



Cheese Athletics Staff
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Brookfield Indoor Will Always be #2

Poorly run companies are all over the Milwaukee area. You can see them in downtown Waukesha, on the East side of Milwaukee, and even at the corporate headquarters of some of the large area banks. The one company that I view as almost laughable is Brookfield Indoor Soccer (BIS).

Normally when a company has shortcomings it starts at the top; this company is no different.

At some of the most prime times for soccer, the fields are empty. When a referee doesn't show up, or is never actually scheduled, they pull an employee out of the concession stands to serve in his or her place. Not only the concession employee not a certified referee, they don't have the basic referee attire, and are knowledgeable about the intricacies of calling a game. Generally what happens is they will come down, use the whistle that was left from games before, stumble over the scorer's table, and proceed to strike up conversation with whichever team will talk the most.

I can understand not having certified referees; I can even understand using an employee on short notice to fill a game. What I cannot understand is why BIS seems so content with nearly every game getting out of control before cards (cautions) are issued?



It's not as though BIS has a monopoly on the market and can afford to be sloppy. What they do have is an influx of all the talented teams taking the extra 20 minutes to drive to Uihlein Soccer Park. I have been playing for the CheeseAthletics indoor team for two 2008 winter sessions. Most of the games we participated in were blow-outs in our favor with usually only two other

teams posting the same kind of numbers. The good games would be when we actually played one of the other two quality teams. Unfortunately for us, we had to put up with getting our ankles swiped and shins scraped for the other six weeks. It's a good thing we continually had 2 week breaks between games so we could heal and be ready to get injured during the next game. The great part about BIS, is that it looks after family. By family I mean anyone that is related to an employee or owner. I recall watching an indoor game in which David Peplinski received five blue cards in a co-ed game. Blue cards are almost exactly like a penalty box in hockey. They are issued for flagrant fouls and the player is removed from play for two minutes, while their team is forced to play short one player. I wish I could say the fouls were only hard tackles or maybe getting too lippy towards one of the employees, I'm sorry, referee, but they weren't. The fouls were reckless tackles from behind in which one player was bleeding from above his eye. Another foul was a blatant elbow to another player's face, the punishment the employee issued was a blue card for the elbow and a blue card for the other team's player for getting elbowed in the face. The best part about Peplinski's team? They were all BIS employees! One of the actual referees in the building told me that they are the hardest team to keep under control due to all of the fouling and back talk. Great example, BIS, I would love to see your sportsmanship in a men's league.

If it's not total disregard to the games, then it is disregard to the games that they mis-schedule. In two separate games that I know of, BIS had the teams showing up at one time on the website and another time on the schedule. Needless to say the employee/referee had the early time and both teams had the late time. It's bad enough we have to play these games at 11:00pm, but is it too much to ask that BIS be prepared for us? Despite the official not showing up, we played the game anyway. Afterwards players from both teams were laughing about this being the best officiated game either side had ever played at BIS.

Brookfield is losing business in mass. I haven't seen a legitimate men's club play there in two years. They have all gone to Uihlein which is not as good of a facility, but at least they do it right: they are an indoor complex ran by one of the more professional soccer clubs in the area, the Milwaukee Kickers. You would be hard pressed to see a game get out of hand from the two licensed officials on each field. The officials pay attention and more importantly are flat out great referees. When I asked one official if he ever refereed at BIS, he just laughed and said that he "would rather not get crucified and am more than happy with the Kickers." Strong statement from a referee that has been working for more than a decade at all levels including college.

One thing Brookfield does have going for them is that they are closer to Waukesha, Brookfield, Sussex, and the Lake Country area. These are teams that have good to very good youth programs and BIS is simply closer. Once the kids in those clubs grow older, they slowly migrate to Uihlein where their ankles are safe and the competition is high.