



# The Benjamin Button Factor

Brokerages Grasp for Organic Growth

THE BROADMOOR IS LEGENDARY. From the dramatic “gateway to the Rockies” location to the professional yet unpretentious service, this resort excels at everything it offers.

Spencer Penrose, its legendary founder, set the stage for the fun to come when he purchased The Broadmoor Casino and Hotel in 1916. A Philadelphia gold and copper mining entrepreneur and confirmed *bon vivant*, he drove his car up nearby Pikes Peak, raced biplanes and summarily ignored Prohibition, even noting where and with whom he had enjoyed the illegal libation on the labels of the downed bottles.

Despite his antics, this visionary never took his eye off the prize—to create the greatest resort in the American West, one that honored the majestic setting while adhering to the highest standards of European style and service. By 1918, his team of architects and imported artisans had created an Italian Renaissance masterpiece with ornate moldings, a curved marble staircase, elaborate chandeliers, Della Robbia-style tiles, and the pink stucco facade. Recognizing that pretty is as pretty



## The Broadmoor

does, Penrose established a comprehensive training program to ensure the highest quality of service, from the bellhop to the hotel manager.

### [THE GREAT OUTDOORS]

Like Penrose, modern day *bon vivants* can take full advantage of the Wild West surroundings, hiking over the red rocks in the Garden of the Gods,

### DINING GUIDE: THE BROADMOOR

The Broadmoor is not alone among American resorts in offering a wide range of dining opportunities, but the quality of the cooking, along with a sophisticated wine and beverage program, tailored not only to the food but to the seasons, makes a stay here, in the shadow of the Rockies, a singular experience.

**THE PENROSE ROOM**, the Broadmoor’s premier restaurant, has the distinction of being the only AAA Five Diamond-rated restaurant in Colorado. The atmosphere is comfortable and stylish, and the view of Cheyenne Mountain at sunset is spectacular. Executive chef Bertrand Bouquin’s classical French training is shown off to great advantage by polished service and

artful plating. The menu changes frequently, but main courses range from the luxurious fricassee of sweetbreads and Maine lobster to the casual but beautifully presented roast chicken with ratatouille. The tempting desserts may be ordered individually or as a three-course dessert tasting menu. The well chosen wine list is mostly European, predominately from Burgundy and Spain. The lounge features live entertainment and dancing.

DINNER TUES.–SAT., BROADMOOR SOUTH, TOP FLOOR, 719.577.5733

**CHARLES COURT**, in contrast to the European ambiance and menu of the Penrose Room, celebrates American food, particularly

that of Colorado. Chef Greg Barnhill serves local produce and meat whenever possible. A meal might start with ravioli of smoked trout and go on to rack of Colorado lamb and end with a homey and delicious hazelnut pound cake with a granita of Irish coffee. The wine list is all American, predominately California, the Pacific Northwest, and New York, but also with bottles from lesser-known wine producing states such as New Mexico, Missouri and Colorado.

DINNER THURS.–MON., BREAKFAST MON.–SUN. IN SEASON, BROADMOOR WEST, LOBBY LEVEL, 719.577.5733

**SUMMIT**, the newest of the Broadmoor’s restaurants, has a striking contemporary

design by Adam Tihany and an American brasserie menu. The menu is seasonal but often includes such brasserie favorites as roast chicken, hanger steak, beef shortribs, and roast Colorado lamb. Summit is well known for its cocktail and wine program. The value-driven list specializes in vintages from lesser-known regions and producers, most of them sustainable, organic or biodynamic. It’s possible to put together a perfectly satisfying light meal with a cocktail, perhaps Grandma’s Rubarb Fizz, a bottle of wine, and a sampling of small plates chosen from the dinner menu.

DINNER TUES.–SUN., ACROSS THE STREET FROM THE MAIN HOTEL, 719.577.5733





four-wheeling up dirt roads in Pike National Forest, fly-fishing on the South Platte River, saddling up at Broadmoor Stables, or mountain biking right off into the wilderness from the resort. Back at the Hotel Bar, guests can raise a glass by the bar's outdoor fire pit to Penrose's illustrious "Hundred Million Dollar Club" drinking buddies, who set the standard at this legendary watering hole.

