



Special points of interest:

- 2019 Summer Camp Dates registration is open!!!
- Academy has boys & girls from 47 different high school programs
- Academy spring dates are out and summer will be set shortly
- **BRAND NEW CAMP ON JULY 15!!!!**
- **Ball Handling on July 8 only has a few spots left!!!**
- **Shooting Camp, Competition camp, & Ball Handling 2 are on their way to being sold out already!**

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ELEVATE YOUR GAME

BRIAN BUTCH

BASKETBALL



2019 APPLETON CAMP DATES!!!

All Fox Valley area camps will be hosted at: Lawrence University,
Alexander Gym, 1100 East South River St. Appleton, WI, 54915

<input type="checkbox"/> Post Camp 1	June 24 th	9:00am- 12:00pm	5 th -12 th	\$45
<input type="checkbox"/> Perimeter Skills 1	June 24 th	1:00pm- 4:00pm	5 th -12 th	\$45
<input type="checkbox"/> * Shooting Lab	June 26 th -27 th	9:00am – 11:30pm	5 th -12 th	\$75
<input type="checkbox"/> NBA Dynamic Scoring	June 26 th -27 th	12:30pm - 3:00pm	5 th -12 th	\$75
<input type="checkbox"/> Post Camp 2	July 8 th	9:00am- 12:00pm	5 th -12 th	\$45
<input type="checkbox"/> Ball Handling	July 8 th	1:00pm - 4:00pm	3 rd -12 th	\$45
<input type="checkbox"/> Competition Camp	July 11 th	9:00am – 12:00pm	3 rd -8 th	\$45
<input type="checkbox"/> Perimeter Skills 2	July 11 th	1:00pm – 4:00pm	4 th -12 th	\$45
<input type="checkbox"/> Offensive Skill Development	July 15 th	9am- 12pm & 1pm -4pm	5 th -12 th	\$85
<input type="checkbox"/> Competitive Shooting	July 17 th -18 th	9:00am - 11:30am	5 th -12 th	\$75
<input type="checkbox"/> Shooting off Screens	July 17 th -18 th	12:30pm – 3:00pm	5 th -12 th	\$75
<input type="checkbox"/> Youth Skills	July 22 nd -23 rd	9:00am - 11:00am	K-5 th	\$45
<input type="checkbox"/> Shooting Camp	July 22 nd -23 rd	12:00pm - 3:00pm	3 rd -12 th	\$85
<input type="checkbox"/> Ball Handling & Ball Screens	July 24 th	9.00am-12:00pm	5 th -12 th	\$45
<input type="checkbox"/> Ball Handling 2	July 24 th	1:00pm-4:00pm	3 rd -12 th	\$45

Post camp and Ball Handling Camp 1 & 2 are different.
You do not need to attend camp 1 to attend camp 2

*Means Limited Numbers Available (Max 64) * \$10 discount for each additional camp registration

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

On behalf of our coaching staff, I want to welcome you to the 2019 edition of our Fox Valley summer basketball camps. We're excited to continue working with youth players and helping each to develop their games.

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 64)

NBA Dynamic Scoring Camp-Emphasizing footwork, attacking defenders, finishing in traffic to help score against talent.

Post Camp-Teaching the essential skills needed to play the post position. Camp 1 & 2 are different. You do not need to attend both.

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.

Ball Handling & Ball Screens-Learning how to handle the ball while using the ball screen to make plays and score out of it / find open teammates.

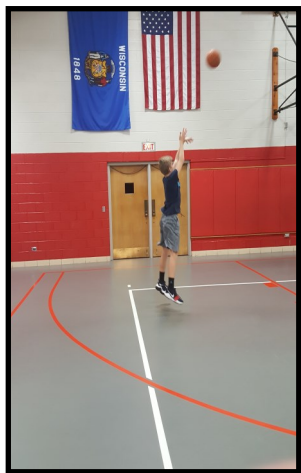
Offensive Skills -A new camp this year a 6-hour day which includes Skill development and 3x3 & 2x2 live competition

In all our camps, our goal is to match our skill and game-play instruction to every player's vision for self-

improvement. We look forward to working with the youth players in the Fox Valley. 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.



"If you train badly, you play badly. If you work like a beast in training, you play the same way."

—Pep Guardiola .



