Magazine honors bookstore chain

Ann Arbor-based franchisor of gen-eral bookstores, was named one of the 100 best franchises for women in the December Issue of Woman's En-

Paula Herstein, a Little Professor franchise owner in Farmington, val-ues the access to the skills of a 130-

bookselter network, which has developed since the company began in 1969.

"We are in the same business, but cooperative, not competitive. Some of my best promotions are ideas other Little Professor franchise owners have shared with me," Herstein sald.

ACCORDING TO the magazine, three factors were basic in determining what made a franchise "best" for women; investment re-

mining what made a franchise "best" for women: Investment required (modest), validity of franchise concept, and franchisor's woman-centered outreach.

The company is the only franchisor of general bookstores selling new books, said Carla Garbin, Little Professor's senior vice president of franchise development.

"Not only is our niche unique, but with our years of experience, we have developed superior training and support programs, which include a 15-day initial training program, eckly publications, on-site visits, manuals, toil-free telephone support, continuing education seminars, direct mail programs and mailling list continuing deucation seminars, direct mail programs and mailling list management, and a Franchise Advisory Council.

"A Little Professor Book Center is

sory Council.
"A Little Professor Book Center is a great entree into business for

WE'VE GOT THE 1990 FORMULAS!

women and men," Garbin said.
"When you own your own business, you don't have to wait for somebody else to recognize your skills and anoint you with the authority to manage. Many effective managers, especially women, may never reach leadership positions if they wait to be approved and appointed. Buying a business is a surefire shartcut to the level of decision maker."

Most Little Professor Book Centers are owned by male/temate partnerships, Garbin said.

YMCA highlights

These YMCA highlights appear courtesy of the Farmington YMCA, 28100 Farmington Road, Farmington Hills. For informa-tion, call 553-4020.

e PROGRAM REGISTRATION
Registration for the YMCA's Fall
Il programs will be the week of Oct.
23. YMCA members may enroll for
Fall II classes from Monday, Oct. 23.
through Saturday, Oct. 28. NonYMCA members may register beginning on Tuesday, Oct. 24. through
Saturday, Oct. 24. through

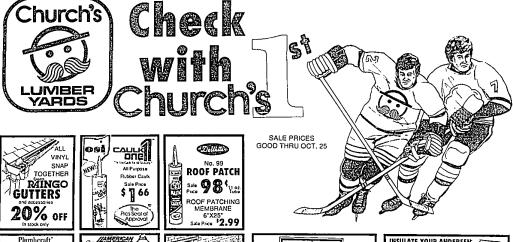
a wide variety of programs for pres-choolers, youth, adults and families. Call the Y at 553-4020 for more in-formation regarding programs or membership services.

The Farmington YMCA will be sponsoring an open house on Saturday, Oct. 21, from 10 a.m. to Noon. day, Oct. 21, from 10 a.m. to Noon. Prospective members are encour-aged to stop in for a VIP tour and also receive a free workout water bottle and calendar datebook. Any-one who visits the Y that day will also be given a chance to win a free family or adult membership. Anyone who huys an adult or family membership on the Oct. 21, will also receive a YMCA fashion sweatshirt (one per family).

(one per family).

PRESCHOOL PARTY
Tot site ghosts and goblins are invited to join together for a great latilowen celebration. The party is 7 (14. A variety of class times are 11 (14. A variety of class times are 12 (14. A variety of class times are 13 (14. A variety of class times are 14. A variety of class times are 14. A variety of class times are 14. A variety of class times are 15 (14. A variety of class times are 15 (15. A variety of class times

parents should register their pres-

















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