

# ELEVATE YOUR GAME

## BRIAN BUTCH BASKETBALL



@BRIANBUTCHHOOPS



WWW.BRIANBUTCHBASKETBALLCAMPS.COM

JUNE 2022

Volume 6, Issue 8

## 2022 APPLETON DATES

### 2022 Camps:

**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**)

**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 & Play**-This camp focuses on competing while shooting. Every rep becomes game reps. We will then play 3x3 & 2x2 games for game reps

**3 on 3 Skill & Play**- This camp focuses on several skill development sessions, league play and tournament for overall champion

**Offensive Skills** -Skill development camp focusing on shooting, attacking the rim, finishing along with 2x2/3x3 small sided games

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.

**All Fox Valley area camps will be hosted at: 5000 W. Champion Dr. Appleton, WI 54914**

Camps					
Youth Skills	June 14-15	9 am to 11 am	K-4th	\$50	
Perimeter Play	June 14th	12 pm to 3 pm	4th-12th	\$45	
Dynamic Scoring	June 15th	12 pm to 3 pm	4th-12th	\$45	
Ball Handling 1	June 20-21	9 am to 12 pm	3rd-12th	\$85	
Shooting Camp 1	June 20-21	1 pm to 4 pm	4th-12th	\$85	
Post Play 1	June 23rd	9-11:30 & 12:30-3	4th-12th	\$80	
Competitive Shooting & Play	June 27th	9-11:30 & 12:30-3	4th-12th	\$80	
3 on 3 Skill & Play	June 30th	9-11:30 & 12:30-3	3rd-8th	\$80	
Offensive Skills	July 7th	9-11:30 & 12:30-3	4th-12th	\$80	
Youth Skills	July 11-12	9 am to 11 am	K-4th	\$50	
Shooting Lab	July 11th	1 pm to 4 pm	4th-12th	\$45	
Competition Camp	July 12th	9 am to 12 pm	4th-12th	\$45	
Dynamic Scoring 2	July 18-19	9 am to 12 pm	4th-12th	\$85	
Ball Handling 2	July 18-19	1 pm to 4 pm	4th-12th	\$85	
Shooting 2	July 20-21	9 am to 12pm	4th-12th	\$85	
Post Play 2	July 20	1pm to 4 pm	4th-12th	\$45	
Perimeter 2	July 21	1pm to 4 pm	4th-12th	\$45	

3 on 3 Skill & Play

**\*Must sign up as a team of 4**

Player 1 \_\_\_\_\_

Player 2 \_\_\_\_\_

Player 3 \_\_\_\_\_

Player 4 \_\_\_\_\_

Make Checks Payable to:  
Brian Butch Basketball Camps  
2169 Sophia Ln  
Appleton, WI 54913  
www.brianbutchbasketballcamps.com

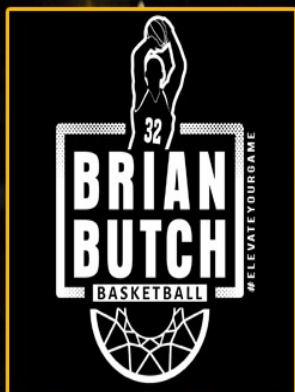
Post Camps, Shooting Camps & Dynamic Scoring Camps 1 & 2 are different

**You do not need to attend camps 1 to attend Camp 2**

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

\* \$10 discount for each additional camp registration

**SUMMER ACADEMY DATES ARE AVAILABLE!!!  
PLEASE LET US KNOW IF YOU ARE INTERSTED!!!**



**"A LOT OF GUYS TALK ABOUT WHAT THEY  
WANT TO DO. WHAT THEY CAN DO. WHAT  
THEY ARE CAPABLE OF DOING.  
BUT THE ONES THAT ACTUALLY HAVE A PLAN  
AND DO EVERYTHING THEY CAN DO TO  
EXECUTE THAT PLAN. THOSE ARE THE ONES  
THAT BECOME GREAT."**

**- FRAN McCAFFERY, IOWA MBB HC**



# SUCCESS UNDER PRESSURE

Coach Wooden used his definition of success as not just a mantra for life, but also as a means to improve performance: "Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best of which you are capable."

"A coach can only do his best, nothing more," he explained. "But he does owe that not only to himself but to the people who employ him and to the youngsters under his supervision. If you truly do your best, and only you will really know, then you are successful and the actual score is immaterial whether it was favorable or unfavorable. However, when you fail to do your best, you have failed even though the score might've been to your liking."

Simply feeling good about one's effort, though, is not enough to be effective, Coach explained. "This does not mean that you should not coach to win. You must teach your players to play to win and do everything in your power that is ethical and honest to win. I do not want players who do not have a keen desire to win and do not play hard and aggressively to accomplish that objective. However, I want to be able to feel and want my players sincerely to feel that doing the best that you're capable of doing is victory in itself and less than that is defeat."

