

FARMINGTON NOTES

Eick fills tall order

Karen Eick was promoted to store manager last month at the Farmington Hills Casual Male Big & Tall, the largest big and tall retailer nationwide. Eick, is one of eight employees promoted to store manager in the Detroit area. She is a newlywed and started as a first assistant at the Orchard Lake location. Casual Male Big & Tall is a division of J. Baker Inc., a \$940 million retailer of specialty clothing and footwear. The chain also operates Parade of Shoes stores, Fayva shoe stores, Work 'n Gear clothing stores and is the largest independent operator of licensed shoe departments in the United States.

Davis rejoins CME-KHBB

Maureen Minor Davis has rejoined CME-KHBB Advertising as vice president, associate media director, heading up the agency's dealer media department. The Farmington Hills resident was previously employed at CME-KHBB for five years before leaving for a job with ABC network television in 1992 as director of sales proposals and sales service. In her new position, Davis oversees the planning and buying of all media for Chrysler Corp. Jeep and Eagle Dealer Advertising Association business. She also manages the dealer media staff of 17 buyers, estimators and planners, prepares and executes client media presentations, and acts as media liaison to CME-KHBB's Los Angeles office. Davis is a graduate of Wayne State university's business school, as well as Michigan State university's advertising communications master's program.

Borovoy heads podiatrists

Marc A. Borovoy of Farmington Hills has been appointed president of the Michigan Podiatric Medical Association. As president, he serves as chairman of both the executive committee and the board of directors of the association. This will be his seventh term serving on the board of directors. A published author, Borovoy's scientific papers appear in several professional podiatric medical journals, including "The Journal of Foot Surgery," "The Hospital Podiatrist," and the "Journal of Current Podiatric Medicine."



Family business: Bernie Gieberman, owner of the Ottawa Rough Riders, and his son Lonie are much like the Irsays of Indianapolis Colt fame. Bernie the father owns the Riders and Lonie his son is in charge of operating the team. The two also share a challenge similar to Robert and Jim Irsay: Taking a traditionally winning team that has fallen on hard times back to a league championship.

Football team ownership: Rough ride

Oakland County builder Bernie Gieberman says the metro Detroit area is the right place for a CFL football team. Gieberman, owner of the Ottawa Rough Riders of the Canadian Football League, has territorial rights to bring a franchise here.

No one ever promised the West Bloomfield resident a rose garden when he bought the Canadian Football League Ottawa Rough Riders in October of 1991. Instead, he inherited use of an Astro-Turf field to pedal the talents of 40 players. Thorns, there have been plenty. "There's a competitiveness to it, getting your football team to beat everybody else's football team," said Gieberman after his squad was knocked out of the CFL playoffs by

the Hamilton Tiger Cats. Gieberman, on his son Lonie's urging, bought the Rough Riders. Lonie, a 1986 Birmingham Groves graduate, oversees operation in Ottawa. Bernie gets reports in his West Bloomfield office. Rough season This season — the second in Bernie Gieberman's tenure — has been rife with controversy.

By LARRY O'CONNOR  
STAFF WRITER  
HAMILTON, Ontario — Ah, to own a professional football team: Sundays full of firsts-and-10s, quarterback sneaks and goal-line stands. Or so it would seem.

See RIDE, 11A

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