elkin.

"We aerually had to contract for

"We actually had to contract for five aircraft from a New York oper-ator to come into Detroit for those trips to Santo Domingo," Mrs. Mar-tuneac said. Now, a year later, they are still the only travel people in the area selling Santo Domingo.

Mrs. Bradley is a West Bloom-field resident, married to Milan Popovich. Mrs.Martuneac lives in Bloomfield Hills.

When the sudden notice that Elkin Tours had folded came to them, the

subjects that often baffle the average home owner.

And the 24 worknops to choose from over everything from how to get the most for your money, color, kitchen planning, reading blue prints, and careers in eal estate, to new tables in eal estate, to new tables in eal for the work with a deigner.

The \$28 fee, the the work with a deigner and senior citizens \$15, covers a continental breakfast, a lecture by guest speaker Nancy Evans Christensen, lighting expert, lunch and three classes.

Seminar focuses on interior design

An all-day seminar, Saturday, Oct. 6, sponsored by the National Cleveland, is a member Home Fashions League of subjects that often haffle subjects that often haffle subjects that often haffle should be a subject to a

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The seminar will be held at Bloomfield Hills Academy, 1050 E. Square Lake, Bloomfield Hills. Deadline for registration is Oct. 1. For registration information, call 644–2550. The seminar starts with registration at 9 a.m.

two were concerned only with sal-vaging what they could of their travel accounts.

"We worked out of our car trunks for several weeks," Mrs. Bradley said. "And when we rented office space, two lawn chairs were our only furniture."

only furniture."

Their company is called World-wide Specialists and is located on Greenfield in Southfield. Although heir business is mostly wholesale, they can service other potential travelers.

"We have to travel more turnous destinations to show them hotel facilities and the islands as well."

BOTH WOMEN work regular hours in the office and out in the field calling on clients.

When they started on their own, it was just the two of them. Since then they have had to hire another person, expand the office space, and increase from two telephone lines to four.

"The first person we hired was a woman who never had worked be-fore in her life," Mrs. Bradley said. "Then we had another who hadn't



BERNICE MARTUNEAC

worked for 30 years. Ironically, our latest employee is just 23 years old but brought a wealth of experience."

When they started with Elkin Tours, both women said they were simply handed a brochure and told

LIZ BRADLEY

to go out and sell.

They agree their second challenge eight years later was more traumatic. But they met it, started a new business and growing with it.

"And we didn't lose a single client," Mrs. Bradley said.

Roofers pay to nab thieves and vandals

til 2 a.m. COCKTAIL HOUR

3-6 p.m.

A group of Detroit-area roofing contractors recently began a reward program in hopes of reducing theirs and vandalism on job sites.

The Roofing Industry Promotion Fund, of Warren, is offering rewards of up to \$5,000 for information leading to a person's arrest and conviction of thett or damage to a job site. Smaller amounts will be paid for "reliable information," according to the groups announcement.

Mervin Smith, secretary of the roof-

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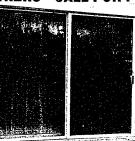
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