For both duffers and pros, Broadmoor's three golf courses, an amalgamation of renowned course designers Donald Ross, Robert Trent Jones, Sr., and Nicklaus Design, offer something for everyone, and standing by to assist with tee times and tournaments are the professional PGA staff. The meticulously landscaped East and West Courses will appeal to serious golfers. The high level of technical difficulty and thin mountain air that sends the ball flying have challenged even the pros who have played tournaments like the 2008 Senior U.S. Open at The Broadmoor. For a more relaxing 18, The Mountain Course offers wide, forgiving fairways and large, undulating greens. Even non-golfers will find the beauty of the surrounding foliage that has been allowed to grow wild and the sweeping views from the stone and wood



Mountain Clubhouse alluring.

*Tennis Magazine* has rated The Broadmoor the third-finest tennis resort in the America with the #1 teaching staff.

The sun shines down on the two pools and three outdoor hot tubs 300 days a year. The main pool is a noisy family affair, while the lap pool overlooking The East Course is ideal for quiet contemplation.

**[BACK AT THE RANCH]**

The Spa at Broadmoor is a kingdom unto itself, with 39 rooms for spa treatments and wellness consultations, a state-of-the-art fitness center, an indoor pool, and a nail and hair salon. The welcoming environment and comfortable relaxation rooms belie the seriousness of the services. With the dehydrating effects of the arid conditions as incentive, estheticians have perfected their facials. The anti-aging Sonya Dakar Ultraluxe Facial is magic. The series of carefully applied antioxidant, nutri-



ent and peptide rich products leave skin smooth and radiant. Massages get high marks, too. The expertly executed technique in the Colorado Deep Hot Stone massage provides double therapy for stressed muscles.

The "Grand Dame of the Rockies" has been lovingly tended over the years, remaining faithful to the historical building while constantly maintaining the interiors. The 700 rooms, suites and cottages that are spread throughout the resort's four buildings and grounds vary greatly. Some have views, others have space, but all are tastefully decorated. The South Tower received a substantial fluffing in 2006. Still, there is nothing pretentious in the classic furnishings and modern bathroom amenities.

The latest addition, six new cot-

tages overlooking The East Course, is ideal for extended families and small groups. Five have layouts of one to eight bedrooms. The area's natural beauty inspires the interiors with high-beamed ceilings in the parlors and handcrafted rugs over the wood floors. Large, Virginia blue stone patios are great for private dinners and evening receptions by the fireplace.

The mammoth meeting complex—185,000 total square feet—is designed for serious business. There are boardrooms to accommodate small groups and a ballroom large enough for a trade show. The comprehensive audio/visual technology is state-of-the-art, allowing for elaborate productions. Dedicated meeting staff, including an events catering department, ensure everything runs smoothly.

**[THE LEGEND LIVES ON]**

Genuine friendliness and professional yet gracious attention to each guest is still a hallmark of every person who works at The Broadmoor. The ongoing training program that Penrose instituted ensures consistency and loyalty. The fact that more than 120 staff members have been honored as members of the Pioneer Club for their 25+ years of service speaks volumes.

1 LAKE AVENUE, COLORADO SPRINGS, CO, 719.634.7711, WWW.BROADMOOR.COM



**THE TAVERN**, despite its name, serves a great deal more than bar food and encompasses not only the hotel's original tavern but an art-deco Mayan Room

and a glass-enclosed Garden Room. The Tavern specializes in steaks, chops, seafood, and prime rib, but the menu also includes soups, appetizers,

and lunchtime sandwiches. A Tavern orchestra performs five nights a week. **LUNCH AND DINNER DAILY, BROADMOOR MAIN, OFF THE LOBBY, 719.577.5733**

**THE LAKE TERRACE DINING ROOM** serves breakfast daily and is the home of the Broadmoor's extravagant Sunday brunch. The brunch features more than 70 items, from made-to-order eggs and omelettes to prime rib and honey-baked ham. The dessert selection is dazzling. A pianist entertains.

