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PEOPLE IN THE NEWS

LYNE A. PRICE, vice president for sales at AMF Ben Hogan, Fort Worth, Tex., is retiring on October 1, having been associated with the company since 1962. Price, however, will continue to represent the company on their pro tour programs as director of customer and trade relations. TIMOTHY L. SCOTT, merchandising manager, moves up to vice president marketing, replacing Price. His responsibilities include domestic sales and marketing. MALCOLM K. HUNTER III becomes product manager-golf equipment, advancing from manager of accounting. Other promotions are: GEORGE R. NELSON from controller to vice president-controller; TIMOTHY L. GUZZLE from director of engineering to vice president-engineering; and CHARLES C. MALITZ III, from manager of sales planning to the newly-created position of product manager-golf apparel.

PAUL ALEXANDER of Akron, Ohio, has been appointed staff vice president of agronomy for the Sea Pines Company, Hilton Head Island, S.C., builders of resorts and recreational communities. Prior to joining the company, Dr. Alexander was director of education for the Golf Course Superintendents' Assn. of America; a former United States Golf Assn. agronomist; an associate professor in the departments of botany, bacteriology and horticulture at Clemson University and a research fellow at Ohio State University. He is a member of the Agronomy Society of America; the American Forestry Society; the GCSAA; Phi Epsilon Phi, a botanical fraternity; the Soil Science Society of America and the Southern Turfgrass Assn.

LAURA BAUGH has signed a five-year contract as directress of golf for the Canyon Hotel Racquet and Golf Resort in Palm Springs. Baugh, the 1973 Ladies Professional Golf Assn.'s Rookie of the Year, first came to national attention in 1971, when she won the U.S. Amateur at the age of 16.

CARL HORN has resigned as executive vice president with Simmons International Corp., Torrance, Calif., in order to spend more time with his personal business interests according to company president and chief executive officer, S.P. Simmons. Simmons, who served as national sales manager for a major golf equipment manufacturer prior to forming his own firm, will assume Horn's sales and marketing responsibilities. He will be assisted by Ron Pope, who continues as marketing director.

PAT FITZSIMONS, a Salem, Ore., professional golfer, will be sponsored jointly on the pro tour circuit by the Tee-2-Green Corp., marketers of Penncross bentgrass, and the Manhattan Ryegrass Growers Assn. Fitzsimons recently tied the world record by shooting a 58 on the Salem GC's 6,000 yard course.

JOE C. DIBRELL has been appointed a territory manager for the Sports Div. of Dunlop Tire and Rubber Corp. of Buffalo, N.Y. Dibrell, who is a former assistant golf professional and has worked in accounting, will be responsible for the sales and marketing of Dunlop sporting goods in Oklahoma and Arkansas.