

December 2023 - January 2024 Newsletter

BMOOR IN THE KNOW

A Newsletter for the Broadmoor Community

Newsletter Highlights: Spotlights / Member Survey / 2024 Golf Schedule / Holiday Party

Dining Room

Closed for the month
of January

Golf Shop/Simulator

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

Looking Back, Looking Forward

Many things have changed over the last several years at Broadmoor – restored golf course, renovated Clubhouse, rebranding, infrastructure upgrades, Centennial Celebrations – and the hiring of our General Manager, Keith Clark in November, 2021.



We thought we'd take this end-of-year newsletter to ask Keith to reflect on his two years here.

What goals did you have coming into Broadmoor?

I knew of the historical components of the course – the history was here and I felt I could be a part of taking it further to where we all want it to be.

Based on your experience, how did you want to make that happen?

My goal was to create an increase in activity through events and the support of the Club by its members. Feels good hearing from long-term members who have given their approval to what we are doing.

Is that anything that surprised you when you began in November, 2021? There have been several! I did not recognize and know of the deep appreciation the membership has for the tradition of the game and what it means to have a Donald Ross course. While I knew about Broadmoor, to see it first-hand I must give large kudos to the renovation team and Chris Groene's maintenance of the course.

I have also never seen a Head Golf Professional have the kind of relationship James has with the members. And what a pleasant surprise to see Bernie! I had known him and of his passion for excellent service from years ago through the PGA. I have such an appreciation for our core staff – James, Chris, Bernie, Rob, Toribio, and Alana – and how much they give and continue to do so unconditionally.

Any disappointments? It has been disappointing to discover how many people in this area don't really know about Broadmoor. While many companies make this claim, we truly are – unfortunately – the best kept secret in Central Indiana.

You are juggling a lot of balls. How do you make it all happen? From the first time I walked into the building, I knew I had to work through prioritization – daily, weekly, monthly – and that is what I am constantly doing. It's important that we have both the atmosphere and activity we need to continue to make progress.

As General Manager, what are your key goals for 2024? I want to continue to increase the number of events we offer, and through participation we know that members enjoy what the staff is producing. Broadmoor is primarily known for golf and our golf program is in good shape. Now we are working in other areas to create a holistic experience for families.



You spend a lot of time here (and many of us have seen those 5:30am emails). How does that affect family time (and what does Brenda think of this)? Brenda has always been very supportive of my career and far more patient with my hours away than I deserve. Life balance is something we both make a priority. It takes commitment and patience. Our two girls are now in their 20's and that changes the activity calendar at home. Brenda is the perfect person for me and our family to

ensure the balance is always important. One tactic is that I try to get a lot of work done before anyone gets here.

What don't we know about you? You may be surprised that I am known for my love of and making sushi. I learned it on UTube and have been invited to multiple homes to show them how to make it. They supply the food, I supply the "how to."



A typical interview question: what are you reading now?

"Six Types of Working Genius" by Patrick Lencioni. Along the lines of other behaviorists, his assessment is to help you find greater joy and fulfillment from work by helping you understand the parts of work where you thrive the most.

Last question: what is your 2024 wish for Broadmoor? To be recognized not just in the Central Indiana area but to be part of golf discussions on a national level.

Thanks, Keith – we appreciate all you have done and what you will be doing for us as we move into the future!

Member Spotlight: Brad and Tina Cohen

Both the Cohens are noted golfers at Broadmoor – Tina plays in our Ladies' League and the BCC Interclub League, and Brad famously made a hole in one this summer! Here's where their story starts.

Brad Cohen is from Indy, a North Central graduate, and was a Broadmoor member here as a kid. After law school at Boston University and working in Chicago for three years, he came back home in 1994 to join his father's law firm, Cohen Garelick & Glazier, where he is now a partner. His forte is estate planning and business transactions. That is also the year he first joined Broadmoor.



Tina is originally from Columbia City, Indiana, and studied at the IU School of Medicine. After finishing her studies, she decided she loved Indianapolis and stayed. Tina has worked as an occupational therapist since 1993 but, after COVID, she decided to take a little break. While she thinks about going back, at least part-time, it would certainly cut into summer golf!

