



UNLOCK THE



SHERWIN
ANDERSON
SKILLS ACADEMY

GREATNESS INSIDE



HOW WILL YOUR STUDENT-ATHLETE DEVELOP?

- **By building on strengths and eliminating the flaws in their game.** The Academy coaching style brings out the best in players who have the passion and drive to succeed. But it requires commitment and hard work on behalf of your child.
- **By emphasizing individual excellence.** Our athletes work hard to achieve their personal best. They develop inner strength, responsibility and determination as they learn that the most important competition is within themselves.
- **By pushing through exhaustion.** Your student-athlete will develop the physical and mental toughness needed to compete at the highest levels. We've learned that if you challenge kids, they will rise to the challenge.
- **By getting out of their comfort zone.** Equally skilled players are matched up to push each other to become even better. By training side by side with some of the region's elite athletes, players see first-hand what it takes to reach the next skill level.
- **By understanding that preparation is the key.** Everything your child does in practice is to prepare them to handle game situations with confidence and skill.
- **By developing players in a positive, upbeat environment.** Training is a safe place where making mistakes is not only okay, it's encouraged. Mistakes are how we learn to be better.

THE ACADEMY HELPS ATHLETES BECOME BETTER PLAYERS, BETTER STUDENTS, BETTER INDIVIDUALS.

There's so much your child can gain from basketball, and much of it goes well beyond the court. Athletics is an important part of a well-rounded life and helps develop positive personal traits that include confidence, willpower, commitment and focus.

We believe that working with the community is an extension of the player's game. Community involvement encourages growth as a person and improves overall appreciation for the game of basketball.

Players, parents and I have served food at Ronald McDonald House, built homes through Habitat for Humanity, run in marathons to support charitable organizations, and helped homeless and under-privileged children.

HOW DO I HELP YOUR STUDENT-ATHLETE GROW?

- **By developing a strong, personal relationship with each athlete.** I take the time to understand the way each athlete learns, their goals, what motivates them, what's happening in school. They learn they can trust me and how I'm instructing them, and that's how they learn to trust themselves and their athletic gifts.
- **By responding to individual needs at every training session.** While many training programs are rigidly structured, the Academy's is more free-flowing, enabling us to immediately respond to deficiencies and opportunities as they occur.
- **By going the extra mile.** I have developed valuable relationships with college coaches and will contact a coach directly to let them know about my students.

BECOMING AN ELITE ATHLETE ISN'T A DESTINATION, IT'S A JOURNEY.

Skip Prosser, my coach at Xavier University, used to stress that the greatest sin in life is wasting talent. I didn't know how right he was at the time, but now as a father myself, I understand.

Coaching basketball is my passion and watching each student-athlete grow and succeed is a true source of happiness for me. With the right training, sports can be a very rewarding experience for your child, both on the court and in life. If you feel the same way, I would love to talk with you.

“The most important competition is within oneself!”



Since 2000, the Sherwin Anderson Skills Academy has helped student-athletes achieve all they are capable of on the basketball court.

Each athlete is differently gifted, and our job is to help your child develop the skills he or she needs to be a more formidable player. If it's something your child really wants to learn, he or she can accomplish more than you may imagine possible. We know, because we see it happen all the time.



ABOUT SHERWIN ANDERSON

Sherwin Anderson was a hall-of-fame player at Brooklyn's Bishop Loughlin High School before being recruited to Xavier University on a Division I basketball scholarship.

With a passion for winning, this never-back-down point guard became a two-year captain for the Musketeers, leading the nation in steals his junior year. After earning both a Bachelor's and Master's degree from Xavier, Sherwin traveled for a year with the Harlem Globetrotters.

In 2008 Nike, Inc. recognized Sherwin's unique motivational, communication and leadership skills, and retained him to represent and promote the Nike Brand, raising basketball awareness in the People's Republic of China.

Sherwin has been instrumental in the lives of hundreds of young people and their families in the Tri-State area. The Sherwin Anderson Skills Academy currently serves more than 300 students through camps, leagues, group and individual skill development training.

He is highly regarded nationally as a basketball trainer of elite student athletes, having trained Professionals, Division I College Players, High School All-Americans, and aspiring young people to be highly skilled, fiercely competitive leaders who become winners in every area of life.



“I have played basketball in many different countries. I've played overseas and for USA Basketball in the Pan American games. I have worked with trainers all over the world, but I have never found one who cares as deeply about his kids as Sherwin does.”

~ Mel Thomas
UConn Co-Captain 2006-2008
Pan American Team Gold Medalist 2007
Author of Heart of a Husky 2008

“I believe that Sherwin Anderson has had perhaps more positive impact on me than any other adult in my life. I have known him for more than five years. I was down and out regarding my basketball career when I met him in the eighth grade. When I met Sherwin, he immediately became my mentor, influencing me in many ways immeasurably. He not only gave me a renewed confidence on the court – more importantly he gave me confidence in life. Sherwin has helped me through many difficult adolescent and teenage situations, by giving me clarity, thus allowing me to make good choices for my future and myself.”

~ Former Skills Academy Participant

“Our son has trained with Sherwin since the age of six. Sherwin has experience and a knowledge of basketball that is unquantifiable. He genuinely believes that the game of basketball affords amazing opportunities on and off the court for any player who wants to take their basketball skills to next level. Over the years, we have witnessed him build a very successful training program that continues to grow exponentially. As a result, he has become a part of our family. He is not only a trainer, coach, and motivator to our son but he is also a mentor. We trust him and value his advice regarding our son's future as a student-athlete.”

~ Calvin and Ebony Tregre
Son - Caleb Tregre

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513.602.7827

www.sherwinanderson.com

P.O. Box 36609 • Cincinnati, OH 45236