

## NEWS IN BRIEF

**LEELENAU COUNTY, Mich.** — Opponents of the Homestead Golf Course near Sleeping Bear Sand Dunes National Lakeshore have won a major court battle. The U.S. Court of Appeals in Cincinnati has ruled that the U.S. Army Corps of Engineers and not the Environmental Protection Agency or Michigan Department of Natural Resources must grant a wetlands permit for Homestead developer Robert Kuras to build an 18-hole course at his resort. While the ruling doesn't necessarily kill the project, it means Kuras would likely have to spend many years and thousands more dollars obtaining Corps approval. It also overturns the state's approval of the project.

**MASON, Ohio** — An annexation petition filed with Warren County commissioners could lead to Mason's newest golf course on 300 acres north of the city. Campbell-Rhein Development Co. wants to build upscale homes around a golf course similar to those around the Golf Course at King's Island. Scot Lahrmer, Mason city manager, said the development would impinge on the city's thoroughfare plan.

**KANSAS CITY, Mo.** — Spectrum Communications has been selected by the U.S. Golf Association to handle a communications program to enhance the environmental image of golf. Spectrum's program will target course superintendents, architects, developers, regulatory officials, environmental groups, golfers and the public.

**RIPLEY, W.Va.** — Pro golfer Gardner Dickinson has taken over design of Sycamore Creek Golf Course here, boosting the initial nine-hole venture to 18. Keith Marks, Dickinson's former associate, is the property owner. Marks and Dickinson envision course opening in the fall of 1995.

**ROSES ARE RED...**

Roses may be a common sight around the golf course clubhouse, but the Oregon Golf Club outside Portland proves the "queen of flowers" can be a visual accent and different sort of hazard on the course itself. All-America Rose Selections, a non-profit association of rose producers, recently honored this landscaping achievement by presenting the Oregon Golf Club with the Grand Prize for a commercial development in its national 1994 Landscape With Roses Contest. Designed by PGA player Peter Jacobsen and golf course architect Ken Kavanaugh, Oregon Golf Club features 3,500 rose plants at various locations throughout its 178-acre layout situated atop Pete's Mountain in West Linn. The 12th hole at the Oregon Golf Club utilizes more than 3,000 roses to provide golfers with a challenging and breathtaking hazard.

## DESIGN TRENDS

**Classic Golf Group targets 'booming' senior population**

By HAL PHILLIPS

**WINTER HAVEN, Fla.** — Here, in what Leonard deBoer calls the "Retirement Corridor," senior golfers struggle to cope with courses measuring 6,500 yards or more, from the white tees. As president of Classic Golf Group, Inc. — a turn-key organization specializing in the development of senior-friendly golf communities — deBoer hopes to change all that.

"We've conducted focus groups with senior golfers who live in senior communities," deBoer explained. "They're looking for courses somewhere between the ever-longer championship courses we have today and the executive courses... We're aiming for a Cadillac in a small body — keeping the same tee shot challenges, but moving the tee box up. Instead of a carry between 220 and 240 yards, it'll be 170 to 180."

"We're also looking at the enormous growth in the number of over-50 golfers. In a year and half, we'll start seeing all the Baby Boomers turning 50. Ten or 20 years down the line, what are these people going to want? They're not going to want to be beaten to death on the golf course."

With design advice from Sam Snead, Classic Golf Group (CGG) offers master planning, golf course design, course construction and club management services — all shaped around courses measuring between 5,400 and 5,600 yards.

The firm's first contract, at Royal Highlands in Leesburg, provides for CGG's full range of services. Construction will



Leonard deBoer

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## Scotts/Pursell suit

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"I will say, we think that both companies worked very hard and amicably to reach a settlement."

Added Pursell's Executive Vice President David Pursell, "There are some confidential provisions we can't discuss."

The legal tussle started in 1993 when Pursell published a series of comparative advertisements. One ad posed the question, "All poly-coated fertilizers are created equal, right?" Another employed apples and oranges.

"The part we objected to," said Schmenk, "was a side-by-side comparison chart that used four different criteria, the figures for which they had no proof of."

Pursell has a different point of view.

"We came out with our Polyon technology in 1991," Pursell explained, "and

Scotts introduced Poly-S shortly after that. And there was quite a bit of confusion among superintendents about which was which. Scotts chose a trade name that is awfully similar.

"Scotts would have you believe they were the same, while we would disagree. Poly-S is polymer-sulfur coated, while Pursell is just polymer-coated."

"We ran the ad, which we still hold is 100 percent factual, in May 1993. We ran it in May, June, July and August to clear up the misperception that these products were the same.

"The bottom line is, they forced us to withdraw the ad, which wasn't run all this year anyway. The ad did its duty last year. They make a big deal that they forced us to withdraw the ad. So we're making a big deal about forcing Scotts to do these comparative tests... Basically, the lawyers made out pretty well."

## Classic Design Group

Continued from page 3

be outsourced to Central Florida Turf of Avon Park, while club management will be provided by Neil W. Harris of Orlando, said deBoer.

A civil engineer who's designed several executive-length courses—including the Hamptons in Auburndale—deBoer will serve as CGG's course architect. He also explained the firm has a continuing agreement with Snead to provide "signature" design consultation and endorsement.

"We're working with Pringle Development in Leesburg—right in the state's central corridor, retirement haven," said deBoer. "We're looking to take this right through to the management stages... We started this company six months ago with two ideas in mind: Design a level of golf course suited to

the senior golfer; and eliminate the biggest headache for developers—namely, dealing with all the consultants and contractors. We do it all."

DeBoer said CGG is primarily interested in real estate-based golf communities. "But we have talked to some counties and municipalities about projects like these," he added.

Once the hot, new design approach, executive-length courses have proven taboo over the last 15 years. Does deBoer see a correlation between senior-length and executive-length?

"No. The primary people who will be playing these courses will not know they're playing a short course. They'll make a few more pars and spend three and a half hours instead of five.

"Once people see the challenge is there, despite the length, it will be an enormous success."