# Ride from page 9A

Players have been cut be conch only to be brought back on behest of the owner. Against the judgment of his conches, Glieberman signed former NFL veteran defensive end Dexter Manley.

"We got involved in football this year, which is something we really didn't want to do," Bernie sald. "We didn't really have a choice because we folt the desions the conches were making were absolutely wrong."

Bernie Glieberman didn't make his money in football. His business neutren was nequired as a builder and a developer.

### Local ties

His mark is seen in such developments as Greenpointe at Copper Creek in Farmington Hills, Greenpointe Condominiums in West Bloomfield and Millpointe in Westland.

in Westland.

He's was named Builder of the
Year Southeast Michigan by the
National Home Builders Associa-

National Home Builders Association.

A Detroit Lions fan since his
teens, Bernie set his sights on
bringing a CFL franchise to this
area. When that didn't pan out,
he bought the flough Riders as an
undervalued investment.
With son Lonie as president,
he's trying to recapture past glories with a team that has a rich
tradition. Ottawa has won nine
Grey Cups — the northern equivalent of a Super Bowl.
The Gliebermans have sought
to market the Rough Riders in a
Madison Avenue blitz.

#### Marketing blitz

Marketing blitz
Ticket prices have been lowcred. The team's logo was made
over from a standard white block
R to a blazing red-and-orange emblem. The team's colors have
been switched as well to all black
uniforms at home and silver and
black on the road.
Such cosmetic alterations
would seemingly be embraced in a
city where the home team was in a
precarious state.
But in the capital of a country
already wary of cultural imperialism from its neighbor, the
Gliebermans' efforts have been
met with skepticism and outright
acrimony.
"There's always that feeling,
'Here's some greedy capitalistic
American.' At the same time
there are people who are very postitive," said Lonie, who lives in Ottawn.
"But there's always that hint

"But there's always that hint that we're out here to make mon-ey. We are, There's no question." Some trepidation appears to have been warranted.

Last year, the Glichermans threatened to move the team. The showdown occurred over the lease agreement with the city over use of Lansdowne Park.

The team, which had lost money for 40 years, was paying \$400,000 a year in rent. A better concessions deal was needed to keep the team in Ottowa, Lonie suid.

"Our backs were against the wall," said Lonie.

The city blinked; the Rough Riders stayed.

#### Decision maker

Decision maker
Controversary has bubbled over
into this year, though, Rough
Rüders director of football operations and head conch Ron
Smeltzer was directed by Bernie
to reinstate players he had cut
during training camp, including
linchneker Prinn Bonner.
Bernie, also against the judgment of his couching staff,
lurought in Manley, whose on-thefield exploits and off-the-field
drug-use problems have garnered
equal notoriety.
"The problem we had this year
was our cauching staff said he
can't play faotball yet everyone we
talked to in the NPL said there is
no way that man cannot play foothalf." Bornie said. "With the
cauches up here, just in my opinion with the NPL players, I don't
know if they are intimidated or
what."

On game day, Bernie Glieber-

On game day, Bernie Gliebernani is a fin.
Dressed in blue jeans, a bluek
Ottawa Rough Rider sweatshirt,
he was sequestered in a private
hog atop Ivo Wynne Stadium.
Others sat while he stood, his
arms folded.
With a 4-14 record, the Rough
Riders conspicuously made the
CFL playoffs. The Hamilton
Tiger Cats were the opposition on
a dank drizzly day in Ivor Wynne.

Big game
The Rough Riders were closing in as the first half neared completion. The referee threw a flag for a delay of game (time count) violation.

tion. In stated of scoring a touchdown, Instead of scoring a feld goal. The steam coming from Bernie's ears was cellipsed only by that belehing from a stack of a nearby Hamilton factory.

"I knew it was coming," Bernie said. "The play was called in late. He didn't get the play in on time. What a critical time for that to happen. . . There's no excuse for that."

The Riders fared no better in the second half. The team mount-

### Cable thieves can come clean

ed a drive in the waning minutes. A Tom Burgess pass hit a receiver in the numbers, but he dropped

it.
Glieberman was stoic as the final whistle blew.
"The defense held them to 14
points. One of those was a
blocked kick," said Bernie, groping for a positive on a splintered
barrel.

barrel.

Lone Glieberman led a oneman entourage to the locker room.
A drunken Hamilton fan accosted
him, going into a slurred-syllable
diatribe on Manley. The younger
Glieberman smiles and moves on.

Both Gliebermans were be-sieged by reporters. The topic was the future of coach Ron Smeltzer.

"We're going to assess the season and assess where we think the problems are, and we'll evaluate it," Bernie said, 'and we'll make a good business decision."

Coach fired
The Gliebermans fired
Smeltzet on Nov. 22.
Don Campbell, who covers the
Rough Ridees for the Ottawa Citizen, said he believes Bernie
Glieberman would rather be an
absentee owner. But, Campbell
added, "He gets real emotional
when the team loses."

when the team loses."

