



**Special points of interest:**

- **2019 Summer Camp Dates registration is open!!!**
- Academy has boys & girls from 47 different high school programs
- Academy Summer dates are out!!!
- **BRAND NEW CAMP ON JULY 15!!!!**
- **Ball Handling 2 on July 24, Competition Camp on July 11 & NBA Scoring on June 26/27 only has a few spots left!!!**

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

**Post 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.**

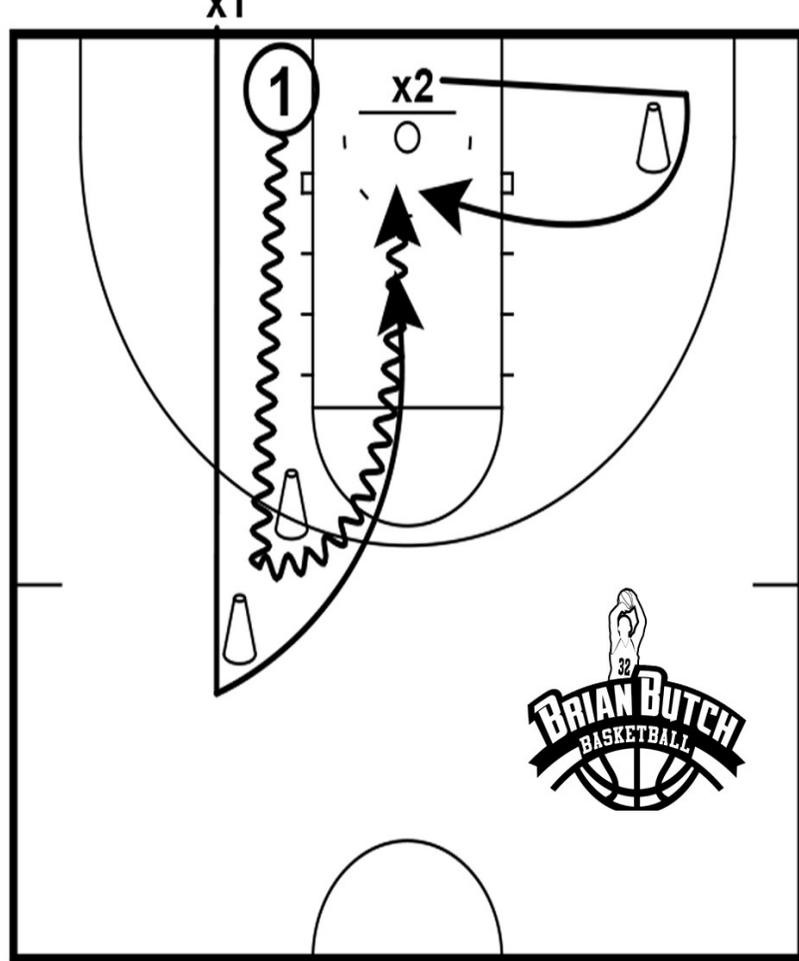
**Strong focus on fundamental skill work, and individual drills to help you improve.**



