



Special points of interest:

- Brian has signed with Fukuoka Rizing in Japan
- 2017 Camp Dates are set!
- 15 Satellite camps across the state for 2017 already
- Over 90 Academy members from 28 different High School programs

Inside this issue:

Klay Thompson	2
Rayfield Attack	3
Rules of Rebounding	3
2017 Camp Dates	4
Camp Breakdown	4
David West Quote	5

ELEVATE YOUR GAME

BRIAN BUTCH BASKETBALL

GET PAST MAD



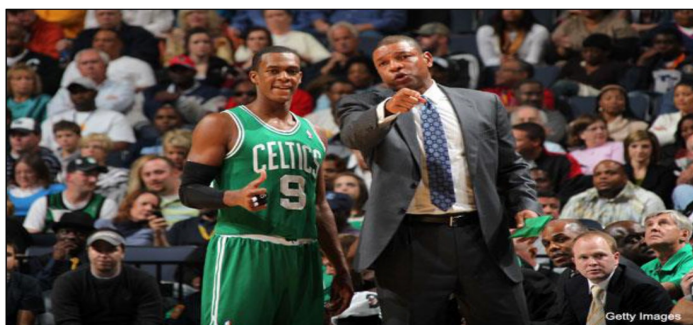
Rajon Rando had played his worst playoff game as a pro in Game 6, and yet there he was the next morning, showing up early at Doc Rivers' office, sitting down and watching the game film with him. He sputtered in Game 7 again, struggling to make shots and simple passes, and impose his genius on the game.

Rivers kept riding him after his turnovers, telling him to stop acting mad at everyone and get back into the game.

"Coach," he said, "I am not mad at anyone. I am mad at myself."

Rivers has always made the Celtics live by Chuck Daly's old creed of, "Get past mad." Rivers told him that it didn't matter that he was angry with himself, because, "You're still mad."

In the end, Rondo rose in Game 7's moment of truth once Pierce fouled out in the final five minutes. Rondo delivered one of his vintage closeouts: Nine straight points to expand a three-point lead to double figures, a furious finish that inspired an 18 point, 10 rebound and 10 assist box score out of the ashes.

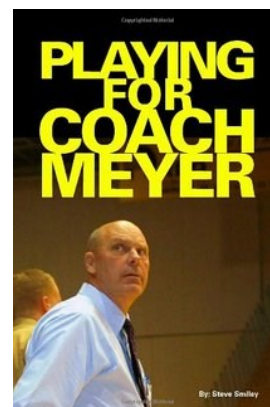


BOOK RECOMMENDATION

Playing for Coach Meyer

By: Steve Smiley

Steve is the Associate Head Coach for Northern Colorado Men's Basketball & played for Coach Meyer at Northern State





***“You don’t shoot fast,
you get ready to shoot
fast”***



The 5-Step Method to Achieving 'Flow,' Courtesy of the Golden State Warriors' Klay Thompson

1. Focus.

Csikszentmihályi's research indicates that in order to enter flow, a person must have a series of clear goals on which he or she can intently focus.

Thompson knows his craft well, so you'll see him relentlessly pursue small goals such as constantly moving without the

ball, and taking advantage of teammates who set screens to get him open.

Lesson: Before beginning your work day, outline what you want to accomplish. Then, focus on one task at a time.

2. Start small.

When asked about last night's performance, Thompson said this: "[I] think it started for me when I got a few layups in the beginning," Thompson recalled. "That really opened up my game. Whenever I'm active off the ball, that's when I'm at my best."

Lesson: Use small, easier tasks as stepping stones to larger ones. Find a natural progression, and you'll start to build momentum.

3. Take advantage of every opportunity.

Thompson seemed to benefit from the fact that the opposing team was looked tired. (The Pacers were surely fighting fatigue since they were playing their second game in as many nights.) Noticing this, Thompson continued pushing.

Lesson: If you see an opportunity, pounce on it. Don't think; don't wait. This will keep your momentum going.

