

February 2024 Newsletter

BMOOR IN THE KNOW

A Newsletter for the Broadmoor Community

Newsletter Highlights: Spotlights / Winter Golf / Grounds Date / Social Calendar

Dining Room

Closed Feb. 1st – 13th
Feb. 14th Couples
Valentine Dinner 5-8pm
Beginning Feb. 15th
Wed & Thurs 11a – 6p
Friday 11a – 7p

Golf Shop Closed

Golf Course

Walking Only
Beginning At Noon
Weather Permitting

Simulator Hours

Wednesday-Sunday
11:00am-5:00pm

So, What Do You Guys Do All Winter?

It certainly is a common question we receive annually, one that all staff, their families and teams listen to with an opportunity to share how it is a 365-day season. There just happens to be different gears depending upon the season.

After the “normal” season winds down in November, we shift to winter mode. This moves Golf Shop Operations to holiday mode and next season planning. The Golf Course Maintenance team begins equipment prep/repair as well as doing an abundance of outdoors work all through the winter. F&B goes to holiday mode with events concluding December 30th. Rob works all through the winter to ensure the pool and courts are ready for you and your family.

As you will read further down, the department heads annually gather with the Board for a Strategic Planning. Jan Frazier implemented these

beneficial sessions a few years ago. As a team we review member feedback in the surveys, absorb the data and make businesswise plans with a focus on providing you an experience which is enhanced beyond previous years. This took place on January 6th and the teams are working on these 2024 plans already. These plans help direct our golf events and service, course conditions, merchandise, pool and racquet sports operations, social events and the F&B experience in all areas.

Oh yes, we do get and appreciate a slower pace during the dead of winter. Like you, we can sense the change in weather and are excited for what that brings. We know Broadmoor is a fabulous venue and it absolutely shines with the break of weather. We also know what brings the elevated energy to the club is when we have members filling the property and having fun. We are working diligently to be ready for your 2024 season and look forward to seeing you at Broadmoor.



Upcoming Events

- February 14**
Couples Valentine Dinner
- February 15**
Book Club: The Paris
Apartment
- February 18**
Valentine's Brunch
- February 23**
Dead of Winter Poker
Tournament &
Euchre
- March 14**
All-Member Meeting

A handwritten signature in black ink that reads "Keith Clark".

Keith Clark, PGA; General Manager



It's as pretty at night as it is in the days!

Member Spotlight: Jenna Rutherford (and Andrew)

We generally don't spotlight board members, but the "better half" of Board Member Andrew Rutherford – Jenna – deserves recognition!



Jenna originally hails from Pinckney, Michigan, an only child with a dog named Seger. Of note: all of Jenna's dogs have

been named after musicians; Bowie currently resides with them in Broad Ripple. Jenna attended Michigan State and received a BA in Hospitality as well as a BA in Communications, with a specialty in Public Relations.

She began her career as an Association Coordinator for several construction industry groups. A job soon opened at IVY Tech that was more event focused – an External Event Coordinator. After 4 years there, she went to

a start-up local Kombucha Company to run marketing and events, her college dream. However, when Jenna found herself making concrete buckets for tent weights 2 weeks in, she decided that her college dream was a little past her prime.

Her next stop was Bloomerang, starting out in Customer Support and quickly moving to building out Training and Coaching programs for customers. This led her to finding her new career path in Learning and Development for employees. After 4.5 years at that company, she began last year with Allison Transmission, again in the Human Resources area of Learning and Development. She might have finally found her niche!

Andrew was born and raised in Portland, Michigan, and his only sister is now a nun. His parents both went to Michigan State where they met – just like Andrew and Jenna, who were married in 2013 (on a golf course!). Andrew



has been going to Michigan State games all his life!

He received his BA in Accounting from



Michigan State. Upon graduation, the auto industry in Michigan was in another recession

with hiring freezes. And, as a result of the Enron debacle, Andrew had to continue to get 150 credits to practice as a Certified Public Accountant. So he e-mailed several universities in which he was interested and the best one that came back was Butler. That brought him and Jenna to Indianapolis, where Andrew earned his Masters' Degree in Accounting.

Andrew's first job was with Greenwalt CPA's, where he worked from 2013-2020. In December of 2020 he began a new position with Somerset, where he is Manager of the Tax Department. His focus is on compliance and review of others' work, and he communicates with clients to help manage and forecast their accounts.

