



Dear fellow professionals

Firstly I would like to say that I am very humbled by this nomination. There are so many wonderful professionals out there doing inspirational things and regardless of who gets the nomination, that person will be highly deserving of the accolade.

Growing the game of golf is part of who we are as PGA professionals, it's something we do on a daily basis. Whether it's giving lessons, running shops or looking after golf courses, our job is to help motivate people to play more golf whilst inspiring new golfers to take up the game. I have been very fortunate in this game, I have travelled the world and met some incredible people along the way. Each day I strive to give my best in everything I do and whether I'm giving a lesson to a beginner, working with a tour player, doing a club fitting or just helping a golfer find a new pair of shoes, my days are filled with opportunities to make someone feel better and play better. Ultimately, my responsibility is to uphold the brand and do my utmost to promote this wonderful game.

Scratch Golf is a multi faceted business that I'm very proud of. Over the past 8 years this business has grown tremendously with a wonderful store that offers everything a golfer could want. Scratch Golf is more than just a Golf shop, it's a place where golfers can get fitted into the biggest brands in the sport. Our driving range has developed over the years and with 5 PGA professionals on hand, we cater for every type of player from beginners to tour players. Our junior academy now looks after over 40 kids and I'm proud to say that one my biggest accomplishments is giving one of my professionals, Morten Bredahl, the opportunity to grow his own business inside Scratch Golf, and this junior academy is the success it is thanks to his hard work and passion. Through the success of our junior program, the local golf course, Knysna Golf Club has now embarked on a program of identifying 12 juniors that will receive free club memberships. This is a wonderful statement from the club and again highlights the impact our junior academy has had on the local golfing community.

Our aim is to continue growing the game with the youth and through our Golf In School program, which began in 2016, we have been able to give over 3000 kids a fun based introduction to the game of golf. Our program operates during school hours and we have trained up 3 development coaches who go into underprivileged schools in Knysna and teach kids the fundamentals of the game in grades 1 to 3. At the end of 2017, the Branden Grace Charitable Foundation got involved as a sponsor and through their financial support we are going to deliver our program to over 1500 children across 10 schools in Knysna in 2018. The biggest issue facing most children from underprivileged backgrounds is the lack of in school activities and this leads to boredom and lack of interest from a young age. Our program is not about finding the next golfing superstar but more about giving these young children something to look forward to when they get to school, it's a program aimed at improving their fundamental sports and golf skills and hopefully putting a smile on their face whilst they're learning some new skills. We hope to continue to grow this program for many years to come.

On a personal note I have been fortunate to work with some incredibly talented players. Currently I am coaching 4 young players from the Southern and Eastern cape region. 1 player has achieved his SA colors and will be off to college in August whilst 2 of my juniors are both in line to a receive their provincial colors this year and represent their province at U17 and U19 level. I also have 2 tour professionals working with me and although they are at different stages of development, I am incredibly privileged and proud to have built a relationship with these two highly talented individuals. Thriston Lawrence recently won the Sunshine Tour Qualifying schools and is plying his trade on the Sunshine Tour for 2018.

At 21 years old, Thriston is learning everyday and although our relationship is still relatively new, the improvements he has made both mentally and technically has been wonderful to watch. I'm hoping that 2018 is a breakout season for him.

My relationship with Branden Grace goes back to 2009 when we first started working together. It's been an incredible journey filled with some amazing highs. 2018 marks the 9th year of us working together and I have been incredibly fortunate to have travelled the world with him, attending majors and watching him win on the Sunshine Tour, European Tour and PGA Tour. Branden has matured into one of the very best golfers in the world and it's been incredibly humbling watching his journey unfold. A major is our next goal and hopefully it will happen soon. There are no guarantees in this game but he's got the tools to take that next step in his career.

Although I have work with more accomplished players, my weekly coaching schedule still allows me to work with handicap golfers and there is nothing more fulfilling than helping someone get better. I continue to give lessons to all levels of players and thoroughly enjoy coaching any one that's willing to spend the time with me.

My biggest accomplishment lies within the team I have built around me. I have 4 PGA professionals that work in my business and all of them have acquired skills over the years that allow them to run the business as if it were their own. Their passion and dedication to their profession makes me proud to have them in my business and I hope to continue to give them the opportunities to grow and succeed. I try my utmost to treat my staff with respect and understanding and give them the freedom to make decisions as if they owned the business themselves. This is something I learned working for Jeff Clause who inspired me to go above and beyond and create my own identity and I hope to continue to inspire those around me.

The game of golf has been incredibly kind to me over the past 20 years and every morning I put my PGA badge on with pride knowing how privileged I am to do what I do. It's a passion that keeps me inspired and motivated to keep learning whilst giving me the motivation to give my best at all times.

I am humbled to have been nominated and thank you for the opportunity to write this letter.

Best regards

Peter Berman

Director

Scratch Golf

Knysna, South Africa

Tel: 044 302 5758 ( Shop @ Thesen)

Tel: 044 302 5760 ( Shop @ Driving Range)

Cell: 076 675 1299

Email: [pberman@scratchgolf.co.za](mailto:pberman@scratchgolf.co.za)

[www.scratchgolf.co.za](http://www.scratchgolf.co.za)

Twitter: @petethegolfpro