



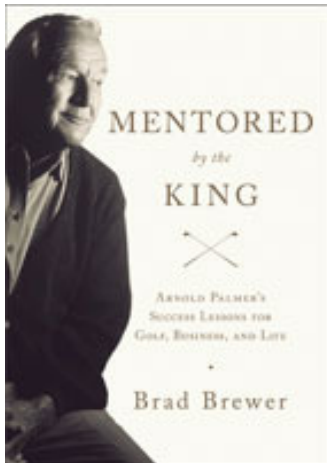
# NEWS

FOR IMMEDIATE RELEASE

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## MENTORED by the KING Arnold Palmer's Success Lessons for Golf, Business & Life *Top 100 Teacher, Brad Brewer shares winning principles and habits learned from his 25-year relationship with Mr. Palmer*

**Grand Rapids, Mich., Feb.21, 2011** –Top 100 Teacher Brad Brewer shares the wisdom and insights he has gleaned from golf legend Arnold Palmer over the course of their more than twenty-five years of business and friendship. In *Mentored by the King*, Brad invites readers to get to know the King of Golf through his eyes and those of other athletes and business leaders who have competed alongside Palmer.



Brewer shares 35 principles for success that Palmer lived by, some so deceptively simple yet life changing. Brewer expands on each principle and inspires readers to cultivate these attributes and attitudes in their own lives.

Those principles include:

- Know what you want
- Planning your Victory
- Optimism Rules the Kingdom
- Practice Like a Pro
- The Attitude of Gratitude

Brewer's first introduction to Palmer is credited to receiving a get well gift, Palmer's "Go for Broke!" published in the early 70's. Golf became Brewer's passion and Palmer his role model. Soon after his 1984 graduation from Flagler College in St. Augustine, Florida, Brewer began working for the King at an Arnold Palmer Golf Managed course, Turtle Bay on the North Shore of Oahu, Hawaii. Two years later Palmer personally selected Brewer to help him open up Isleworth Country Club in Windermere, Florida. That led to being asked to oversee a new Palmer venture at Sanctuary Cove in Queensland, Australia. In 1990 Palmer gave Brewer the thumbs up to open their first co-founded Arnold Palmer Golf Academy at Bay Hill in Orlando expanding to six other locations with traveling schools across the nation, Japan, Ireland and the UK. In 2004 Brewer opened the first golf academy bearing his own name at Rosen Shingle Creek in Orlando.

"Since our introduction in 1984, Mr. Palmer and I have shared a marvelous teacher-student relationship," writes Brewer. "His mentorship has, of course, helped me improve my game, but the truth is that he's taught me much more than how to play great golf. By watching him navigate through both the professional and personal arenas of life, I have become a more effective coach and successful businessman who is rooted deeply in family and traditions."

A portion of the proceeds from *Mentored by the King* will benefit the children served by the Arnold Palmer and Winnie Palmer Hospitals.



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## About Brad Brewer

Brad Brewer is a PGA class-A Professional and president of the Brad Brewer Golf Academy in Orlando, Florida established in 1984, and Club Med Golf Academy's High Performance leader in Port St. Lucie, FL. He was awarded the North Florida PGA Teacher of the Year and Junior Golf Leader of the Year, and is published as a top instructor in *Golf Magazine* and *Golf Digest* and is a *Golf Fitness Magazine* advisory staff member. Brewer is also the Golf Channel's lead online instructor, *Daily Brew*. Flagler College inducted Brad into their Athletic Hall of Fame last summer. He has had the pleasure of working closely with Arnold Palmer for the past two decades. Brewer, a father of four and grandfather, lives in Central Florida with his wife and business partner, Wanda.



For more information visit [www.bradbrewer.com](http://www.bradbrewer.com).

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## Mentored by the King

*Arnold Palmer's Success Lessons for Golf, Business, and Life*

By Brad Brewer

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## **Q&A with Brad Brewer Author of *Mentored by the King***

**Q: What principle or characteristic from Mr. Palmer's life has had the greatest impact on your life?**

**A:** At Mr. Palmer's 80<sup>th</sup> Birthday celebration, during his gracious words of appreciation, he ended talking about the Arnold Palmer Hospital for Children, and what they have accomplished, but how much more is needed. The King challenged (all present for his celebration of life) to try to do a little more... "promise me to try to do better, better each and every day. For the children, we need to try harder." This is how he lived his life and expected the same of those he associated with in golf, business and life.



**Q: What is your favorite personal Arnold Palmer story?**

**A:** Lesson 30: Don't Dwell on Yesterday's News. Shortly after opening the first Arnold Palmer Golf Academy, I was invited to the Palmers' home for dinner. I arrived a few minutes early that evening and Mrs. Palmer greeted me at the door.

