



# BMOOR IN THE KNOW

A newsletter for the Broadmoor Community

**Newsletter Highlights:** [Membership](#) | [Golf](#) | [Junior Members](#) | [Social Events](#) | [Around the Club](#)

## A Letter from the General Manager

As we announced the rolling and mowing of our greens in FEBRUARY I was thinking about just how rare and exciting it is to have that available in Indiana. This paired rather well with my thoughts of what all excites me for this upcoming season.

Going into January I now have had a year of evaluating, experiencing and enjoying Broadmoor Country Club. I was so fortunate the timing allowed me to be at Broadmoor during the Centennial season. The research, events and activities of the Centennial season offered many opportunities to learn, understand and appreciate the history of Broadmoor the club as well as the renowned Donald Ross golf course.

I love Country Club operations, which is reflected by the fact that all of my 30+ years in this industry have been in club operations. My main goal has always been very simple: create atmosphere and activity.

Throughout the 2022 season I spent time immersed in operations, evaluating from all angles and best understanding Broadmoor the club, the facility and the business operation. Along the way and upon completion of a season, I joined our team in seeking ways to enhance our atmosphere and activity. These two goals get accomplished with dedicated teams and I am absolutely spoiled with the team in place at Broadmoor.

I do enjoy, and you likely have experienced, leading each department with someone who sincerely cares for Broadmoor the club, the facility and the membership. Knowing the team we have in place and the plans we have worked through this off season are the reasons why I am rather excited for the 2023 season. We feel good about the progress made in 2022.

We attribute the golf course receiving high rankings from a national audience and having over 30 new members since this time last year, reflective of the progress. To build upon our steps forward, we have identified opportunities to enhance the atmosphere, the activity and Broadmoor the club in 2023.

Throughout this newsletter you will learn from James, Chris, Jasem and Rob about their enhancement plans for this season. Upon our evaluations we recognized occurrences we want to ensure continue to happen as well as moving away from those we believe need to be approached differently. All components of operations from staffing plans, communications, menu selections, all pricing and service levels have been evaluated.

We know it is a choice you make to be a Broadmoor member. We want the BCC atmosphere and activities to be those which you enjoy and share. You will learn of new activities, enhanced course care, new pricing philosophies and areas we recognized were in need of enhanced services. As one quick example, in golf operations, you will quickly notice the new fleet, due to arrive mid March - mid April. These all new ClubCar carts are equipped with state of the art GPS. Additionally, this fleet is equipped with a battery system which allows us to operate the fleet a year longer than past fleets, without the concern for battery issues. The look, the ride, and the GPS system enhancements are something we believe you are going to really enjoy.

There is far more I am anxious to share and look forward to doing so, early and often. I do want you to know your team at Broadmoor enjoys what we do and really enjoy seeing you all at the club. We will continue to evaluate, continue to enhance so that we provide the desired atmosphere and activities for Every Member, Every Guest, Every Time. Please know that you are always welcome to contact me directly with your feedback, suggestions and kudos to staff.

Respectfully,

Keith Clark, PGA

[kclark@broadmoorcc.com](mailto:kclark@broadmoorcc.com)

317-408-3170



# HOURS OF OPERATIONS

## Dining Room

### Wednesday - Saturday

11:00 am - 9:00 pm

### Sunday

11:00 am - 4:00 pm

## Golf Shop

### Wednesday - Sunday

9:00 am - 5:00 pm

## Golf Simulator

### Wednesday - Friday

10:00 am - 6:00 pm

### Saturday - Sunday

10:00 am - 4:00 pm

*Please allow enough time for your play to complete before posted closing time.*

# UPCOMING EVENTS

## Informational

### All-Member Meeting

March 1 - 6:00 pm

## Golf

### Shamrock Scramble

March 17 - 1:00 pm

Men's League Begins

April 19

Ladies' Trunk Show

April 27

Ladies' League Begins

May 2

## Social

### Book Club

March 15 - 6:30 pm

### Euchre

March 24 - 7:00 pm

## Food & Beverage

Easter Brunch

April 9

**SEE YOU  
AROUND THE CLUB!**

Don't forget to check out the [Membership Portal](#) for all things Membership!

