

Volume 2, Issue 1
November 1, 2017



Special points of interest:

- 2018 Summer Camp Dates being released soon!!!
- Will be working with 12 High School programs this fall
- Academy has boys & girls from 42 different high school programs
- Academy will be on Sunday evenings and one day during the week during the winter
- **XMAS BREAK CAMPS WILL BE DEC 21 & 27!!!**

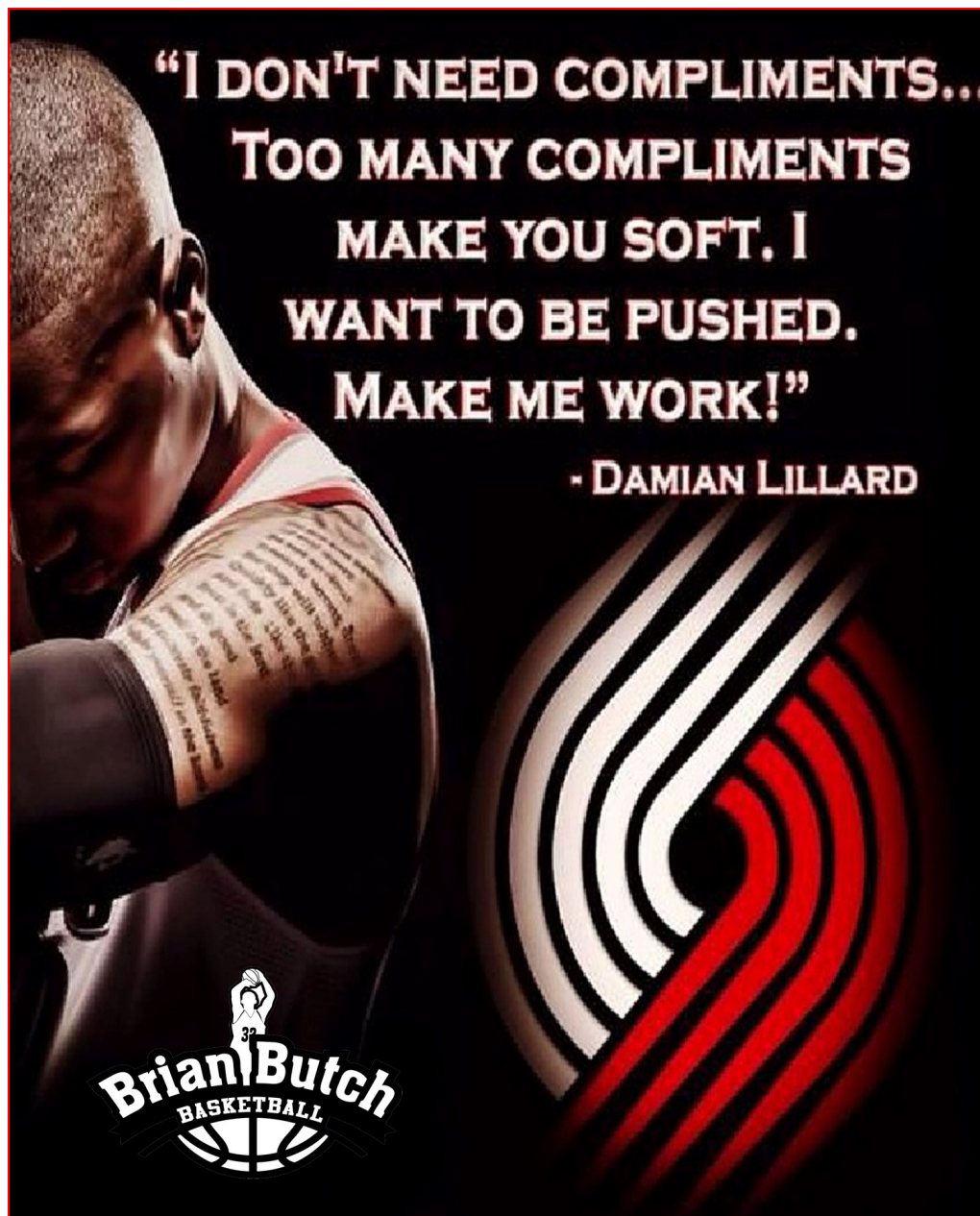
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ELEVATE YOUR GAME

