



## Special points of interest:

- OUR BEST SUMMER OF CAMPS EVER
- 1,500+ CAMPERS
- 15 Satellite camps across the state
- Over 90 Academy members from 28 different High School programs

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# ELEVATE YOUR GAME

# BRIAN BUTCH BASKETBALL



## 2017 Camp Dates

All Fox Valley area camps will be hosted at:

Lawrence University at Alexander Gym, 1100 East South River St., Appleton, WI 54915

Youth Skills	June 19 <sup>th</sup> -20 <sup>th</sup>	9:00am - 11:00am	K-5 <sup>th</sup>	\$45
Shooting Camp	June 19 <sup>th</sup> -20 <sup>th</sup>	12:00pm - 3:00pm	3 <sup>rd</sup> - 12 <sup>th</sup>	\$75
* Shooting Lab	June 27 <sup>th</sup> -28 <sup>th</sup>	9:00am - 11:30am	5 <sup>th</sup> -12 <sup>th</sup>	\$65
NBA Dynamic Scoring	June 27 <sup>th</sup> -28 <sup>th</sup>	12:30pm - 3:30pm	5 <sup>th</sup> - 12 <sup>th</sup>	\$75
Post Camp	July 10 <sup>th</sup>	9:00am- 12:00pm	5 <sup>th</sup> -12 <sup>th</sup>	\$40
Ball Handling	July 10 <sup>th</sup>	1:00pm - 4:00pm	3 <sup>rd</sup> - 12 <sup>th</sup>	\$40
Competition Camp	July 13 <sup>th</sup>	9:00am - 12:00pm	3 <sup>rd</sup> - 8 <sup>th</sup>	\$40
Perimeter Skills	July 13 <sup>th</sup>	1:00pm - 4:00pm	4 <sup>th</sup> - 12 <sup>th</sup>	\$40
Competitive Shooting	July 19 <sup>th</sup> -20 <sup>th</sup>	9:00am - 11:30am	5 <sup>th</sup> -12 <sup>th</sup>	\$65
Shooting off Screens	July 19 <sup>th</sup> -20 <sup>th</sup>	12:00pm - 3:00pm	5 <sup>th</sup> -12 <sup>th</sup>	\$75

\*Means Limited Numbers Available (Max 64)

\$10 discount for each additional camp registration

\*Family Discount \$5 per kid but must be mailed in

**Make Checks Payable to: Brian Butch Basketball Camps**  
**2169 W. Sophia Ln., Appleton, WI 54913**

## 2017 Summer Basketball Camp Breakdown

**Youth Skills Camp-** Covering all the essential areas and skills of the game.

**Shooting Camp-** This camp teaches the proper shooting technique.

**Shooting Lab \***-Different from our shooting camps, we'll video and analyze shooters technique. (Max 60)

**NBA Dynamic Scoring Camp-**Emphasizing footwork, attacking defenders, finishing in traffic, and other key elements to score against talent.

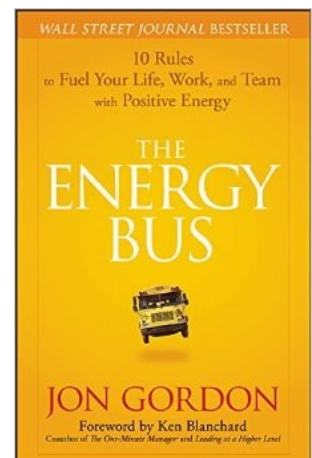
**Post Camp-**Teaching the essential skills needed to play the post position.

**Continued on page 4**

## BOOK RECOMMENDATION

# The Energy Bus

## By: Jon Gordon





*"You don't shoot fast,  
you get ready to shoot  
fast"*

## THE 7 TRAITS OF EFFECTIVE LEADERS: HOW MANY DO YOU SHARE?

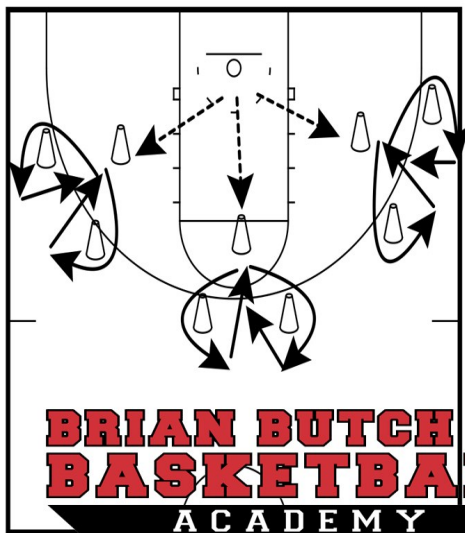
Experts have identified seven specific actions that successful leaders carry out. They are:

- **Make others feel important.** If your goals and decisions are self-centered Followers will lose their enthusiasm quickly. Emphasize their strengths and contributions, not your own.
- **Promote a vision.** Followers need a clear idea of where you're leading them, and they need to understand why that goal is valuable to them. Your job as a leader is to provide that vision.
- **Follow the Golden Rule.** Treat your followers the way you enjoy being treated. An abusive leader attracts few loyal followers.
- **Admit mistakes.** If people suspect that you're covering up your own errors, they'll hide their mistakes, too, and you'll lack valuable information for making decisions.
- **Criticize others only in private.** Public praise encourages others to excel, but public criticism only embarrasses and alienates everyone.
- **Stay close to the action.** You need to be visible to the staff of your school. Talk to people, visit their offices and work sites, ask questions, and observe how business is handled. Often you will gain new insights into your work and find new opportunities for motivating your followers.
- **Make a game of competition.** The competitive drive can be a valuable tool if you use it correctly. Set team goals and reward members who meet or exceed them. Examine your failures and celebrate your group's successes.



## Brian Butch Basketball Academy

Triangle Shooting  
Drill Work



Triangle Shooting  
Drill Work

Can place the cones wherever you would like on the court depending on where you want to shoot. Starts with a shot then backpedal around a cone cut back to starting spot for a shot. Then backpedal around the other cone and back to starting spot. Can go for a certain amount of time or certain number of makes

## What I Won't Do for My Friends

1. I won't steal for my friends.
2. I won't cheat for my friends.
3. I won't act dumb for my friends.
4. I won't do drugs for my friends.
5. I won't disrupt the class for my friends.
6. I won't disrespect, laugh at or ridicule others for my friends.
7. I won't intentionally fail for my friends.
8. I won't behave irresponsibly for my friends.
9. I won't knowingly hurt others for my friends.
10. I won't destroy my life or anyone else's for my friends.

Anyone who would ask me to do any of these things is not my friend.

## 10 THINGS THAT REQUIRE ZERO TALENT

- |                  |                    |
|------------------|--------------------|
| 1. BEING ON TIME | 6. ATTITUDE        |
| 2. WORK ETHIC    | 7. PASSION         |
| 3. EFFORT        | 8. BEING COACHABLE |
| 4. BODY LANGUAGE | 9. DOING EXTRA     |
| 5. ENERGY        | 10. BEING PREPARED |

**BRIAN BUTCH**  
**BASKETBALL**



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*“Good players can take instruction; great players can take instruction and learn from it.”*

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**ELEVATE  
YOUR  
GAME**

[WWW.BRIANBUTCHBASKETBALL.COM](http://WWW.BRIANBUTCHBASKETBALL.COM)

"Everybody on a team is either helping or hurting. Not everybody will play, but they can have a big influence on the team." -G.A. Moore



**Ball Handling Camp**-Covering skills a player will need to effectively handle the basketball.

**Competition Camp**-This camp is structured around numerous competitions that will improve overall skill and speed of play.

**Perimeter Skills Camp**-This is a new camp covering intermediate and advance skills of the guard and forward perimeter spots.

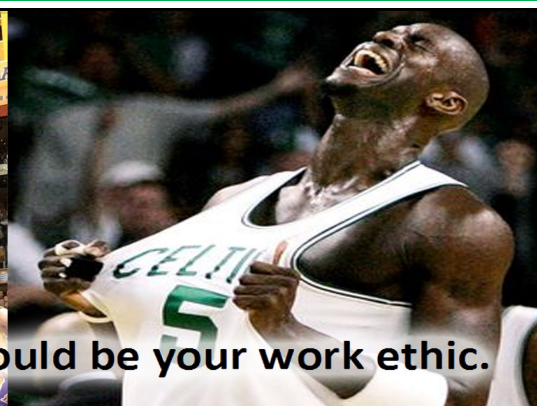
**Competitive Shooting Camp**-This camp focuses on competing while shooting. Every rep becomes game reps.

**Shooting off Screens Camp**- This camp teaches proper footwork coming off screens and technique to shooting on the move.

**As always, players will receive:**

*Small group and individual instruction from experienced coaches and players!*

*Strong focus on fundamental skill work, and individual drills to help you improve!*



**Your greatest asset should be your work ethic.**

- Kevin Garnett

NBA World Champion, Former NBA MVP & 15X All-Star