Both previously married, Brad has two sons (Ethan and Aaron) and Tina has a son and daughter (Sophia and Brant). Brad and Tina met when two of the kids played basketball on a kindergarten team that Brad coached at the Jewish Community Center. They married in 2006, when the ages of the four kids ranged from 8-16. The greatest challenge in managing a blended family? Parenting a stepchild, particularly when two of them live in another state!

Their joint love for golf began in the 2000's. Brad had previously played basketball but, after tearing both Achilles tendons and his ACL, he switched to golf. He had clubs as a kid, playing with his dad, Chuck Cohen. Tina started golfing in 2008 with a group of ladies and took lessons from our own Jon Hoover! She got hooked. But her friends stopped playing for various reasons so she was looking for a place to play. At the same time, Chuck Cohen was trying to recruit members and brought in Brad and Tina who joined in mid-2018. Not only did they make many new friends at Broadmoor, it also gave them a chance to play regularly with Chuck in his last years before he passed in 2020.

Tina tells the story that when she first started playing at Broadmoor with Chuck, he told her about one of our best lady golfers, LuAnn Humphrey, and Tina was initially quite intimidated – until she discovered LuAnn is the nicest person!



Chuck Cohen was a long-time and well-respected member, so Brad and Tina are considered to be one of our “Legacy” families – second generation after Chuck – and their son Brant, who has a membership through his business Ace Party Rental (a vendor-partner of Broadmoor), is the third generation!

When asked what they liked most about Broadmoor, it was the same answer most give – the people. They find it a fun, friendly and “down-to-earth” atmosphere where everyone is welcomed – not the stereotypical “country club” crowd. And Tina says that sitting on the patio at Broadmoor overlooking the golf course (preferably with a cocktail) is the best place in Indianapolis to watch the sun do down.

The Cohen are travelers – at the time of this interview they had just returned from a scuba diving trip in Fiji, where they stayed on a huge sailboat. They like to combine golfing with musical festivals, going to locations where they can play some great golf and hear some great music. Their travels have included two times at Coachella (CA), Bourbon & Beyond (Louisville) and North by Northwest (Portland). There are concerts all day long so it's an opportunity to explore new music. They also try to go to highly rated golf courses a few times a year. Last year they rented a house in Palm Springs, CA during February and March, and will do so again.

Thanks for being a part of Broadmoor and supporting the Club!

Employee Spotlight: Chef Marla (Jan) Schroeder

Throughout 2023 we have tried to give you more insight into members of our staff, and along the way we have discovered interesting histories and hobbies. Marla proves no different!

Yes, you read that right. Her nickname is Jan but *Marla* stuck at Broadmoor. She is at the end of her 4th season but her background is pretty incredible.

Marla is originally from here and in 2006 she worked for 3 years as the assistant to the pastry chef at Butler. In 2009 she went to Marian University and worked in the bake shop and has also spent time as a sandwich artist at Subway. After 3 years at Marian, Marla worked for the National Audubon Society as a sous chef on Hog Island, a birding camp off the coast of Portland, Maine. She did that for 5-6 years until COVID shut everything down and she came back here, looking for part-time work.



The Broadmoor GM at the time assigned her to the snack shop – but failed to tell the staff down there that Marla was coming. Without much to do in that position she was moved to a line chef position – but she still wanted to make pastries. In her second season, when she was away in Maine, Tiribio found that running the kitchen and baking was too much – so Marla became our pastry chef!

Surprisingly, Marla has had no formal training – she “just took to it.” The day of this interview she was busy planning for the upcoming holiday events. Her favorite thing to make – is the “next thing,” something she has never made before. But one of the members’ favorites is her chocolate chip cookies straight out of the oven. The secret to her confections? “It’s all about the mixing.”



