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**DIRECTOR OF GOLF AT MANELE GOLF COURSE  
NAMED 'RESORT MERCHANDISER OF THE YEAR'**

*Four Seasons Resort Lanai's Scott Ashworth honored by PGA's Aloha Section*



**LANAI, HAWAII'I, Dec. 6, 2017** – Scott Ashworth, director of golf at the Manele Golf Course at Four Seasons Resort Lanai, has been named Resort Merchandiser of the Year by the Aloha Section PGA. Ashworth, who joined Manele Golf Course in 2013, will be presented with the honor on Feb. 10, 2018, at the annual Hawaii Golf Ho'olaule'a Awards Ceremony.

"This award means a lot to me because I spend a tremendous amount of my time dedicated to the buying and merchandising of our Golf Shop at Manele Golf Course," Ashworth said. "I take great pride in it, and we continue to look for ways to improve the overall buying experience for our guests. I'm surrounded by a great team including Head Golf Professional Kendric Kimizuka and Retail Supervisor Rose Sabino who I share this award with. They both work incredibly hard on the retail operation and it shows in the success we have had."

Ashworth assumed buying duties for the golf shop in June 2016, a move that has led to the successes he and his team have enjoyed in the past 16 months. In addition to significant sales increases and vastly improved product offerings, the shop also underwent a major renovation a year ago.

In addition to a wide array of headwear, apparel and accessories, the Golf Shop now offers complimentary coffee, muffins and fruit, as well as Bloody Mary's and Screwdrivers, all to be enjoyed each morning

on a new wrap-around outdoor deck. A new 85-inch television in the Golf Shop allows guests to stay apprised of the sport's latest happenings. In addition, the exclusive logoed merchandise is available online and includes a complete lineup of golf apparel. For a complete look at the merchandise offerings, visit Four Seasons Resort Lanai Catalog.

One of the most distinguished golf professionals in Hawaii, Ashworth has more than 25 years of experience in the golf industry and has received many accolades, including 2008 Golf Professional of the Year from the PGA Aloha Section. He is a member and past president of the PGA Aloha Section and the Hawaii Alliance for Golf. He currently serves as the District 11 Director for the PGA of America representing the Aloha, Northern California and Southern California Sections.

Four Seasons Resort Lana'i's Manele Golf Course is a stunning Jack Nicklaus-designed layout where every hole offers majestic ocean views. Having earned numerous awards since opening in 1993, the Manele Golf Course is the No. 2-ranked resort course among all Hawai'i golf destinations (*Golfweek*) and No. 18 among all resort courses in the United States.

The Aloha Section PGA, a non-profit organization, is one of 41 Sections of the PGA of America, and serves 236 members and apprentices statewide and 90 facilities.

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