He added, "It is altogether possible that whatever success I have had or may have could be in direct proportion to my ability not only to instill that idea in my players but also to live up to it myself." This philosophy served Coach well not only in helping to pull together his teams, but also in inspiring the individuals who played for him to concentrate on real success within their own lives and pursuits.

For example, Rafer Johnson was a UCLA basketball player from 1958-59, and the gold-medal winner in the 1960 Olympics decathlon. An incredibly talented athlete in his own right, when Johnson first arrived at UCLA from the small town of Kingsburg, California, he was overwhelmed and intimidated by the big-city campus and the level of competition he was facing.

Everything changed, however, as soon as Johnson took to the court for basketball practice. "Coach Wooden said all he wanted from us individually was that we try as athletes and students, to be as good as we could be," Johnson remembered. Coach urged his players to focus on giving their all to the team and to their own development as players and as people.

From that day forward, Johnson changed his perspective and found it influenced everything else for the better. "My subsequent performance in the 1960 Olympics, held in Rome, had a lot to do with Coach's philosophy of concentrating on being the best I could be," he said. "Don't worry about the score, the medal, the prize; don't worry about the other guy; just concentrate on doing your best. It's that simple."

Rather than focusing on winning, Coach urged his players – and himself – to focus on growing in the sport and working with an "all-in" mind-set that valued the experience more than the outcome. The result was an unparalleled career that included 10 NCAA Championships (seven of which were consecutive), and 38 consecutive "sudden death" NCAA tournament victories.

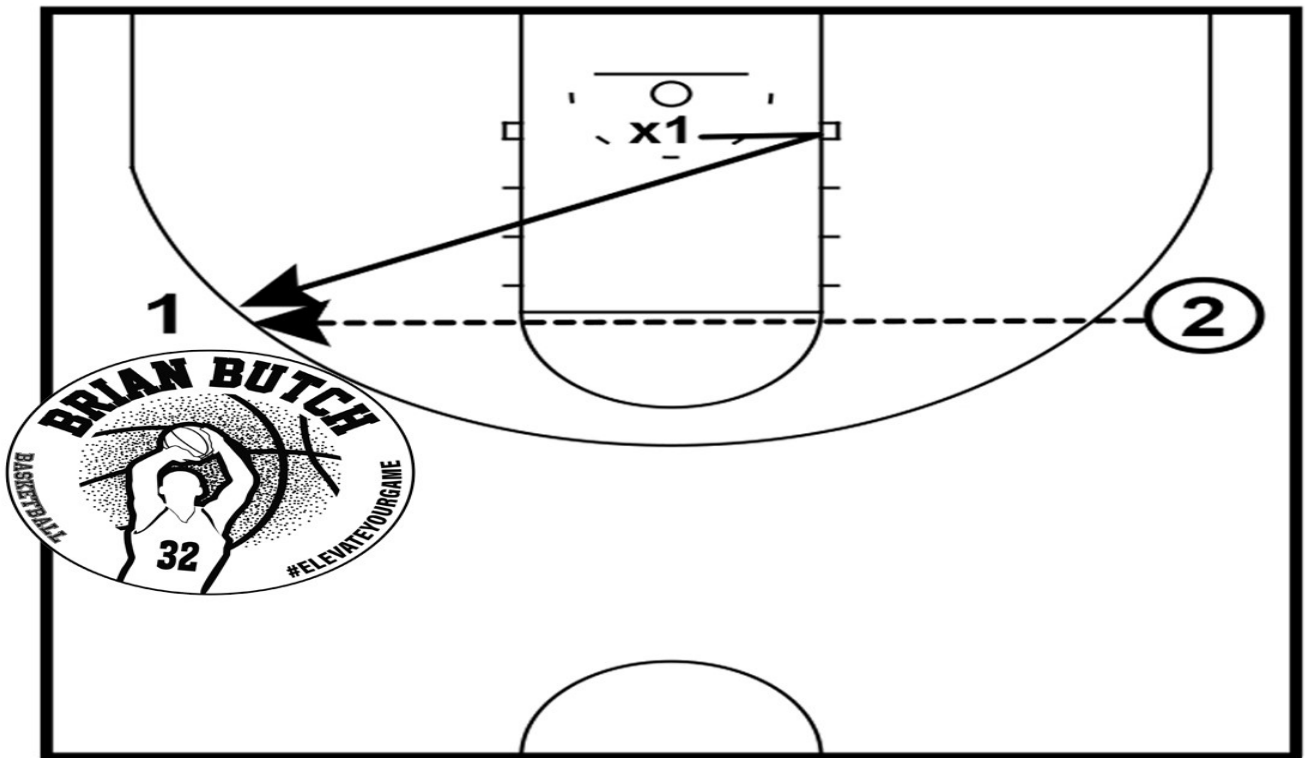
When the external pressure was the greatest, neither Coach nor his players allowed that external pressure to impact their performance. They were only concerned with their best and that was something over which they had control. As Coach was fond of saying: "The more concerned we become over the things we can't control, the less we will do with the things we can control."