## All-Member Meeting, March 1st

The first of our quarterly regular all-member meetings will be held on **Wednesday, March 1st**, beginning at 6:00pm.

A complimentary buffet will be available both before and after the meeting.

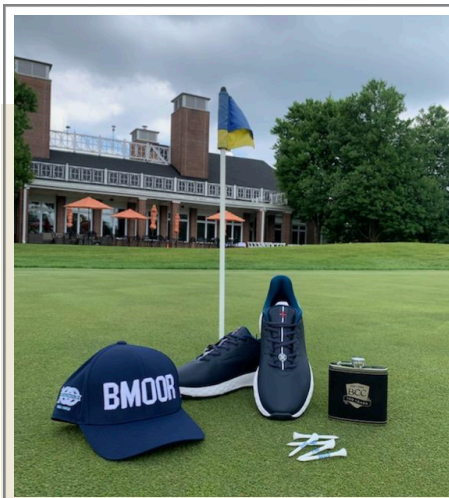
Following the presentation, any members who want to stay for a deeper discussion regarding the Financial presentation are encouraged to do so.

## Preparing for 2023 — Strategic Planning

On February 4<sup>th</sup>, the board and leadership team met to review the plan created last year and make adjustments as necessary. At our **March 1st All-Member Meeting** we will be sharing that information, as well as Club updates across the board.



Not only do we use these half-day sessions to focus on the Club, we also are using this opportunity to deepen the bench strength of staff. This year we included our Assistant Golf Pro, Renee Adam, and Assistant Superintendent, Eric Spicer.



## Welcome to our Newest Members!

### Premiere:

- Mark and Shelly Sullivan
- Jim Warner and Beth Cisco
- Ryan and Carrie Lambert

### Young Professionals:

- Taylor and Emily Imel
- Sarah Dusman

### Junior:

- Spencer King
- Danny Piotti and Nicole Gonsoroski

## Welcome to Broadmoor!

**Do you know someone who wants to be a part of our community? Let us know!**

## Member Spotlight - Larry Dorfman

One of our new on-going features is a Member Spotlight, and this month's candidate is **Larry Dorfman**.

Larry has been a member of Broadmoor for nearly 40 years. At first an average golfer, he began to take the game more seriously and wanted to play as much as he could with opportunities to meet people – and where he already had friends. His parents belonged to the Club so it was only natural that Larry would join as well. Today you can find Larry out on the course about 4 times a week!

Larry's life-long profession has been in the home rehab business. He began working with his father and in 1975 became sole owner of Dorfman Designs, one of the few design/build companies in Indiana at that time. Larry brought his talents to Broadmoor when David Lurvey asked him about redoing the bar and creating The Lurvey Room. Larry not only designed and remodeled the space, he did it at cost. His favorite part of the job was putting in the banquette for group seating. He also contributed the lighting fixtures in the ballroom, including their installation.

Others have recognized his talent, as he was the recipient of the 2002 Midwest Contractor of the Year by the National Association of the Remodeling Industry, and in 2003 was named the Indiana Contractor of the Year. Larry is a member of the Facilities Committee of the board, and always comes up with a "better way."

Pickleball became another favorite sport. Larry began playing five years ago in a league created by Ira Jaffee at Highland, but that club's requirements became cost prohibitive for a large group. Since we had recently resurfaced the courts (a bi-annual practice), Larry approached Broadmoor about bringing the Indy Picklers to Broadmoor and paid for the court striping and nets. Together with his sister Miriam Ader, they have grown this group to 75+ players! In 2022, Indy Pickler fees contributed \$12,000 toward court resurfacing. Any member of Broadmoor can join this group!

But wait – there's more! What most folks don't know is that Larry is a huge collector of comic books, art and memorabilia. When he was a child stuck home in bed with a childhood illness, his grandfather brought him a stack of comic books – and he was hooked! Today Larry has approximately 30,000 comic books, including the finest private collection of Batman comics in Indiana, dating back to 1940. As you can imagine, he has a very strong security system!

His hundreds of pieces of art include works by a famous illustrator, Neal Adams, of Green Lantern and Green Arrow fame. Larry was able to meet his idol and they have since become friends.



