

**Cherokee Restaurant**  
1971 W. Sherman Blvd.  
Muskegon, Michigan 49441  
(231) 759-7006

*For Immediate Release – October 19, 2005*

**New Owners for Cherokee Restaurant**

MUSKEGON – It has been a dream of Aaron and Lisa Tyler to own a restaurant for many years. On October 17, that dream became reality when they become the new owners of the Cherokee Restaurant.

While the Tylers are first-time restaurant owners, Lisa Tyler does bring restaurant experience with her. For nine years she worked part-time as a waitress and cook at Papa Bear's Restaurant for Ray Idsinga. That working arrangement led the Tylers to hire Idsinga, who sold Papa Bear's about three years ago, as general manager of the Cherokee.

"I worked part-time at Papa Bear's in addition to my full-time job and grew to love the customers and the hospitality industry," Tyler said. "I've often said that if I had it to do over again, I'd study the restaurant management program at Michigan State University" where she graduated with an English major.

"When we first became interested in the Cherokee, it was only if Ray was on board with us," Aaron Tyler said. Idsinga has 20 years of restaurant experience, including owning Papa Bear's for 13 years, owning a pizza place in Ravenna for a few years and management positions with various West Michigan restaurants before that.

"I'm glad to be back working in the restaurant business," Idsinga said. "I took a few years off and found I really missed it. I'm really enjoying myself here at the Cherokee."

Lisa Tyler worked at United Way of Muskegon County for six years and Aaron Tyler was co-owner of Peachwood Technology before they moved to California in 1996, where Aaron was a design engineer for integrated circuits at Extreme Networks. Since returning to Muskegon in 2001, they have considered buying a restaurant. They believe they've found the right one in the Cherokee

The Tylers bought the Cherokee from Ted and Joanne Bowman, who have owned the restaurant since 1969. The Bowmans have been retired from day-to-day operation of the restaurant for a few years.

The majority of the restaurant's staff is the same, as are the hours. The Cherokee is open for breakfast and lunch from 5:45 a.m. to 2 p.m., seven days a week. Evening group meetings or private parties are also welcome.

"We are very pleased that all of our waitresses, and most of the kitchen staff, remained with us," Lisa Tyler said. "Most of our servers have been with the Cherokee for 10 years or more and they know our customers well. We're thrilled to have such good people working here."

The Cherokee menu will be similar, with some additional breakfast and lunch items added over time, the Tylers said.

"We want our existing customers to be assured that their favorite menu items will probably still be there, while at the same time adding some things that we think will be popular," Lisa Tyler said. Breakfast scrambles, more salad selections and more homemade soups are likely additions to the menu, she said.

"There are also some very loyal customers," Aaron Tyler said. "We've enjoyed meeting them and will welcome their suggestions for improvements."

The Cherokee is located at 1971 W. Sherman Blvd. The phone number is 231-759-7006.

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**For more information, contact Lisa Tyler at 780-3858, or at the restaurant at 759-7006.**