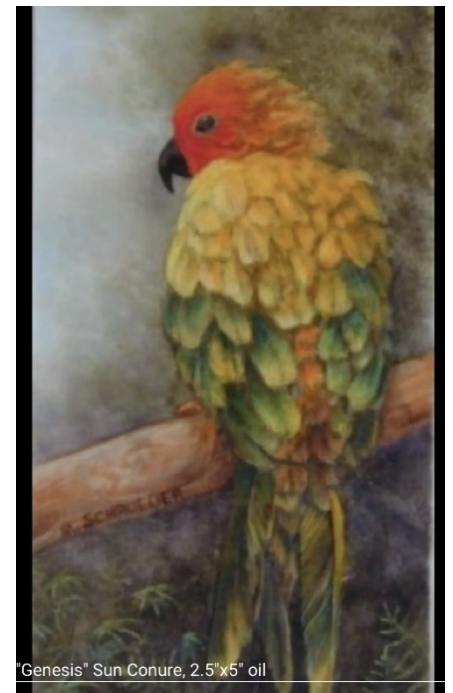
What can I make with these?

When asked what she likes best about Broadmoor, it's the same thing many point to – the people. Both her co-workers and club members have been very welcoming to her and appreciate the care she takes.

What many don't know is that Marla is also an artist (and adds knitting, crochet, and gardening to her list of hobbies) and has sold several of her pieces. But check this out -- the Queen of England is a patron of the Royal Miniature Society and always goes to the annual show. Marla's art teacher connected her with the Society and she was one of the few foreigners accept into the show. When the Queen saw her painting, she exclaimed that she “could reach out and ruffle the feathers.” It was her first painting.



Marla would like to expand her skills and role here, baking our own bread and other specialties. She would also like to hold some cooking classes (and the Member Engagement Committee will try to make that happen!).



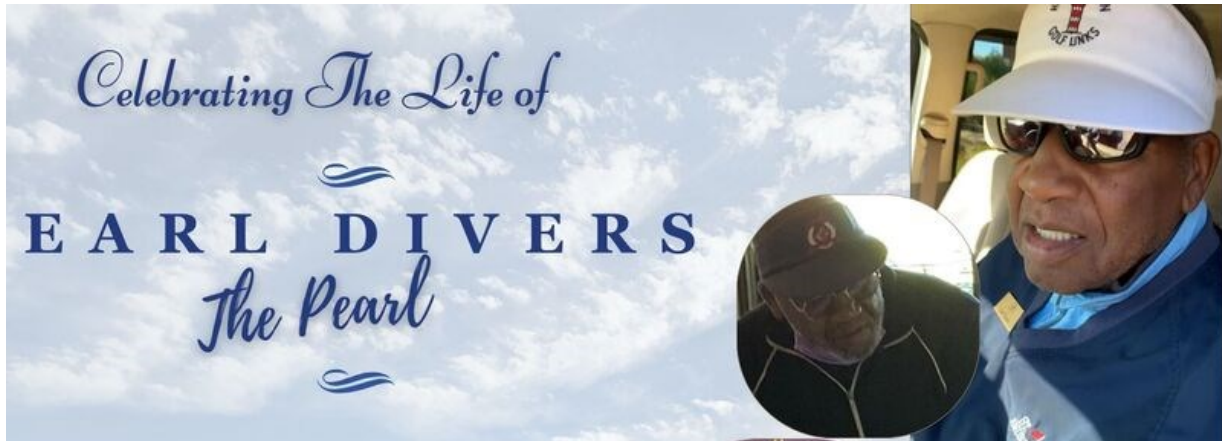
Genesis" Sun Conure, 2.5"x5" oil

Thanks, Marla, for the care you take to make our dining experience memorable!

The Circle of Life

RIP Earl “the Pearl” Divers

On December 15th we gathered to say good-bye to one of the beloved members of our Broadmoor family. We will all miss him on the driving range and at the Golf Shop!



Newest Member of the Family

We lose a soul . . . and we gain a soul.

Welcome to the world, Baby Kennedy **Greathouse** (daughter of Katie and **Rob Greathouse**, our Recreation Director).

Member Survey Results

On October 14th the Member Engagement Committee sponsored our second **Member Feedback Open House**. Approximately 20 members responded to our survey items in person while 15 responded electronically. With a total of 35 respondents, which is at least 10% of the total population, we can consider the outcomes to have face validity.

This year we used both a quantitative and qualitative approach to responses. For the quantitative ratings, 5 was considered the highest score while 1 was the lowest). All input was summarized and sent to the entire board for committee action planning in 2024. We are sharing the highlights below.



GOLF COURSE/PROGRAMMING

How would you rate?