BRIAN BUTCH

BASKETBALL



10 THINGS THAT REQUIRE ZERO TALENT

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

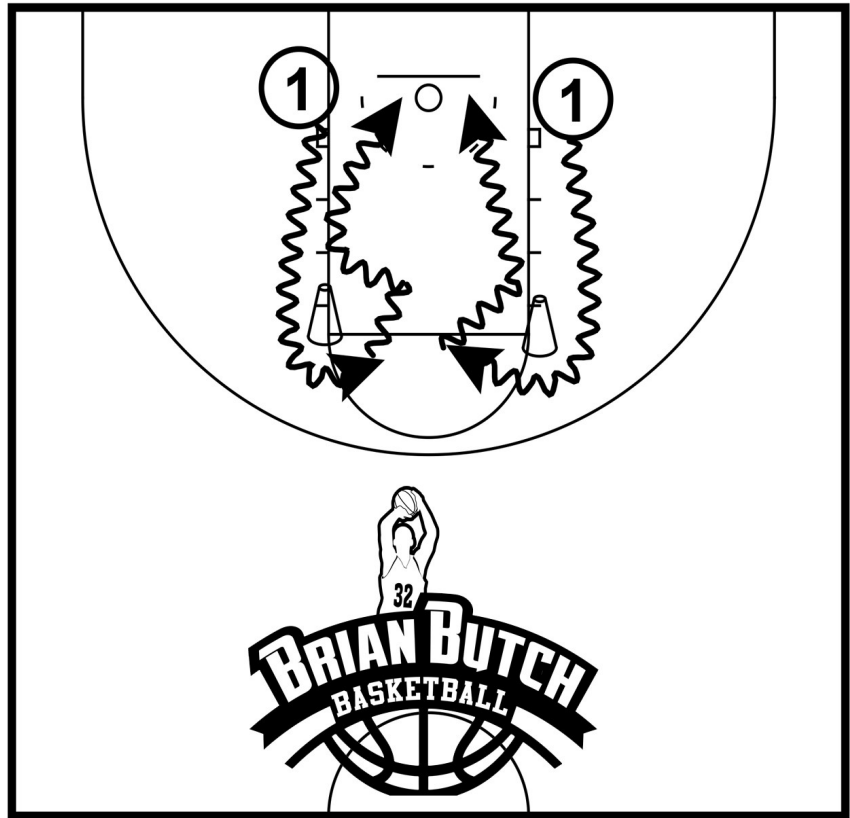
BRIAN BUTCH
BASKETBALL





*Prepare so you
don't have to
repair*

2 CONE CROSSOVER FINISH



Can start at either block. Player will attack the cone & circle tight around the cone then crossover and go in for a lay-up. Grab the rebound and go to the opposite block and do the same thing. Can go for a certain # of makes or a set time

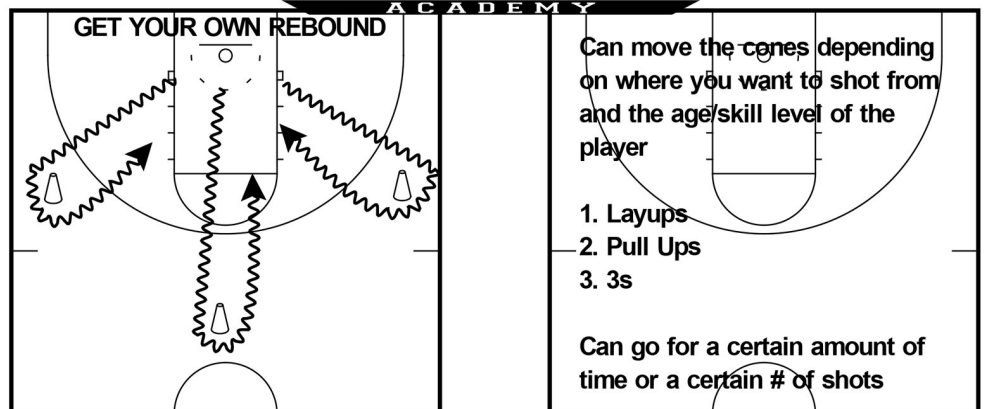
3 Spot Attack

Brian Butch Basketball Academy

Drill Work



Drill Work



Player will start on a block. Attack the cone on the sideline closest to them and turn the corner back to the hoop for a shot or layup. Grab their own rebound then attack the cone toward halfcourt and turn the corner back to the hoop for a shot or layup. Grab their own rebound then attack the other cone on the sideline. Turn the corner back to the hoop for a shot or layup

DISTINGUISHING BETWEEN PLAYERS AND PRETENDERS

The year was 1972 and fans packed Munich's Olympic Stadium to witness the completion of the men's marathon. By the time the race's competitors reached the stadium, they would already have run 26 miles! Spectators waited in anticipation to see which contestant would arrive first and to cheer him to the finish line.