Larry and Gunnar Gottschalk

**Glad you could spend time getting to know Larry a little better.**

**If you know of a member who has an interesting story to tell, please let us know!**

**Email [jfrazier@planningplusllc.com](mailto:jfrazier@planningplusllc.com)**



## Golf Updates from James Gilbert

Spring is approaching, and the golfing season will soon be in full gear and exciting news... **the GREENS are back open**, Come on out and enjoy the seasonally warm weather while getting yourself ready for the first event. As the greens are open, let's start the season by fixing all ball marks and replacing or filling your divots.

The **Shamrock Scramble (see the next page)** is on March 17<sup>th</sup> and registration is coming soon.

Have you gone down to use the Simulator only to find that it wasn't charged?

**Please keep these tips in mind for your next visit:**



James Gilbert

## Golf Simulator Rules & Regulations

- **Booking your tee time in advance is suggested**, but we will accommodate walk-up's if and when available.
- Please **arrive 8 - 10 minutes ahead of your tee time** in order to get set up and begin on time.
- **No more than four players** in the simulator room at a time.
- Golf shoes or running shoes are fine but **NO SPIKES**.
- **Only one person should be present in the hitting area at a time**. Everyone **MUST** keep a safe distance and keep watch of the person golfing.
- **Beware and pay attention:** swinging golf clubs near people and balls exiting the bay at high speeds can be extremely dangerous.
- Before you swing any club, **check your surroundings** to ensure no person or obstacle is within your range of swing.
- **Swinging should always take place near the hitting area** of the mat.
- **Practice swings must be done in the hitting areas**.
- **Be alert of where you stand or walk** and **stay out of someone's range of swing**.
- When your time is up, **please gather your clubs and any other items quickly** so we can get the next booked time started on time.
- **Under 16 MUST be supervised by an adult** when playing.
- **Report any accidents immediately to the staff**.
- Player is **financially responsible for any damage caused** by failure to follow the directions of the Rules and Guidelines.
- Keep food and drinks at the provided table. **NO FOOD OR DRINK INSIDE SIMULATOR HITTING AREA at any time!**
- **Members are responsible to pay for damage to equipment and premises** caused by careless use of equipment or other intentional or negligent acts.

**[Book your simulator time now!](#) Spots are filling up fast**

## Spring apparel will start arriving soon... Ross Club is BACK!

Spring apparel will start arriving soon. The Ross Club is the best way to save significant dollars on every purchase. The RC pricing = 15%, Above Cost .....On everything, Every time.

Since it is an annual program that lasts the calendar year, we wanted to make it available as soon as possible in 2023 so you could begin receiving discounts immediately. Broadmoor Members will always receive the best price anywhere.

The RC pricing takes savings to an all-new level. Call the golf shop to sign up, as we have two options with instant golf shop credit. Look for more information about RC at our All-Member Meeting on March 1<sup>st</sup>.

## Guest Passes

We are honored when you choose to bring others to share the golf experience at Broadmoor. We know you enjoy having fun with others, and Broadmoor provides the perfect place to make fun happen. Before the season begins, we offer you the best opportunity to have guests join you on your golf course. **Guest passes can be purchased until March 31<sup>st</sup>.**

- Golf Members may purchase packages of 5 or 10 guest passes.
- Suitable to use on weekdays or weekends.
- Guest must be playing with the member.
- Guest passes are non-transferable, non-refundable and expire 03/31/2024.
- May be used for non-member rounds only.
- All club rules for guests are applicable.

**2023 Regular Guest Fee = \$115.**



## Shamrock Scramble

**Friday, March 17th**  
1:00 pm Shotgun Start  
Food & Beverage After Play

**Format:** Scramble

**Team Payout:**

1st Place: \$200/Team  
2nd Place: \$120/Team  
3rd Place: \$80/Team

**[Click here to keep up-to-date with the full golf calendar](#)**

**10 Guest  
Passes =  
\$795**

**5 Guest  
Passes = \$435**

Cart is not included  
with a guest pass

**Call the golf shop to purchase Ross Club membership or Guest Passes**

## Summer Options for your Juniors

Summer brings sunny weather, lazy days and kids out of school. Well, maybe the days won't be that lazy! We have multiple options for your juniors this year, including our golf leagues, tennis clinics and – back again – Camp Broadmoor!