Average 4.6

Topic/Question	Summary of all comments
How do you compare the condition of the course this year compared to 2022?	Positive, course better but divots continue to be a challenge.
Tournaments	Tournaments good, communication good.
Improving communication	Communication is good but can be improved.
Additional course comment	Cut some trees down in heavily shaded areas where no grass can grow, between 1/9, 12/17, 12/16, 18/13.

GOLF SHOP

Golf Shop Selection

- **Merchandise: 3.7**
- **Hardgoods: 3.2**

Pricing:

- **Compared: 3.8**
- **Special Orders Services: 3.67**

Summary of all comments: there are several new items members would like to see in the golf shop, primarily surrounding ladies and junior clothing, as well as accessories. Recommendations for name tags and a better system to answer phones appear to be strongest.

FOOD & BEVERAGE

How often do you eat at Broadmoor?

- 1-2 x/week: 5
- >3 x/week: 2
- 1-2 x/month: 2
- 3-4 x/month: 2
- >4/month: 3
- Only enough to hit my minimum

Level of service:

- Wait times: 3.31
- Quality of food: 4.08
- Price points: 3.38
- Wait times very long/periodic on service.
- Wait time on weekends too long, food and drinks are good.

Summary: members think food is good but the dining room doesn't operate like a "country club." Wait times too long, pool service should be improved, bartenders need training, decorum needs to be elevated.

SOCIAL EVENTS

Rate member events:

Average 4.

Summary: those who come enjoy the events. Appears that with a diverse membership base there are diverse opinions on what they want.

INFRASTRUCTURE/ALL MEMBER MEETINGS

Top Maintenance Issues:

- Improvement to the simulator or better options for the winter-time practice areas.
- The locker rooms are completely outdated and the equipment is old.
- Patio shade, the umbrellas just don't work well enough.
- Pool repair and update (many comments).
- Gym/workout facilities, better simulator space would be nice too.

Financial information sufficient.

- All who responded marked "yes" and no one asked for more information.
- Info on membership #'s, where we are where do we want/need to be.
- Financial info presented as what matters to members (are we on track? Do we forecast an assessment? Where's the money going?) have statements available as appendix.

As stated above, the entire report will be used during Board/Leadership Team strategic planning on January 6th.

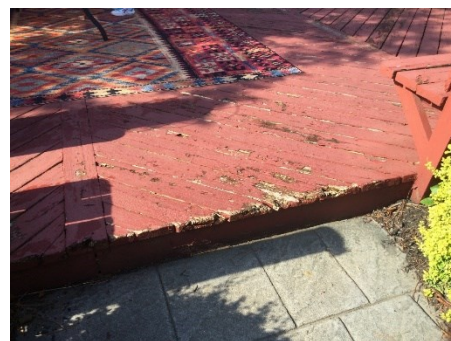
Infrastructure Updates

Although the weather has turned colder, we are happy to tell you that the new Air Conditioning system is in place along with a new boiler. Temperatures in the Clubhouse can now be controlled much better by us. We want to thank our partner **Gemco** for their work on this.

There has been much behind-the-scenes activity to continue the improvements of our facilities.

1. Thanks to member **Nathanial** Lee for our course bathroom renovations.

2. Anyone who has played on our racquet courts has undoubtedly seen the condition of the tennis deck and house. We are currently in the process of renovating the tennis house to include an office for Rob Greathouse, a place for pool staff to check-in between shifts, and storage for court nets, balls, pickleball equipment, etc. This will give Rob a view of our entire recreation area, i.e. pool, pickleball and tennis courts now that the overgrown foliage is gone!. Our next step will be to replace the deck.



3. The board has taken steps to address our pool conditions, the source of many member complaints. The 1ft (baby) pool is rarely used, has multiple leaks, and is no longer of much benefit to us as it costs us more in chemicals than is used. We will take this pool out and repurpose the area. The 2ft pool is getting an overhaul – replacing tiles, grout and caulking and ensuring no more cut feet! All this work will be done by Memorial Day Opening. The large pool has significant repair needs and we will be addressing that as we can. In addition to our pool work, we are anticipating adding more shade and repairing the existing shade structure.

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. But rather than spending the winter in Arizona, we have another option! Be sure to checkout our Winter (Simulator) Golf League, whether using our Broadmoor simulator or the equipment at **Correct2Compete**.