*Anyone can start something. Very few actually finish.*



# 1X2 w/ TRAIL & HELP DEFENDERS



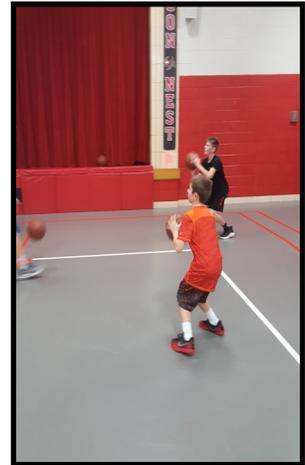
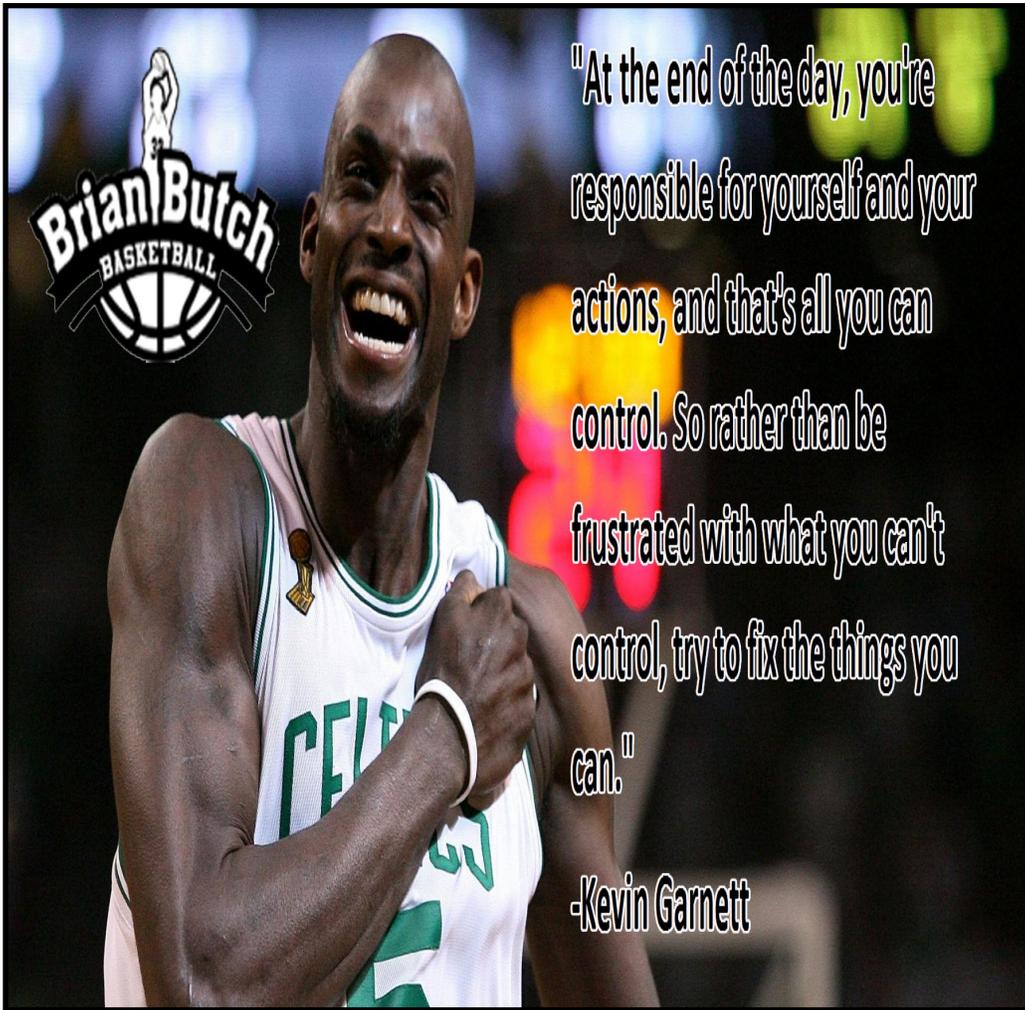
**ELEVATE YOUR GAME**

**BRIAN BUTCH BASKETBALL**

**ACADEMY**



**SUMMER ACADEMY DATES ARE OUT!**  
Let us know if you are interested!!!




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*Training is not about how much you can do. It's about what you do, and how effectively you do it.*

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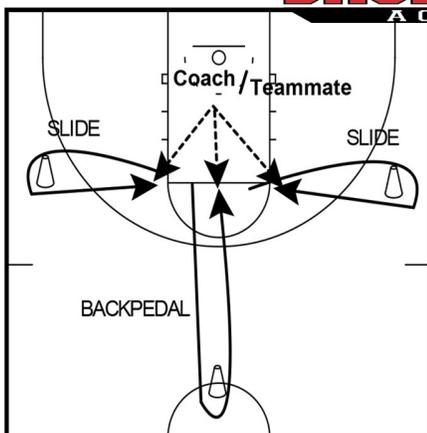
## 3 Spot Shots

### Brian Butch Basketball Academy

Drill Work



Drill Work



Can do the drills a lot of different ways.