**CAMP BROADMOOR**

**Weekly Sessions**  
June 19 - August 4  
Ages 5 - 12

**Monday - Friday**  
9am - 3pm  
Drop-Off: 8:30am - 9am  
Pick-Up: 3pm - 3:30pm

**Weekly Tuition:**  
Club Members, \$275  
Guests of Members, 315

Tuition will increase on June 1 so be sure to secure your spot early!  
A one-time non-refundable \$42 registration fee includes 2 camp shirts.  
Camp will be closed the week of July 3.

**TO ENROLL: [WWW.KECAMPs.COM](http://WWW.KECAMPs.COM)**




**Summer Development Series with BCC Team Play**

Tuesdays & Thursdays  
June 13 - July 27  
9:00am - 10:30am  
Match Dates and Times TBA

**\$575**  
BCC Members

**\$675**  
Guest of Members

All Players Participate In All Programs and Receive All Items Below

Team BCC	Participants Receive
<ul style="list-style-type: none"> <li>Team Jersey, Cap, Bag Tag, Golf Balls</li> <li>BCC Golf Professional Coach</li> <li>2 Person, Match Play Format</li> <li>On Course Instruction and Play Practice</li> <li>Chance to represent BCC as a team</li> <li>(5+) Home &amp; Away Matches</li> </ul>	<ul style="list-style-type: none"> <li>11 Days of Instruction + Golf Matches</li> <li>Fun Group Setting with Friends</li> <li>All Aspects of Golf Covered</li> <li>On Course Play &amp; Driving Range</li> <li>BCC Team Play</li> <li>Skills Challenges</li> <li>Drinks &amp; Snacks Each Day</li> <li>BCC Logo Gift Pack</li> <li>Entry Into BCC Jr. Championship</li> <li>Awards Banquet &amp; Cookout</li> </ul>

**Gift Pack, Match Dates & Registration Details Coming Soon**




## Pool Parties

We are finishing the update for the Member Guide, which will be available on the website. One change: pool parties. Based on feedback from members, we are changing our pool party guidelines as follows:

**Pool Parties** (note: unlike parties in other areas of the Club, pool parties with guests take chairs and space away from members in a confined area)

1. Applies to any party that will include the pool.
2. Event fee is \$100 to cover additional lifeguards and set up.
3. Pool party hours are only available from 12 pm - 2 pm on weekends (no restrictions on weekdays).
3. Maximum number of guests (adults and kids): 40 weekdays, 30 weekends.
4. Party guests cannot "reserve" pool chairs before the party. However, all seats under the party tent will be reserved for you.
5. All food and beverages must be purchased through Broadmoor except for an event cake (can bring in).
6. Pool parties must be scheduled at least one week before the event for staffing purposes.
6. Must confirm # of guests 48 hours before event.
7. No parties involving the pool will be booked on the three major holidays: Memorial Day, July 4<sup>th</sup>, and Labor Day.

Questions about Junior Member opportunities? [Reach out to Keith Clark](#)

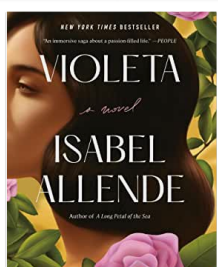


## Broadmoor Book Club

**Book Club** members met on February 15<sup>th</sup> to discuss **Mexican Gothic** – a book that would also appeal to any Dean Koontz or Stephen King fans!

Our next selection is **Violeta** by **Isabel Allende**, recommended by Vanessa Lopez. The next meeting is

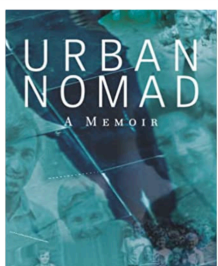
**Wednesday, March 15<sup>th</sup> at 6:30.**



### Come Join Us!

Speaking of books, our own Freddie Kelvin published **Urban Nomad** and we are working on a date for "An Evening with Freddie" to have him speak.