These highlights certainly do not exhaust the dining possibilities at the Broadmoor, which include **CAFÉ JULIE**, serving breakfast pastries and

sandwiches throughout the afternoon; **ESPRESSO NEWS**, a patisserie and coffee bar that serves light lunches; the **GOLDEN BEE**, a 19th-century British pub reassembled at the hotel and serving a pub menu for lunch and dinner; the **SPA CAFÉ**, serving light fare, smoothies and juices throughout the day; the **GOLF CLUB GRILLE** and **DINING ROOM**, which serve lunch; and in season, the **POOL CAFÉ**, and the **OASIS** and **MOUNTAIN CLUBHOUSE** on the golf courses. The two lobby bars are good spots for drinks and appetizers, and afternoon tea is served in the **PENROSE LOUNGE** Tuesdays through Saturdays in the summer months.

**ATTEND**

**The 135th Kentucky Derby**  
Churchill Downs  
Louisville, KY  
May 2, 2009

**Employee Benefits Leadership Forum**  
The Broadmoor  
Colorado Springs, CO  
May 26–29, 2009

**108 REASONS TO CRUISE THE MED** Never cruised the Med? Been there, done that? This summer, Crystal Cruises has as many new reasons to cruise the Mediterranean as the Med has islands to cruise.

**1-5: FIVE NEW PORTS OF CALL.** The “little-known gems and timeless favorites” include Kotor, Montenegro, a UNESCO World Heritage Site; Sinop, Turkey, on the Black Sea; Trogir, Croatia, a cauldron of ancient history; Lipari, Italy, the largest island in the Aeolian; and Patmos, Greece, the Jerusalem of the Aegean.

**100 MORE: 100 NEW “CRYSTAL ADVENTURES.”** Paragliding over Spain’s Lleida countryside, windsurfing along Turkey’s turquoise coast and trekking across Italy’s Palmaria Island are just a few activities that take advantage of the region’s spectacular natural spoils.

**NEXT 2:** Two new “Ancient Civilization-Themed Experiences of Discovery” sailings where you can steep yourself in five millennia of history and culture. Historians, archeologists and a foreign correspondent will bring a new, substantive perspective to Cairo, Jerusalem and Jordan’s archeological site of Petra through on-board lectures and shore excursions.

**AND THE 1 BEST REASON:** With many itineraries just seven days and a host of promotions, a luxury Crystal Cruise has never been more affordable. The season runs from May 23 to November 1 with most cruises aboard the award-winning Crystal Serenity. 888.722.0021, [WWW.CRYSTALCRUISES.COM](http://WWW.CRYSTALCRUISES.COM)



Photo courtesy of Crystal Cruises

**BORN TO BE WILD.** As Sun Valley locals say, “The winters may bring you here, but the summers will make you stay.” With mountains to hike and rivers to raft, all under a vast blue sky that leaves one struggling for words to describe it, Idaho is a radiant outdoor amusement park. The most thrilling ride? Rafting the Middle Fork of the Salmon River, nearly 100 miles of rapids, ripples and pools snaking through ecosystems from high alpine to desert canyon. What better choice for a family summer vacation?

Far and Away Adventures has spent more than 28 years perfecting this run. The six-day family trip is a true wilderness experience where no Xbox dares to follow. Your children will barely notice. “Corps of Discovery,” named after Lewis and Clark’s expedition that explored the area, has entertaining yet educational activities for



kids that will leave them with a greater appreciation and understanding of nature after their own expedition. The entire family will delight in trout fishing, spotting wildlife and refreshing swims. The only rival to the river? The freshly prepared meals by James Beard-recognized Sun Valley chef Kenny Rudolph, who uses seasonal ingredients to create exceptional riverside meals for both kids and adults.

Despite all the activity, your brood will leave little in the way of a footprint. Far and Away is committed to sustainability as a way to preserve the environment for the enjoyment of generations of families to come. 800.232.8588, [WWW.FAR-AWAY.COM](http://WWW.FAR-AWAY.COM)

**STRUGGLING TO KEEP YOUR NEW YEAR’S RESOLUTION** to get in shape? Traveling spa company Escape to Shape feels your pain, and they have just the organic carrot to dangle in front of you—the lure of an exotic locale. Their small group trips to a changing array of hip hot spots balance the daily total body workout of yoga, Pilates, circuit training and hiking with spa treatments, delicious but healthy cuisine, and forays into the local environs.

In addition to Vinsaya yoga and other fitness classes, activities are tailored to take full advantage of the destination. Highlights in Marrakech include hiking in the Atlas Mountains, belly dancing lessons and local cooking classes. Beach power walks, surfing and salsa round out the Zihuatanejo escape.