Even if you don't join a League, remember that part of your membership is access to Correct2Compete. In addition to simulator and putting areas, there is also a full fitness area. Check it out!



Ladies' Golf Update

On November 16th the golfing ladies of Broadmoor met to congratulate **Julia Potter-Bobb** for coming in 1st for the **2023 U.S Women's Mid-Am** (reported in our last newsletter). CONGRATULATIONS AGAIN , JULIA – **a National and Broadmoor Treasure!**

In January we will be putting together our own Ladies' play at Correct2Compete. Plans are not yet final, but we will probably schedule play for Tuesday evenings (just like summer). Stay tuned and watch your WhatsApp!

2024 Golf Schedule

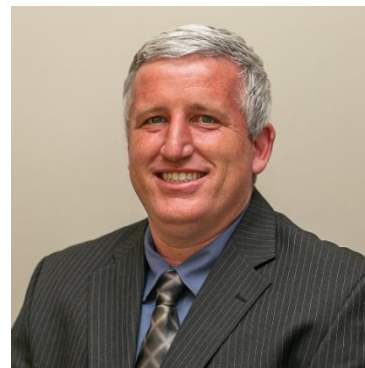
Waiting to schedule your summer vacation? You need to know these dates! [CLICK HERE](#) to see the entire schedule, but the “big ones” are:

- April 27th Opening Day
- May 24th Carb Day Calcutta
- June 20th-22nd Noel Epperson Invitational
- July 26th-28th Mordoh Cup
- August 11th Horse Race
- September 21st June Herman Women's Member/Guest
- October 26th Scary Mary



End-of-Year Grounds Report by Chris Groene

The grounds crew was very busy with leaf cleanup in November and December. We were finally able to catch up and mulch most of the leaves by the second week of December. In December, we started several projects including a landscaping project to improve the pool and tennis area and a golf course bunker “edging”, clean-up process.



In bunkers we are removing the built-up sand from the edges, doing a “soft” edge process to reclaim the edge, removing grasses from the interior of the bunker, and raking the bottom of bunkers smooth with the walls sloped down to the base. Other upcoming projects include cart path repairs, tree removals, stump grinding and leveling, and drainage improvements.

Things to be aware of as during the “off-season”:

- **Greens are now CLOSED for the season.** Tee boxes remain open to use, but please play to the temporary hole locations in the approaches. Please avoid any foot traffic on greens, including the practice putting green.
- **The golf course will remain open to walking, but please check in at the pro shop first for any potential frost/freeze delays.** Typically, after 11:00 a.m. the potential for frost/freeze damage from foot traffic has passed.

From all of us here with the grounds crew we would like to thank everyone for their generosity in the holiday bonus and hope everyone had a great holiday and safe travels. We are all looking forward to a great 2024 season here at Broadmoor!



The Social Scene

While the weather slows activity on the course, we continue to have ways to bring the Broadmoor community together!

Sunday Buffet Series



Jim Wispinski, Vera McAdoo, Sheila Watson and Andrew Rutherford played the first Euchre game.

We started this in November and have been pleased with the attendance.

Mann Harris brought family and friends to our first buffet!

Game Night

The last game night of the year was Friday, December 1st and it was quite the rowdy bunch! Euchre, always popular, had a table but Farkle seemed to be the favorite of the night!



Regular player Vanessa Lopez with family and friends.

Don't forget -- similar to our book club books, the games will be stored in the library and available for anyone to use outside of game nights





Vera switched to Farkle, with Jenna Rutherford, George McAdoo, Larry Dorfman and friend Sandy Werner.

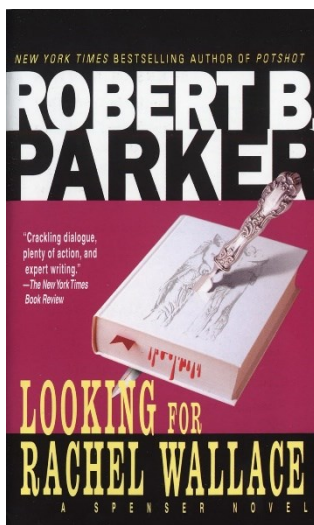
Feel free to get your family and friends to come for your own "game night" at Broadmoor. Guests are always encouraged!