A roar from the crowd greeted the first runner to enter the stadium—German Norbert Sudhaus. Fans shouted encouragement and applauded wildly as he began the final, grueling lap of the race. However, cheers turned to gasps as, halfway around the track, Sudhaus was tackled by security guards. As it turns out, Norbert Sudhaus was an imposter. Wearing a blue track vest and yellow running shorts, he had snuck onto the race's course just outside of Olympic Stadium and had tricked the crowd into thinking he was an actual contestant.

Moments later, when the real leader of the marathon (American Frank Shorter) ran into the stadium, he was dismayed to hear catcalls from the crowd. Shorter thought the boos were directed at him, oblivious that the spectators were still expressing outrage at Sudhaus' hoax. Shorter would go on to win the marathon, and he remains the last American man to have won an Olympic gold medal in the event.

Players Versus Pretenders

If you've ever led people, then you've come across followers like Norbert Sudhaus, who would rather act the part than to put in the effort needed to become a champion. These people are pretenders, and while they can sometimes masquerade as players, a keen observer can tell the two apart. For a leader, it's important to identify the pretenders within an organization before they disrupt the team's momentum and damage its relationships.

Pretenders look the part and talk the part, but they fall short of fulfilling the part. Here are some of the ways to distinguish between who's a real team player and who's merely posturing for self-advancement.

1. Players have a servant's mindset; pretenders have a selfish mindset.

Players do things for the benefit of others and the organization, while pretenders think only of benefitting themselves. A pretender is singly focused on outcomes that are in his or her best interest.

2. Players are mission-conscious; pretenders are position-conscious.

Players will give up a position to achieve a mission. Pretenders will give up a mission to achieve a position. For players, the progress of the mission is much more important than their own place within it, but a pretender will value his or her position more highly than just about anything else.

3. Players deliver the goods; pretenders only make promises.

A player is a team member who can be counted on to finish a task every time. The pretender will claim the ability to do so; but in the end, he or she does not consistently execute.

4. Players are job-happy; pretenders are job-hunters

Players love what they do and do it well. For them, work is fulfilling and meaningful, and they are devoted to carrying out their responsibilities with excellence. On the other hand, pretenders always see greener grass elsewhere. Since they're constantly on the lookout to better their situation, they have no loyalty and will break commitments whenever doing so helps them to get ahead.

5. Players love to see others succeed; pretenders are only interested in their own success.

Rabbi Harold Kushner had a player's mindset when he said, "The purpose of life is not to win. The purpose of life is to grow and to share. When you come to look back on all that you have done in life, you will get more satisfaction from the pleasure you have brought into other people's lives than you will from the times that you outdid and defeated them."

I think we all start out as competitors, but the goal is to grow past that mindset. In my adult life, I have evolved from competitor, to personal achiever, to team player, and on to team-builder. A player is happy when another member of the team succeeds because it benefits all. The pretender sees success as a win-lose proposition, and resents it when another person "wins."

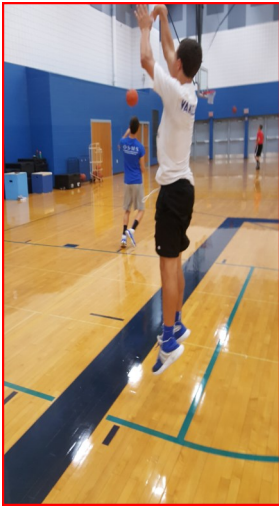
6. Players value integrity; pretenders value image.

In navigation, the rule is that what's under the surface should be heavier than what is above the surface. Otherwise, the ship will capsize in a storm. Integrity is similar; what's under the surface must be greater than what is in plain sight. A player can be counted on to do the right thing, even if



"Positivity is much more than just a state of mind; it is a state of action."





*Comparison is
the Thief of
Joy*



nobody is looking.

Contrarily, pretenders do the right thing only when being watched, and they do whatever is expedient otherwise. Furthermore, since they focus on appearance rather than character, pretenders won't admit fault when mistakes are made. They blame others for all of their problems instead of taking personal ownership of them.