Yours in coaching,

Craig Impelman

*The John R. Wooden Course*

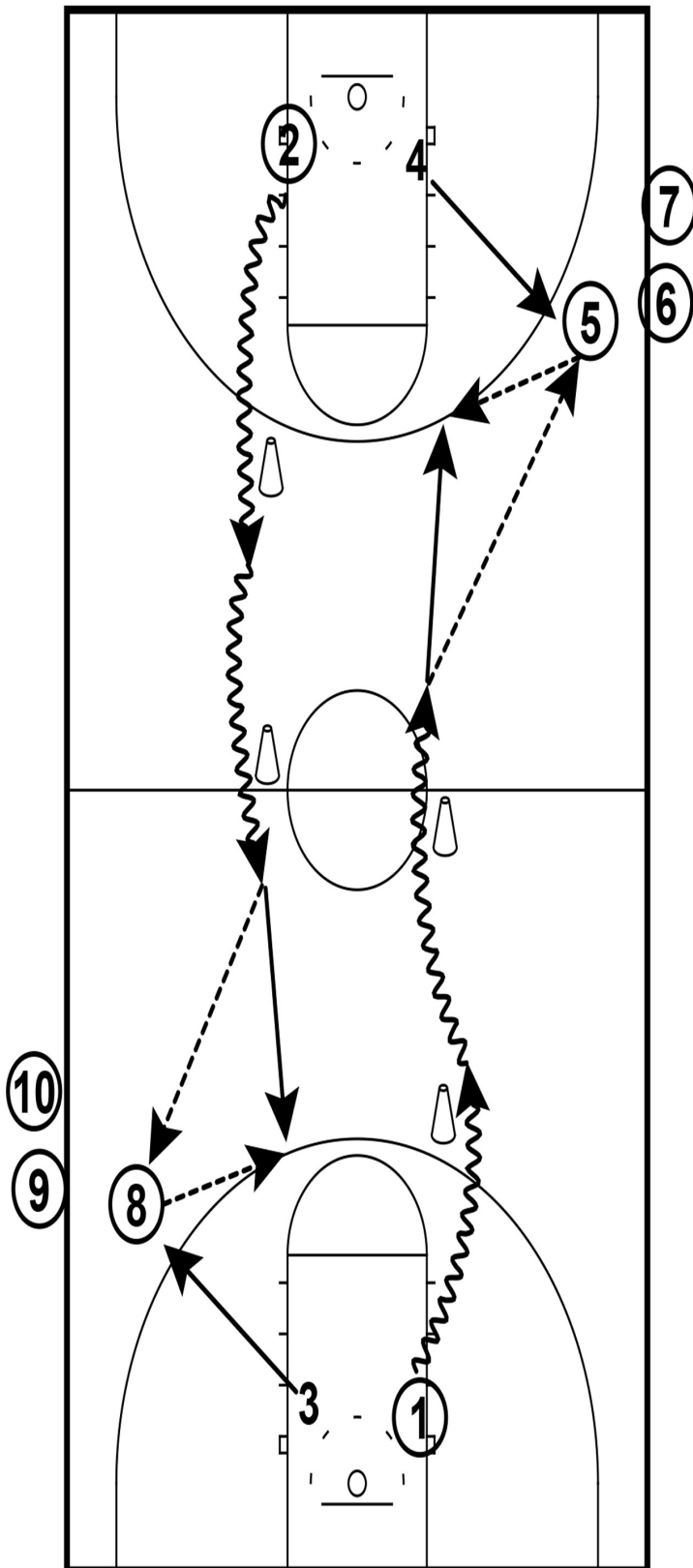
# LONG CLOSEOUT 1X1



Offense can pick a wing, corner or slot  
2 must put some air under the pass  
3 seconds on clock

**Success happens when your level of “I Want” is finally matched by your level of “I’m Willing”.**

# FULL COURT COMBO



1/2 will attack both cones and work on dribble moves then pass to 5/8. On the pass 3/4 will closeout and apply pressure on the ball. 5/8 will pass back to 1/2 for a shot or pull up. 5 & 8 will go rebound then they will attack the cones. 3 & 4 will go to end of that line on the sideline. After 1 & 2 shoot they will closeout and guard the ball on the next pass