**All Club members will be invited!**



## Euchre

We have scheduled our Euchre games on a Wednesday, a Thursday, and a Friday – and Friday seems like the favorite day! **Euchre** will get more exciting with the creation of our own Euchre Ladder, which we will start at our next play date scheduled for Friday, **March 24<sup>th</sup> at 7:00 (6:30 for clinic)**. Evening cost is \$15, which includes your first drink free and great snacks.

**Upcoming dates:** April 21<sup>st</sup> and May 19<sup>th</sup>.



Andrew & Jenna Rutherford prepping the decks

## Valentines at the Club

Our traditional Valentines brunch was taken up a notch this year with Bernie's new focus on events. We welcomed 104 members to a Broadmoor buffet as we know how to do it – and the chocolate tower was a hit for the kids!



The Brody Family enjoys the buffet



Jasem ready with the unlimited mimosas



Ethan Shepard at the traditional omelet station!



**Do you have other ideas or want to get involved?**

**Email Alex Durham, Membership Engagement Chair. We would love to have your involvement!**



## Food & Beverage Updates from Jasem Alhaidah

Many changes have taken place in the past few months, but F&B is looking great to start off the season.

Our new menu has been met with very positive feedback, and continued training will ensure that service is held to the highest standard. Be on the lookout for fun-filled member events in the coming months like beer tastings, bourbon tastings, wine tastings, concerts, etc.

We are very excited for this year and what it will bring. Also, be mindful of new faces as F&B continues to grow and the golf season kicks off, as we will see an increase of new BCC employees!



Jasem, Jacquis, Yvonny and Tiribio are ready to serve you!



## Grounds Report with Chris Groene

For those newer members or those who I have not yet had the chance to meet, I would like to formally introduce myself as your Golf Course Superintendent. My name is Chris Groene and I have been at Broadmoor Country Club since 2010. I have a degree in Turfgrass Management-Golf from Michigan State University (2006) and was promoted in

2016 after the retirement of the previous Superintendent. Over the years we have made many positive changes to restore our Donald Ross course and elevate our maintenance standards. It truly is a privilege to maintain and improve this historic property.

The grounds crew has been busy on several projects during the off-season. Outside projects included: cleaning up the construction site in between #11 and #16, debris clearing along the creek at #12, #10 green hillside debris and tree removals, cutting back the property line on Kessler, and cart path repairs and cleanup. Inside projects included: annual servicing of equipment, bedknife and reel grinding, pressure washing and waxing equipment, golf course accessory refurbishment (cleaning and repairing rakes, sandblasting and painting tee markers, painting ballwashers and bag stands, staining cooler stands and benches, etc.), and general shop cleanup and organization. Currently, we are working on wrapping up several of those outside projects and have started to clean up the golf course from winter debris (as weather allows) in preparation for opening.

If you ever have any questions please feel free to reach out to me by e-mail at [cgroene@broadmoorcc.com](mailto:cgroene@broadmoorcc.com) or call/text 317-414-3497. I look forward to seeing everyone back out at the club soon and having a great 2023 season!

**Make Chris Groene's job easier; fix your divots and ball marks when out on the course!**

## Employee Spotlight - Bernie Amnesisa

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On the hit show "Cheers," everyone knew Norm. The same with our own Bernie. But we bet you don't know his whole story!

**Bernie Amensisa** arrived in the US from Ethiopia in 1973, and his educational background here is quite impressive. While studying architecture at Ivy Tech, he took a job as a busboy at LaTour, a well-known and high-end restaurant at the top of the Indiana National Bank Building. He shortly transferred to Indiana State where he studied and graduated in manufacturing technology and mechanical design.

While in school he worked May-August at French Lick as a server every summer. After graduating from ISU, he went back to school at IUPUI to obtain his Masters degree while also working at the downtown Hyatt Regency. Recognizing his talent, the Hyatt recruited him to be the Assistant Banquet Manager and sent him to numerous training classes in Chicago. During his 6 years at the Hyatt, he waited on such celebrities as Robert Redford, Ted Kennedy and, of course, all the Simons.