Jenna and Andrew met through a mutual friend on the 1st day of their sophomore year at Michigan State – then found out they were in a class together! Jenna's dad was

an avid golfer but she was a soccer player until she found golf. Andrew's dad taught him how to golf as soon as he could walk, and he played on his high school team. One of his favorite courses was a 9-hole Donald Ross designed course!

Jenna has been a significant contributor to the Club and has been on the Member Engagement Committee since its inception. She actively helps with the annual member survey, is a member of the Broadmoor book club, assists in the annual strategic planning sessions, and she and Andrew are the Ambassadors for our monthly game nights. Andrew has been on the Finance Committee of the board since 2020 and has recently been named Golf Committee Chairman for 2024.

What more is there to know? They both love music and Bonnaroo in Tennessee is an annual adventure. And Jenna is a Swifftie – she saw Taylor Swift for \$20 her freshman year of college!

The Rutherfords are excellent examples of members committed to the club, willing to help wherever needed to continue to make Broadmoor the place to be. THANK YOU!



Employee Spotlight: Jay Snyder

Jay began with Broadmoor in July 2021, starting in the bag room, but now you will usually see him in the Golf Shop. He considers his job “golf services” because it involves greeting members, getting their clubs ready, selling merchandise, and anything else our golfers and their guests need.

Originally from Brownsburg, after high school Jay eventually attended IUPUI and double majored in both Philosophy and English, followed by getting his Master's Degree in Special Education from Marian. Jay was an Elementary Special Education teacher at IPS School 114, and it's hard work. The medium length of employment for Special Education teachers is 7 years before burn out sets in – Jay lasted 11 years!

Carefully saving his money, Jay spent every summer travelling, and he has visited around 40 different countries and every continent except Australia. In 2022 he spent 18 months abroad, backpacking through such countries as Italy, Tunisia, and Lebanon, often exchanging work for food and lodging.



Jay's true passion is music, with a special affinity for jazz, and he has been to over 600 concerts in his life. He also revels in photography, per the photo to the left, "*Tozeur Brick Worker.*"

What does he like best about Broadmoor? He likes his bosses and the members, and particularly likes the social aspect of his job.

Thanks for taking care of us, Jay!

Infrastructure Updates

At our Strategic Planning meeting on January 6th, time and attention was given to our infrastructure needs. In reviewing all necessary repairs as well as wishes of our members, we categorized the projects into “needs” and “wants.”

Any repair, maintenance, or update of facilities that impacts core operations and day-to-day operations of the Club will be funded through our Capital Fund. As you recall, each month our members pay into our Capital Fund and we have identified 2024 projects. For example, the deteriorating condition of the 2ft pool was causing problems with our kiddies' feet – a safety issue – so the board approved \$50,000 for the repair of that pool (to be done by opening day). The main pool needs significant and expensive repair as well, and we hope to raise that money through other means.

We are converting the tennis house – used primarily for storage – into office space for our Director of Recreation, Rob Greathouse. Eliminating the overgrowth around the building will allow Rob a good view of the pool and courts. That will also be a space for our lifeguards to check in and take breaks. Chris Groene is already working on landscaping plans for that area and will begin planting once the ground warms up.

Winter Golf

While we know there are several golfers who don't let the weather dissuade them, for most of us we don't like golfing in the rain, snow, wind and cold weather – and we can't spend the winter basking in the sun! Never fear – we have another option!



We have an on-going mixed **Simulator League** and are beginning our **Ladies' Winter League** on January 30th. If neither of these options work for you, consider just signing up for some time using our Broadmoor simulator or the equipment at **Correct2Compete**.

Remember that **part of your membership is access to Correct2Compete**. In addition to simulator and putting areas, there is also a full fitness area. Keith Suttle and his crew will be happy to show you around!

Politically incorrect golf quotes after a frustrating day on the course:

“No. 1 rule to follow? Take the car keys out of your bag before throwing it into a creek.” – Anonymous
“Man blames fate for accidents but feels responsible when making a hole-in-one.” - Bishop Sheen
“I don't say my golf game is bad, but if I grew tomatoes, they'd come up sliced.” - Arnold Palmer
“Golf is a game invented by the same people who think music comes out of a bagpipe.” - Lee Trevino
“Reason they call it golf is because all the other four-letter words were taken.” - Woody Woodbury

Grounds Report by Chris Groene

Who is ready for the 2024 Golf Season?