7. Players make the hard choices; pretenders make the easy choices.

With a hard choice, the price is paid on the front end; the payoff only comes later. Such choices almost always include risk, and they usually involve the sacrifice of placing the organization above oneself too. Peter Drucker once said, "Whenever you see a successful business, someone once made a courageous decision." Players aren't afraid to make those decisions.

8. Players finish well; pretenders fade out.

Some people start as players, but at some point they turn into pretenders. Why? I believe it's because they overestimate the event and underestimate the process. They make the choice to begin, but they get tired of the work it takes to continue. Or they begin and proceed until they are confronted with the need to change. Unwilling to adjust, they begin pretending in order to get by. On the other hand, a player takes all tasks to completion.

Application:

Do you have a better idea of who the players and pretenders are within your team or organization? Remember that players will always ADD to the team's efforts. But pretenders, at least in the long run, will COST the team. Knowing the difference between the two means that you'll count on the right person to get the job done.

**FAILURE WAITS
FOR ALL WHO
STAY ON SOME
SUCCESS
MADE
YESTERDAY...**



Brian Butch Basketball Christmas Break Clinics

REGISTER ONLINE AT:

Website:

www.brianbutchbasketballcamps.com

Email: brianbutchbasketball@gmail.com

Twitter: @BrianButchHoops

On behalf of Brian Butch Basketball and his Coaching Staff we want to introduce you to our Christmas Break Series. As basketball season is basically in full swing we wanted to offer a Christmas Break Clinic, these clinics are going to be limited to a small number kids per session and focus on the skill development of the game. It is our goal to focus on the correct techniques of the game to make sure that you will have success this upcoming season.

2017 Christmas Break Series:

Christmas Break Shooting - This tune up will focus on the mechanics and the basics needed to become a dynamic shooter for your season.

Christmas Break Ball Handling- This clinic's main focus will be to teach the concepts that go with ball handling. Learning to control the ball better & play with more confidence.

It is our goal with our X-mas break clinic is to offer smaller groups that focus on getting rid of all of the bad habits we have developed over the summer so we are ready for our upcoming seasons.

All Fox Valley Christmas Break clinics will be hosted at: St. Paul Lutheran Church and School 225 E Harris St, Appleton, WI 54911

REGISTRATION FORM - Consent form is on the back and must be filled out as well.

Christmas Break Clinic	Dates	Price	Max # of Athletes
SHOOTING	Dec. 27 th (9:30am-11:00)	\$20	20
BALL HANDLING	Dec. 27 th (11:30am-1:00)	\$20	25

*Age Groups are 4th -8th

Full Name: _____ Age: _____ Grade this fall: _____ Phone: _____

Address: _____ Parent's Name(s): _____

City: _____ Email: _____

State: _____ Zip: _____

Cash or Checks are acceptable

Checks are Payable to:

Brian Butch Basketball Camps

1532 Remington Rd

Neenah, WI, 54956

www.brianbutchbasketballcamps.com

Please make sure you sign and fill out the waiver/consent form on the back of this slip. Thank you.

We'd like to thank our sponsors for their support of the 2017 Brian Butch Basketball:



Wavier and Release Form

I certify that _____ (Childs Name) has my permission to participate in the Brian Butch Basketball Camps. I hereby release Brian Butch Basketball Camps (Event) and Brian Butch Enterprise, LLC (Company), and his employees from any liability, claims, lawsuits, etc. from any injury or illness that may result from participation in Brian Butch Basketball Camps (Event). I certify that my child is in good physical health and can participate in all camp activities. I further certify that the above camper has medical insurance in case of an emergency. Brian Butch Basketball camps (Event) and Brian Butch Enterprise, LLC (Company), the directors, and any staff shall not be held responsible for personal injury of any player or loss of individual property during the camp. I grant permission for the camp directors to act on my behalf in case of medical emergency. I understand that I am responsible for all medical expenses.

I, _____ (Players Name) release Brian Butch personally and Brian Butch Basketball Camps (Event) from any liability, claims, lawsuits, etc. from any injury or illness I may suffer during my participation in any of the camps organized by Brian Butch or the Brian Butch Basketball Camps or Brian Butch Enterprise, LLC. I grant to Brian Butch Enterprise, LLC, the right to take photographs of me and my family in connection with the above-identified event. I authorize Brian Butch Enterprise, LLC, its assigns and transferees to copyright, use and publish the same in print and/or electronically. I agree that Brian Butch Enterprise, LLC may use such photographs of me with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content.

Signature of Parent

Contact in case of emergency

Signature of Player