That has a role in Glieberman's hands-un decisions regarding the return of some players. The Glieberman's impact as owners is inconclusive in terms of team records and attendance. Last senson, the team posted its best record [9-9] in 10 years. Attendence is down 10 percent with an average 24,000.

"The team would not be here if he had not come onto the scene," Campbell said.
Theory has it Glieberman would like to sell the Rough Riders and open up shop in Detroit. He has territorial rights to bring of CPL franchise to this area.
Bernie said his intention is to bring CPL football to Tiger Stadium by 1996.
"Windsor would probably give us 5,000 people a game," he said. "Detroit is a very big market. There is a lot of people who want to see sporting events."

He sees the CFL as an under-valued investment. He said he bought the Rough Riders for \$3 million.

MetroVision Inc. is making January its Cable Theft Preven-tion Month for 1994 in Farming-

ton.

During January, residents who have been receiving unauthorized cable services can become "legal" with no penalties.

Cable theft is a widespread problem for the cable television industry, which estimates its lost revenue at \$4.7 billion annually, said Tom Bjorklund, regional vice president for MetroVision.

Allowing customers to come forth and make good on their accounts saves them embarrassment and saves the cable company many hours of effort and expense, he said.

Residents are considered by law to be stealing cable service if: They are receiving any cable programs without becoming a subscriber;

programs without becoming a subscriber;

They are receiving "premium" services, such as HBO or The Movie Channel, for which they are not billed monthly (except for free previews of premium channels offered by MetroVision). This applies to cable subscribers well as non-subscribers;

They receive "pay-per-view" movies or events, such as boxing or wrestling matches, for which they are not billed. This applies to cable subscribers as well as non-subscribers.

All of the above applies

whether customers requested those services or not.

"The bottom line is that if you are getting a service and not pay ling for it, whether you ordered it or not, you are stealing cable," and the users of those borness to receive services they don't pay for."

In Michigan, the criminal penaltic for the first offense inself and Dinamore, regional marketing manager for MetroVision.

"We designed this program to kive people a chance to company. Our goal is not to punish people, especially when they don't believe they're doing anything wrong. What we do want is to show them what the law says and make the system fair for all paying customers."

During January, customers

During January, customers may either begin paying for programming they were previously receiving illegally, or they condition to the condition will not sak questions about unenthorized service, and there will be no investigation of those people who participate, said Dinamore.

The program also applies to the relinquishment of illegal cable converte boxes, i.e., those being used to receive any unauthorized services.

"Some people believe it's OK to "Some people believe it's UK to get converter boxes from someone other than the cable company and use them to receive our services for free," said Dinamore. "That's absolutely not true. Both the

the boxes to receive services they don't pay for."
In Michigan, the criminal penalties for the first offense include up to two years in jail and/ or \$500 in fines. Penalties in civil courts are not dictated by the law but are determined by a judge who considers the amount of damages due the cable company.

After Jan. 31, 1994, MetroVision will resume its year-round cable theft, prevention efforts. It will invite tips from anonymous sources about cable theft, investigate those residents, and prosecute any offenders.

Tips will still be accepted during January but investigations will cause only if, by Jan. 31, those offenders have not taken advantage of the chance to turn themselves in without punishment, said Dinsmore.

MetroVision also conducts which identify cable thieves without entering the homes.

In 1933, MetroVision tracked numerous tips for which it paid rewards of \$25 to \$300 each. These tips resulted in several criminal convictions. Other offenders settled out of court to avoid criminal and civil prosecution.

Anyone wishing to take advantage of the January Cable Theft Prevention Program can call MetroVision at (313) 553-7418.

## Package focuses on redevelopment

Urban industrial sites contaminated or suspected of being contaminated could be more attractive for redevelopment after final adoption recently of a "Revitalizative package.

State Rep. Jan Dolan, R-Farmington Hills, a sponsor of House Bills 4718 through 4721, said the package will help slow the trend toward urban sprawl and focus on revitalization efforts in areas of cities where contamination or possible contamination of properties hinders or prevents sale and redevelopment.

redevelopment.
"These new laws make sites that contain contaminated soil or ground water, or even those suspected of being contaminated,

more attractive to developers and lending institutions," she said. "Redefining the policies related to these sites is essential if Michigan is to improve its urban areas."

The 37th District lawmaker

The 37th District lawmaker said the four bills:

Permit the state or local governmental unit exempt from liability as an operator or owner of a contaminated site to transfer its exempt status to purchasers or leaves.

lessees.

Amend the Uniform Condemnation Procedures Act to permit a court to order the retention in es-

Party Favors

crow of a portion of the compensa-tion paid to the owner in condem-nation proceedings. The funds in escrow could be used for cleanup of hazardous substances if neces-

of hazardous substances if necessary.

Expand the types of projects and increase the amounts allowable for contaminated properties owned by local governments that are eligible to receive funds under the Michigan Site Reclamation Program.

Exclude some banks and lending institutions from liability for contamination on property in which they hold a security interest.



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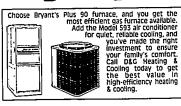
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