4. Keep pushing.

As the game went on, Thompson didn't get discouraged by missed shots. Instead, he just keeps shooting (and making, mostly), en route to a very efficient evening.

Lesson: Don't get distracted by mistakes; rather, just keep pushing. If you must

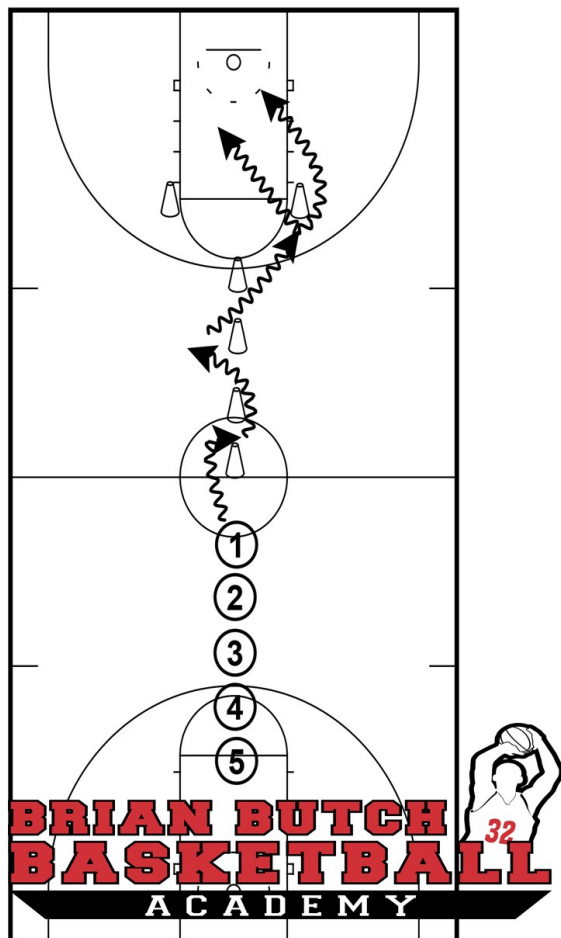
Continued on PG 4



Rayfield Attack

Brian Butch Basketball Academy
Drill Work

Brian Butch Basketball Academy
Drill Work



MOVES:

1. Crossover
2. Between Legs
3. Behind/ back
4. Spin

At cones/chair at each:

1. Turn corner for finish at rim
2. Turn corner for pull up
3. Change direction & attack rim (go middle)
4. Change direction & pull up (go middle)

Start with ball in left hand 1st time thru, 2nd time go with right hand then keep alternating



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

Fabulous 4 Rules of Rebounding:

1. Assume a miss every time under every circumstance
 - Know your job and do your job EVERYTIME!
2. 2 & 2 → Rebounding from 2 feet with 2 hands (go up tall and small and come down big and wide)
 - Get players to develop a mistake mentality. Too many players are afraid to make mistakes. Mistakes are necessary for learning. “If you’re not making mistakes, you’re not doing anything.” – Wooden
3. HANDS UP → Rebound position should be elbows shoulders high and wide. Block out elbow to elbow (hard / tough frame)
4. Chinning the basketball → “Capturing” & protecting the basketball.
 - Fingers up, elbows out & up, chin ball close to chin



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

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.

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!



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





***ELEVATE
YOUR
GAME***

WWW.BRIANBUTCHBASKETBALL.COM

Champions
become
Champions
because they do
what Champions
have to do



Cont. from page 2

correct mistakes, do so later after exiting the state of flow.

5. Practice.

To be clear, following these steps might not get you to flow on the first try, and they won't automatically put you in flow every single day.

But the more you practice, the more opportunities you'll have, and the easier you'll find it is to slip into this state.

Lesson: Hone your skills and follow these steps, and you'll be able to work in a state of flow more and more often.

I know, because I've applied these steps myself and seen what it feels like. It's an amazing experience--and how I've produced some of my best work.

If only I could do it on the basketball court.