Your Broadmoor grounds crew is, and we are getting ready for what we hope to be an early start to the season! Putting green surfaces will remain CLOSED until the freeze is completely gone from the root zone. As soon as soil temperatures warm up enough to avoid damage, we will begin by clearing debris and rolling the surfaces first. The first mowing will occur soon after and the greens will re-open for play, typically in mid to late February. Check out this short video from the U.S.G.A. on potential damage from root shearing if we open up these surfaces too early: [U.S.G.A. Root Shear](#). Also, watch for a golf genius post alerting you to when the greens will re-open (hopefully SOON)!

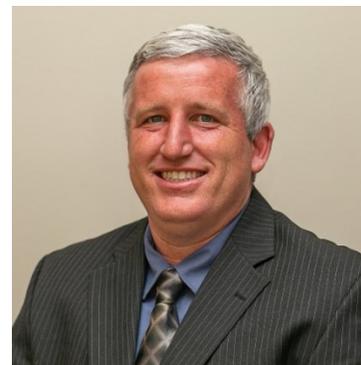
Over the past several weeks, the crew was



able to complete the edging and cleanup of all 139 bunkers on the golf course. It was no small task, but thanks to a mild start to the winter we were able to clean up the edges and give us a head start to the 2024 season. We have also been busy on several inside projects including tee markers and hazard stakes



painting, benches and water cooler stands staining, bunker rake refurbishment and equipment cleaning and repairs.



In early January, as part of our strategic planning meeting, the Board and I reviewed comments from the member



survey and I greatly appreciate the overall positive feedback. We will address the most

common concerns of **bunker consistency** and **divot filling/repairs** in the upcoming season through a variety of ways. We have just completed a cleanup/edging process of all the bunkers and will be doing sand depths checks in the Spring. We are planning to increase our raking and divot filling frequency with our grounds staff, but **we also need everyone's help to keep the course looking its best**. Please take the extra time to rake the bunker after yourself and replace your divot whenever possible. Also, be on the lookout for more "Divot Filling Parties" this year.

I look forward to seeing everyone at the Season Kickoff Dinner for the start of another great season at Broadmoor!



Such a beautiful scene!

The Social Scene

The Member Engagement Committee has been busy planning numerous activities to socialize and get to know other members throughout the year. Just a preview of a few plans – more dates to be announced.

February	March	April	May	June
Book Club , 2/15	Book Club , 3/13	Eclipse Party , 4/8	Derby Day , 5/4	Book Club , TBD
Valentine's Brunch , 2/18	Q1 All-Member Meeting , 3/14	Book Club , TBD	Mother's Day Buffet , 5/12	Pickleball 201
Dead of Winter Poker Tournament , 2/23 (in the ballroom)	St. Patrick's Day/Selection Sunday watch party , 3/17	Game Night , 4/26	Book Club , TBD	Open Tennis
Euchre night , 2/23 (in the dining room)	Game Night , 3/29		Pickleball 101	
	Breakfast with the Bunny , 3/31		Open Tennis	

Other events to come:

- June:** **Book Club**
Concert on the Course
- July:** **July 4th Buffet**
Breakfast at Wimbledon Tennis Tournament, 7/6
Book Club
Swim Up Movie
- August:** **Book Club**
Swim Up Movie
- September:** **Labor Day buffet**
Breakfast at the US Open Tennis Tournament, 9/7
Book Club
Doggie Day at the Pool
- October:** **Book Club**
Game Night resumes, 10/25
- November:** **Book Club**
Game Night, 11/29
Champions' Dinner
- December:** **Breakfast with Santa**
Book Club
Game Night
Holiday Party
Blow Out Buffet

Look for signups each month!!!!

If you have ideas, please let us know: contact Alex Durham, <adurham@thepetersonco.com



The first Sunday Buffet of the season!

Importance of RSVP's



As we send out notices and sign-ups for events, please be sure to RSVP so we know how to set up and prepare, especially when food is involved.

Board/Leadership Planning

Since 2019 the board and leadership team members have met in January/February for planning. This year our session was conducted on January 6th. Using our current Strategic Plan (1/01/22-12/31/25) as a foundation, our coming focus will continue to be stronger **financial stability**, critical **infrastructure/facilities** repairs and upgrades, improved **member experience**, and **employee** recruitment and retention.

At our **Q1 All-Member Meeting**, scheduled for March 14th, we will review these plans and more, with updates on how we ended in 2023 and projections for 2024. A complimentary buffet will be offered – look for more soon.

Thank you for being faithful readers of our newsletters!