1. Take as many shots as you can in a certain amount of time
2. Take a certain # of shots

Also, can move the cones if you want to shoot closer or further away



A player can start at either elbow. From the elbow defensive slide to the cone by the sideline. Then cut around the cone back to the elbow for a shot. Then backpedal to the cone close to half court. Cut around the cone back to the ft line for a shot. Then defensive slide to the cone on the other sideline and cut back to the elbow for a shot

## 7 Ways Positive Leaders Lead

When many first hear the term "positive leadership" they assume that I'm just talking about a nice ideal way to lead that sounds great in theory but doesn't address reality. I assure you this couldn't be further from the truth. Positive leadership is not polly-ana, impractical or theoretical. Positive leadership is powerful, real and practical. In this spirit I want to share 7 ways positive leaders lead:




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*There's no analytical chart that measures a player's heart. There's no metric to define locker room leadership. You can't quantify a good teammate.*

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**1. Positive Leaders Provide Love and Accountability** - I have found that the greatest leaders are able to lead with the right amount of both love and accountability. Alan Mulally, the former CEO of Ford and one of the greatest leaders in history told me, "You have to love your people. They have to know you care about them. But you also have to hold them accountable to the values, principles, culture and standards." Too much love and not enough accountability and your team will love you but they won't become great because of you. Too much accountability and not enough love and your team will initially strive to be great but will eventually disengage and fall short of their potential greatness.

**2. Positive Leaders are Demanding without being Demeaning** - Many think that positive leaders are people who smile all the time and don't care about winning. The truth is positive leaders want to win. They are very competitive. They challenge people to pursue excellence. They are demanding. They just aren't demeaning. Instead of calling people out, they call out the greatness within them.

**3. Positive Leaders Unite the Team** - Great teams and organizations don't happen by accident. Positive leaders invest a lot of time, energy and effort to foster connections among team members and create an environment where individuals unite and work together to create something amazing.

**4. Positive Leaders Connect with the Individual** - To create a united team, positive leaders make the time to communicate and connect one-on-one to build great relationships that build a great team. As Doc Rivers told me, "The most important thing I do as a leader is communicate with each person on my team. I have to know where each person is in order to lead them where I need them to be."

**5. Positive Leaders Create Clarity and Generate Focus** - People often think that focus leads to focus but it's actually clarity that leads to focus. The more clarity an organization, team and individuals have the more focused they will be. Positive leaders remove clutter, eliminate confusion, simplify, and create clarity that lets everyone know what they are supposed to do so they can take focused action. Everyone knows their job so they can do their job.

**6. Positive Leaders Lead with Optimism** - When Donna Orender took over as the commission of the WNBA she inherited an organization that lacked belief and optimism. She believed in what the WNBA could be and transferred her belief and optimism to her team and turned around the organization as a result. Leadership is a transfer of belief and in a world filled with pessimism and negativity your optimism and belief is a competitive advantage.

**7. Positive Leaders Inspire with Vision and Purpose** - Through adversity, obstacles and challenges positive leaders consistently rally their team with a shared vision and a greater purpose. They point everyone towards the vision of where they are going while reminding everyone why they are going there.

**SATELLITE CAMPS—OPEN TO EVERYONE!!!**

**MENOMINEE HIGH SCHOOL (MICH) - JUNE 5**

**LENA HIGH SCHOOL—JUNE 6**

**SHAWANO HIGH SCHOOL—JUNE 10,11 & 12**

**MAYVILLE MIDDLE SCHOOL—JUNE 13**

**ELEVA-STRUM HIGH SCHOOL—JUNE 17**

**WISCONSIN RAPIDS GIRLS POST PLAY—JUNE 27**

**ABBOTSFORD HIGH SCHOOL—JULY 9**

**ST. POINT PACELLI HIGH SCHOOL—JULY 12**

**THREE LAKES HIGH SCHOOL—JULY 19**

**WISCONSIN RAPIDS YOUTH GIRLS - AUG 1**

**[www.brianbutchbasketball.com](http://www.brianbutchbasketball.com)**