During the off-season the struggle is against *yourself*. Are you willing to battle habits which hold you back? Face reality of your actions?

**"Opportunity follows struggle.
Opportunity follows effort.
Opportunity follows hard work."**

There are some players who **SEE** an opportunity and there are some players who **SIEZE** an opportunity!

ELEVATE YOUR GAME

**BRIAN BUTCH
BASKETBALL**

ACADEMY



SPRING ACADEMY DATES ARE OUT!

Let us know if you are interested!!!

THE EDGE IS IN THE MIND

The better you think you are doing, the greater should be your cause for concern; the more self-satisfied you are with your accomplishments, your past achievements, your "right moves," the less you should be.

The champion's true edge exists solely in the mind, and over the years I have observed three attitudinal characteristics which are common to every superstar I have ever known. They are just as applicable in business as they are in the athletic arena. I have, in fact, adapted them to my own business career and they are the source from which I derive most of my drive and determination.

The first is the champions' profound sense of dissatisfaction with their own accomplishments. They use any success, and victory, as a spur to greater ambition. Any goal that is attained immediately becomes the next step toward a greater more "unreachable" one.

The second is an ability to peak their performances, to get themselves up for major tournaments and events. No one can operate consistently at his or her highest level, yet the legends of any sports era always seem to perform at their best when the stakes are the greatest. This is particularly true in tennis and golf, perhaps the most mentally demanding of all the major sports, and why the major tournaments in both have always been dominated by a handful of players.

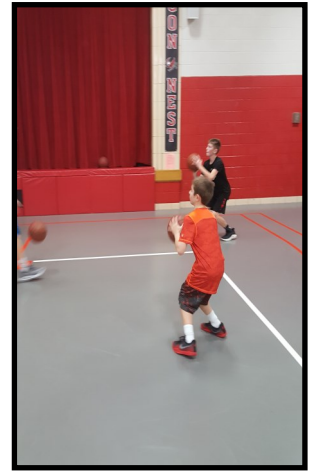
Finally is their ability to put their opponents away. This is referred to as "the killer instinct," but that tells you more about the result than of what is going on mentally.

In the champion's mind he is never ahead. He distorts reality to serve his competitive purpose. He is always coming from behind, even when the score indicates he is destroying his opponents. He never believes he is performing as well as he actually is.

Taken from:

What They Don't Teach You at Harvard Business School

by Mark McCormack



*Earn your players trust then
you can speak the truth to
them*





*Don't put in average effort
and claim that you want
exceptional results.*



Catching Drills

2 balls (one tennis ball).

Whiffle ball catching.

2 hand overhead outlet passing and 1 hand catching.

Back to passer.

2 ball pick ups.

Bad pass reaction.

Crazy balls. (also called Z-Balls Perform Better 1-800-556-7464 \$8.95 + tax & S.H.)

Hard high feeds.

Catching tennis balls off Nelson posting, sealing out, and post feeds.

Rodman drill. One coach with a ball. The player will face the coach as the coach throws the ball off the backboard the player turns and locates the ball and catches it and scores the ball. He will then throw it back out to the coach and we will do it again.

Back to passer (post catching and scoring).

Rebounding & Passing Drills

Rebound pulls, chins, and outlets.

Fan out after post feed, follow the pass (seal air dummy and catch and score).

Drop pass to a teammate that is diving to the basket.

NBA rebound put backs 1/2(No Babies Allowed for 30 seconds).

2/2 cut throat (coach shoot, 1 point for rebound, 2 points for put back).

1/1 rebounding from a dead front position(go under).

2/2 block out use big ball or reduced rim.

3/3 block out air dummy (front low block, high post, and weak side).

2/2 high post flash, read the defense (if open shoot jump shot, low post duck in make a bounce pass, neither open swing the ball).

3/3 post fan outs, read double team, could dribble it up, see open man, follow pass (designate who doubles).

Rebound pulls and put backs vs. air dummy.

Rebound pulls and long outlets.

Backboard slams (emphasize strong power move with a soft touch on finish).

Rebounding off of the down play from both sides of the basket. Get in position for put back.

Ante-over rebounding drill. Three players at a time. Two players are stacked behind each other on one side of the lane, one will shoot the ball off the backboard to the other side of the lane. The player will then go to the other side and get behind the other player. The players keep their hands up the whole time. The ball is caught and shot in the air.