We again thank **Jenna and Andrew Rutherford** for being Ambassadors. Mark these dates on your calendar for **2024 game nights**; the dates are set but games may change based on member feedback:

January 26	February 23	March 29	April 26
Code Names Euchre	Trivial Pursuit Euchre	Video Games Euchre	Bingo

Book Club

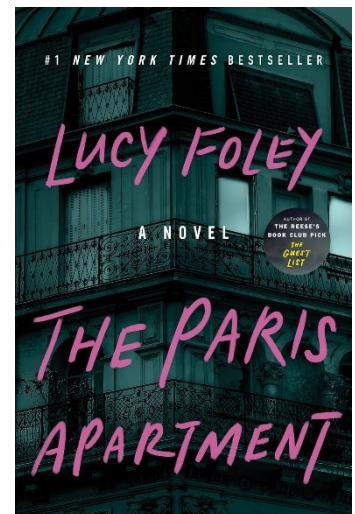
We came full circle in book club on December 13th -- the first book we read was the Midnight Library and the last book of the year was **The Librarian Spy by Madeline Martin**, the same author as the Last Bookstore in London, which we also read (see a theme here?). Vanessa Lopez recommended this book.



The next meeting is scheduled for **Thursday, February 15th, 6:30**, when we will be discussing **The Paris Apartment** by **Lucy Foley**, a mystery thriller recommended by Jenna Rutherford.

For those who plan ahead, we will be reading **Looking for Rachel Wallace** by **Robert B. Parker** on **Wednesday, March 13th, 6:30**.

Please consider joining us in the new year – the discussions are always interesting, we meet for approximately an hour, and entrees are half-price for Book Club attendees!



Holiday Party

We hope you enjoyed the pictures of our **Breakfast with Santa**, held on December 10th, that we sent out in newsletter form. Bernie, Tiribio and the F&B Staff really topped themselves for our **Annual Holiday Party** on December 22nd. If you weren't here, this is what you missed!

The ballroom was set up in its typical Broadmoor holiday best! Miss Marla outdid herself with her whimsical creations, the charcuterie board was resplendent, and staff was ready!





Raffle prizes!



You really had to see Ms. Marla's creation up close to appreciate it



We're ready to serve you!

And the guests came ready to party!



Of course, the Rutherfords were one of the first ones there – right with Larry Dorfman and Sandi!

Board President LuAnn Humphrey with Azure, Davey (aka Golf King) and Allison Rosa.





Of course, the bar was the most popular spot!

Once we got everyone into the ballroom . . .





If you were there, maybe you can find yourself in these pictures! If you weren't there . . . next year!





And another year closes
out . . . see you in 2024!



Leadership Wishes for 2024

BCC is making tremendous progress in achieving our vision of being the first choice in Greater Indianapolis for country club membership despite some long-standing challenges. In addition to your personal growth, success and happiness, my hope for 2024 is that we all demonstrate our love for BCC through active, individual commitments to the sustained future of BCC. *LuAnn Humphrey, President of the Board of Directors*

I wish for it to moderately rain a couple of times each week but only at night. *Keith Clark, General Manager*

Importance of RSVP's

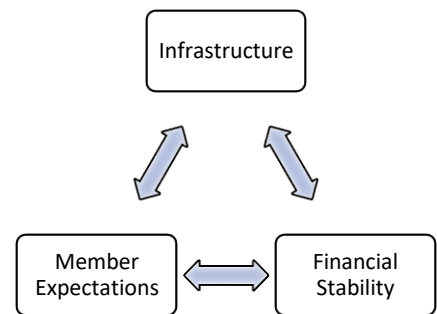


As we send out notices and sign-ups for events, please be sure to RSVP so we know how to set up and prepare, especially when food is involved.

Board/Leadership Planning

Since 2019 the board and leadership team members have met in January/February for planning. This year our session is on January 6th, and our focus will be on:

- Prioritizing additional infrastructure repairs/upgrades and funding mechanisms;
- Ensuring financial stability and appropriate revenue streams; and
- Meeting member expectations in response to survey.



At our March All-Member Meeting we will be able to share the plan with you.

Thank you for being faithful readers of our newsletters!