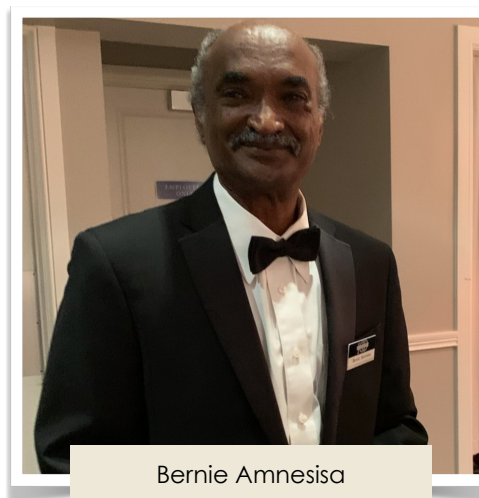
He was then recruited to work as the Banquet Manager at Highland Country Club, where he spent 4 years. The CEO of the Holiday Inn NW met and recruited Bernie to work at the Michigan Road hotel, where he spent 24 years! When that hotel was closed, the team was asked to go to the Holiday Inn Crowne Plaza downtown but, after 2 years, the entire staff was laid off.

Landscapes Management was at Broadmoor at that time and Bernie was again recruited to come here. That was 9 years ago and we don't want him getting recruited again!

Bernie also has an impressive sports career. He was the first Ethiopian to play for his country against China in an international event. While at ISU he played soccer and was a champion for 4 years, as well as playing for the Sounders Club Soccer Team. And at our Employee Appreciation day in 2021, Bernie won the putting contest!

At Broadmoor we all know the customer service skills Bernie displays but we are not the only ones. The Center for Leadership Development presented a Distinguished Award to Bernie in 1982. The Rose Award, a long-time Indianapolis tradition honoring those in the service profession, selected Bernie for its 2006 ceremony. The Indiana Hotel & Lodging Association presented the Star of the Industry Award to Bernie in 2006.

**As we all know, Bernie is the star here at Broadmoor!**



Bernie Amnesisa

**Want to reserve the clubhouse for your next event, big or small and work with Bernie?**  
**[Send us an email to get started!](#)**

## And as a special Spring treat...

### TIPS FROM THE EXPERT: DIY Home Lawn and Landscaping

by Chris Groene

Spring is right around the corner and I'm hoping I can provide some recommendations/tips throughout the year to help any of you DIYers have the best lawn and landscaping possible! It is important to remember that not all lawn and landscape beds are the same and these are general recommendations.

Please e-mail me if you have any questions regarding the recommendations or have specific questions regarding your lawn.



Chris Groene

#### MOLES

After this past mild winter, you may already be seeing some mole tracks in your lawn. It is important to trap or set poison "worms" in these runs early in the year as their mating season is typically February to May, which results in an additional 3-5 moles per litter.

The best trap we have had success with is a scissor type trap called the "Easy-Set Mole Eliminator" and can be found on Amazon for ~\$38.

Simply step down the mole run to level ground, set the trap across the run, and wait for the mole to burrow through again activating the trap. Mole Killer Bait or "Poison Worms" can also be very effective, although it may take an extra day or two to see activity stop.

Again, step down the mole runs to level, find where the mole is actively burrowing and bury a worm in the tunnel for the mole to find on its next run.

I would not recommend this method if you have any pets or children that may be in that area as well.

#### LANDSCAPING BED PRE-EMERGENT HERBICIDE

March is a great time to add mulch to your landscaping areas, but don't forget to apply a pre-emergent herbicide at this time as well.

One of the best pre-emergent herbicides I have used is called "Crew" manufactured by Corteva Agriscience. This product should be applied at 3.44 lbs. per 1,000 square feet and will control weeds for up to 5 months from one application.

For season long control a second application is recommended after 3 months, so be thinking about applying this product in early March and again in June. If you cannot find "Crew", another product from Corteva called "Snapshot" has shown to be effective at weed control as well.

Both of these products need to be watered in to be activated, but is especially important to water in "Snapshot" immediately for it to be effective. With "Crew" you have a 21-day window for either rainfall or manual irrigation to water in the product before it becomes less effective.

Be sure to read the entire label on any product you may be applying to your lawn or landscape area and follow the application directions exactly.