Celebrity instructor Erica Gragg, the co-creator of the acclaimed fitness and lifestyle program Bikini Boot Camp teaches the Vinsaya flow class. Gragg and her fellow teachers and trainers are recognized leaders in their areas of fitness, providing a high level of instruction and enthusiasm. Boutique hotels like The Tides in Zihuatanejo are base camp, so there is a level of refined comfort after an active day. 601.818.8137, [WWW.ESCAPETOSHAPE.COM](http://WWW.ESCAPETOSHAPE.COM)



# Making Tracks

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# Head of the Table

TOM HEAD'S GLOBAL DINING GUIDE TO THE LATEST, HOTTEST



## NEW YORK

**[JUST THE FRESHEST]** **Fishtail**, David Burke's new restaurant on the Upper East Side, calls itself the "first sustainable seafood restaurant" in New York. Located in a townhouse space, Fishtail combines a casual rawbar atmosphere on the first floor and a high-ceiling, more elegant dining room on the second. Burke is known for his insistence on impeccably fresh product, and the menu selections range from whole, simple, roast fish to monkfish paella. DINNER DAILY, 135 EAST 62ND ST., 212.754.1300, [WWW.FISHTAILDB.COM](http://WWW.FISHTAILDB.COM)



## SYDNEY

**[HOT, HOT, HOT]** **Spice Temple**, the new Sydney restaurant of restaurateur Neil Perry, best known for Rockpool in Melbourne, specializes in the hot food of China—no Cantonese, but plenty of the food of Sichuan, Yunan, Hunan, and Jiangxi. Much of the food is indeed very spicy but never palate-numbing. After hot duck in chili paste or tingling prawn salad, you'll be ready for one of the cooling desserts such as watermelon granita or creamy mango mousse. The restaurant is located in an elegant art deco building, and the atmosphere is reminiscent of an old-style Shanghai gentlemen's club. It's hot—in both senses of that word. LUNCH MON.–FRI., DINNER MON.–SAT., 10 BLIGH ST., +61(0)2.8078.1888, [WWW.ROCKPOOL.COM.AU/SYDNEY/SPICE-TEMPLE.HTML](http://WWW.ROCKPOOL.COM.AU/SYDNEY/SPICE-TEMPLE.HTML)

## LONDON

**[RETRO CHIC]** **Albion at The Boundary Project**, a new restaurant from Terence Conran in newly fashionable Shoreditch, unabashedly calls itself a "caff," selling straightforward, hearty British food. Located in a former industrial building, Albion has a sleek modern interior and a menu with such old-fashioned British favorites as crackling, Irish stew, kedgeree, and bread and butter pudding. It's a worthy, and less expensive, competitor of such neighbors at the very popular St. John Bread & Wine. 2-4 BOUNDARY ST., SHOREDITCH, LONDON, +44(0)20.7729.1051, [WWW.ALBIONCAFF.CO.UK](http://WWW.ALBIONCAFF.CO.UK)

## FAST TRACKS

### A Tonic for Dreary Times—Vespa GTV 250

Got the economic blues? Global warming getting you down? Dreading oil inevitably barreling upward? The tonic for dreary times: the stylish Vespa GTV 250. The limited edition scooter honoring Vespa's 60th anniversary is just \$6,899 and believe it or not actually appreciates over time. Not only will you be riding in style while having fun, but you will also be investing while reducing emissions and fuel consumption thanks to the three-way catalytic converter.

The GTV 250 is no sissy. With a powerful 250cc, four-stroke, four-valve, liquid-cooled engine and electronic fuel injection, you will be lucky not to get a ticket as you whip around town at 75 mph. Like the classics, the vintage styled GTV 250 has the trademark single shell body and low wheel-base designed to last forever. Combined with a front suspension with hydraulic shock absorber and an adjustable rear suspension, it is a surprisingly comfortable ride.

Tastefully Italian, it comes in two colors, Portofino green and Siena ivory. There is an ergonomically designed, high-grade leather seat for two and leather handle grips. The roomy underseat storage opens with the press of a button. You can even tote your suitcase on the rear luggage rack for weekends away.

[WWW.VESPA.COM](http://WWW.VESPA.COM)

