Youth Academy

Ironically I've always hated the travel ball model - joining a team for a fee and playing lots of weekend tournaments at various places. Travel Ball is like cable television channels - there are many of them, and few are worth your time. Most organizations fail to provide a true player development experience for the athletes and families they serve. Pitchers get overused, kids are expected to perform like professional athletes, they aren't allowed to learn the game and grow through their mistakes, they are forced to bunt and never learn to hit, limited to playing one position, and sucked into a "winning at all costs" model. So here I am, jumping into this with intentions to offer an experience that will help athletes grow and develop as people and as baseball players --> long-term athletic development!

I have been lucky to learn a lot through my playing and coaching experiences. With that being said, I need to let you know where I stand. I have no hidden agenda. I simply want to help kids. I want them to experience the love and joy I have as it relates to the game of baseball. I want to teach them how to play the game while providing an experience that promotes learning, fun, and long-term growth related to baseball's fundamentals.

Long-Term Athletic Development

Swing

I want to give kids the best chance to advance in their baseball careers. Let me be honest, travel ball is not rec ball. Weekend tournaments cram a lot of games in a couple of days. The days can be long. There will be some really good teams with kids that have a superior talent for their age. There will also be some below-average teams. At the end of the day, some kids are more athletic than others, but they can all be helped and where they are now doesn't mean that's where they will be in the future. However, there are no magic pills. Success takes what it takes and this involves investing time and deliberate practice. In order to provide the best training experience I will provide the following:

On field Practices - practices on the field will consist of mini competitions and skill development for all players to improve sport specific skills, such as hitting, pitching/throwing, defense, baserunning, and overall baseball IQ. Players will be learning multiple positions. We will create mini scrimmage games that will allow kids to learn at game speed and prepare for situations that will come up in a weekend tournament.



Classroom Sessions - baseball is a mental game full of adversity, situations, and failure. We will use classroom sessions to review and learn baseball-specific situations. We will teach the kids the same strategies used by the best athletes to keep their attention, focus, and energy in control when they are faced with the stresses and challenges that come with this game. They will learn not to fear failure, but to confront it and make adversity their advantage.

Physical - baseball players need good physical strength, speed, and agility. Athletes will receive guidance on proper strength training and speed/agility programs to help each athlete improve their physical ability which will help them prepare for middle school, high school, and college baseball opportunities.

Training Tools & Technology - one thing I am excited about is the opportunity for your athletes to train with the best resources available. The same tools are used by the top college and professional organizations. We will have the best hitting development of any travel ball team - including access to multiple pitching machines, HitTrax technology to track exit velocity and real-time hitting performance, Blast Motion sensors to measure and track bat speed, swing path, and video capture of each swing.

Youth Coaching Philosophy - develop skills that scale (bat speed, exit velocity, contact quality, throwing velocity/accuracy, defensive ability, speed/agility) while allowing players to play and learn the game. We will develop athletes every single day we work with them and we might win some games along the way. I do not have to feed my family based on winning. Varsity, College, and Pro sports - winning matters a little more. **Playing Time** - practice and game planning will allow kids the opportunity to learn different positions and get live reps. There will be times when every player sits - hits at the top of the order - the bottom of the order - pitches, etc. Decisions will be made to help develop each kid individually, while also helping the team. Roles and rotations will be communicated in advance so every kid understands the purpose/plan for that day.

I look forward to seeing you at tryouts. Please let me know if you have any questions.

Brandon Matthews www.swingangry.com