"Arnie is still getting ready, Brad," she told me. "He will be down shortly."

Knowing that she was busy preparing dinner, and not wanting to be a bother, I asked if it would be alright for me to take a self-guided tour of the "trophy room." With ninety-two lifetime Tour wins, I thought Arnold Palmer's trophy room must be a sight to see!

"Oh, I'm sorry, Brad," she replied, "we don't have such a room."

I was puzzled, but dropped the subject. Later that evening during dinner conversation, my curiosity got the best of me.

"Mr. Palmer," I began, "ninety-two Tour wins—that's a lot of hardware! So why do you not have a trophy display?"

Arnie put his fork down, looked me straight in the eye, and said quite emphatically, "For what? That's yesterday's news!" After a brief pause and that characteristic confident grin of his, he went on to explain himself.

"Don't take me wrong, Brad, I have enjoyed every victory and greatly cherish the memories. We've even celebrated a little bit after each one. But come Monday morning of the next week, I'm no different than the man who missed the cut last week. In fact, he is probably hungrier than I am. So if I am to be competitively ready, I must get my thoughts off yesterday and deal with today. There will be a day when I can take the time to look back. But as long as I want to stay competitive, I must never stop and marvel at what I have accomplished—only forward to my next challenge at hand."

**Q: What is your favorite Arnold Palmer story from someone else?**

**A:** We have great stories from Ian Baker-Finch, Ivan Lendl, Michael Jordan, but my personal favorite is Lesson 31: The Gentleman by Jack Nicklaus. When Arnold Palmer and I stepped onto the 18<sup>th</sup> tee in the final round of



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the 1962 Phoenix Open, I was tied for 2<sup>nd</sup> with Billy Casper. Arnold had a 12 stroke lead so the only competition left that day was to see who would finish second. I needed a birdie for sole possession of the 2<sup>nd</sup> place prize. I was paired with Palmer for the first time in competition. He reached for his driver and looked me in the eye, with a smile and a wink he said, *Relax. You can birdie this hole and that would be a great thing for you to finish 2<sup>nd</sup> in this tournament.* I did birdie that hole and took home a whopping check for \$3400, but the bigger thing I took home that day was an admiration and respect for a champion who spoke such kind words to me. That was Arnold Palmer.

**Q:What life lessons have you learned from golf?**

A: Mr. Palmer sums it up best with his quote which I have repeated countless times through the years: "Golf is deceptively simple, and endlessly complicated. It frustrates the intellect and satisfies the soul. It is the greatest game mankind ever created." Often, in golf, less is more. You must calm down then you can actually accomplish so much more. Always focus on the moment with immense gratitude.

**For an interview with Brad Brewer, contact  
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## **About Brad Brewer** **Author of *Mentored by the King***

Brad established a place for himself in Player Development when he co-founded the Arnold Palmer Golf Academies with the King of Golf, Arnold Palmer, his childhood idol and mentor.



Corporations such as Wyndham Vacation Resorts, Tupperware, Payne-Webber, Credit Union National, Gulfstream, Forbes, Office Depot, Fannie Mae, Microsoft and Cooper Tire to name a few, enlist Brad and his professionals to provide *Executive Golf Education* in their effort to effectively use golf as a tool to forge business relationships with their most valued clients, for game improvement, team building activities, motivation and entertainment.

A PGA class-A Professional, Brad successfully competed on the AustralAsian PGA Tour and Hogan/Nike Tours, developed the training curriculum for high performance juniors at Saddlebrook Preparatory and applies these experiences to his teaching and coaching. Brad was awarded the North Florida PGA Teacher of the Year and inducted as a Top 100 Teacher in America by Golf Magazine. Brad was recently selected as Director of Instruction for The Golf Channel's online Golf Academy. Author of *My Golf Journal*, *Golf for Everybody*, and the soon to be released, *Mentored by the King*.

Brad's dedication to teaching and growing the game of golf comes from his lifelong relationship with Arnold Palmer. He continues to learn from his friendship and coaching relationships with several PGA and LPGA teaching and playing professionals, including: Ian Baker-Finch, Bradley Hughes, Sandra Palmer, Scott Hoch, Robert and Patrick Damron, Aimee Cho, Ted Purdy, Aram Cho and Ed Moses.

Brad shares his expertise in golf development as an advisory staff member with TaylorMade-adidas, Kallassey Sports, and the PGA of America's President's Council. He combined his passion for teaching on traditional green grass with distance learning through the Internet, being involved in the startup golf technology company, eCoaching Technology, Inc.

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