

IN BRIEF

He's top engineer

Marvin D. Keefover, a Farmington Hills resident, has been named chief of electrical engineering at Albert Kahn Associates Inc. in Detroit.

Keefover joined AKA in last January as the assistant chief of electrical engineering. In March, he was named a senior associate (stockholder) of the company.

He is responsible for the conceptual design of complete electrical systems on a variety of projects. Among his duties is the supervision of the conceptual design of work of about 30 staff engineers.

Keefover, a registered engineer in 17 states including Michigan, brings more than 22 years of experience to his new position. Prior to joining AKA, Keefover was a senior vice president at an architectural and engineering firm in Nebraska.

A native of Nebraska, Keefover earned both his bachelor's degree in electrical engineering and his master's in industrial engineering from the University of Nebraska.

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She manages sales

Suzi Dellaaan, a 15-year real estate veteran, was recently appointed sales manager at Century 21 Hartford in Farmington.

Dellaaan has specialized in office management and residential real estate in central and southeastern Michigan. The former high school teacher received an undergraduate degree from Butler University and has completed graduate work at Indiana and Purdue Universities.

New president

Merton I. Gross of Farmington Hills has been named president of the Transportation Club of Detroit for 1992.

Recently retired, Gross spent 40 years in the railroad industry. His last position was manager of national accounts for the Burlington Northern Railroad.

The Transportation Club is a 500-member professional organization composed of representatives of the local transportation industry.

A dish of Daly

Pistons coach shoots for restaurant success

By Tim Smith
staff writer

Chuck Daly's successful run as coach of the Detroit Pistons is without question. Soon, he'll try to extend his winning touch into the restaurant business.

Daly's latest venture — expected to officially open the last week of January — is Chuck Daly's Great Northern, housed in the former Sign of the Beefcarver on Orchard Lake Road north of Maple in West Bloomfield.

Workers this week were completing final remodeling touches to the restaurant and sports bar, said Dennis Brinker, president of the Troy-based Beefcarver, which will manage "Great Northern."

When it does open, patrons will find an almost-rustic interior, a menu dominated by fish and chicken items and a miniature basketball court. Completing the \$750,000 project is Birmingham-based architect Peterhanraea.

"It's completely redone, with an all new kitchen," Brinker said. "There's nothing left from the old building except the four outside walls. And they're covered." The former red exterior has been replaced with dark green and white bricks.

THE DIFFERENCE between the restaurants goes beyond aesthetics, Brinker pointed out.

"(Sign of the) Beefcarver is basically family eating at a lower price, with no liquor," Brinker said. "Our (Great Northern's) target audience is a little more upscale, but we're still trying to do reasonably priced meals."

Brinker said it was premature to discuss menu prices or specifics about entrees, although Daly said in an earlier interview the menu would be based on "a lot of chicken and roasted things."

Meanwhile, Brinker said Chuck Daly's Great Northern won't open until it receives the following:

An occupancy permit from the state health department; the green light from West Bloomfield officials that restaurant plans were followed accordingly; a window in the basketball team's sched-

'Our (Great Northern's) target audience is a little more upscale, but we're still trying to do reasonably priced meals. . . Everyone's excited. It's just a hectic time trying to get everything together and finalized so we can open. Our goal is to open by the end of January.'

— Dennis Brinker
president, Sign of the Beefcarver

ule where Daly could attend. (The team is home at the end of the month.)

Brinker said he doesn't anticipate any problems with those stipulations.

"EVERYONE'S EXCITED," Brinker said. "It's just a hectic time trying to get everything together and finalized so we can open. Our goal is to open by the end of January."

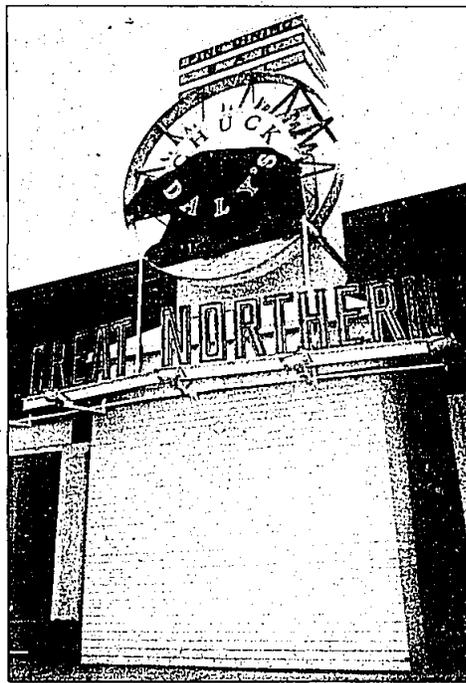
Brinker, however, stopped short of saying Daly's attendance was a prerequisite for the opening. "Sure, it would be nice. But it's not necessary."

Although Daly's name "probably would" bring in customers, Beefcarver division/project manager Randy Lincoln said he thinks "the food is going to draw more than the name will."

But it goes without saying that restaurant management is banking on Daly's celebrity status.

For starters, his name is prominently displayed above what will be the front entrance and is easily seen from Orchard Lake Road.

In addition, Daly is expected to make frequent appearances there and might tape segments of "The Chuck and Bernie (Smilovitz) Show" on the premises.



DAN DEAN/STAFF PHOTOGRAPHER

Chuck Daly's Great Northern restaurant should be open by the end of January on Orchard Lake Road north of Maple in West Bloomfield. It will feature a rustic interior, sports atmosphere and roasted chicken. By the way, the Detroit Pistons coach might even show up from time to time.

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