

RESERVATIONS Inc.



Operations Manager Suzanne Braswell oversees bookings for 31 hotels in 9 cities for Reservations Incorporated.

Hotel Room - Booking Service Appeals To Jewish Community

A unique travel service that offers luxury hotel accommodations at substantially reduced prices is gaining widespread acceptance in the Charlotte Jewish community, according to Bruce Hensley, one of the founders.

Charlotte-based Reservations Incorporated was formed last year to help member hotels fill empty rooms by offering reduced rates to travelers who would not normally spend the night in Charlotte.

"We want the day-trippers coming to Carowinds, Discovery Place, Southern Shows and other attractions to spend the night in Charlotte," explained Hensley. "Charlotte has much to offer, and we are trying to help establish her as an affordable, fun destination."

The service is promoted through toll-free 800 telephone numbers printed on various attraction brochures. Recently, the company discovered the number of Charlotte day-trippers for weddings, Bar Mitzvahs and other celebrations was quite high.

"We offer up to 50% savings on a variety of accommodations in Charlotte and

eight other U.S. cities," continued Hensley. "This is a very appealing service to friends and relatives who might think attending such events is illaffordable."

"We were extremely pleased with the way Reservations handled our accommodations," said Betty Shelley, mother of a June bride. "They took a lot of responsibility off me and made housing our guests very simple and affordable."

Della Freedman, newly established Bat/Bar Mitzvah consultant, added, "I think the concept is great. I hope to use the service frequently in my new business."

"I found out about Reservations through a contact at Discovery Place," said Cynthia Melenson. "I plan on using the service for my son's Bar Mitzvah in October."

For additional information about Reservations Incorporated, the Charlotte phone number is 376-9174. Toll-free telephone numbers are 1-800-854-6470 in N.C. and 1-800-527-6667 outside the state. The public is invited to make use of the reservations service.

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This 'n That

It's been a long, hot, humid summer! Maybe that's why there's been very little happening (or maybe it's just not getting to my ears). If you have news for this column please send it c/o Editor, CJN, P.O. Box 13369; Charlotte, NC 28211.

Stuart Schwartz has received his Master's degree in Community Education from Appalachian State University.

Peggy Rosenbaum, daughter of Mr. and Mrs. Harry L. (Bud) Rosenbaum, Jr., has graduated from the U. of Georgia.

Jodi Wittlin, daughter of Mr. and Mrs. Myron Wittlin, was one of six Mecklenburg County Junior High girls who won a \$500 scholarship to attend Duke University's Talent Identification Program this summer.

Dr. David Citron has been appointed to his second four-year term on the National Board of Medical Examiners. The board develops and administers examination programs for the health professions. Dr. Citron is director of medical education at Charlotte Memorial Hospital and Medical Center, clinical professor of medicine and family medicine at UNCC and an adjunct professor in home economics at Winthrop College, Rock Hill.

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