

# PIERCE COUNTRY DAY CAMP

Established 1918



## PIERCE Country Day Camp



# PIERCE...AMAZING HAPPENS HERE!

Beautiful blue skies greeted a full complement of eager campers as we kicked off our 94th consecutive season.

Pierce Country Day Camp, established in 1918, is the oldest, most respected and most successful day camp in the USA!

*"It was as if we were starting the ninth week of last summer vs. the first week of a new season"* stated Doug Pierce as he proudly supervised the exceptionally smooth transition to the 2011 camp season.

A highly experienced, spirited and talented Pierce staff *hit the ground running* as **Summer Celebration 2011** officially began.

New facilities, new camp-wide schedules and new activities were ready to greet our eager campers and staff.

An annual goal here at Pierce is to maintain a constant state of improvement in all areas of our operation.

Doug admits to being completely obsessed in

making sure that Pierce maintains its status as being **America's First and America's Finest!**

With the 2011 season now in full swing, we proudly carry on the tradition started by "Pop" Pierce 94 years ago.

Rest assured that we will work our hardest to provide you and yours with the absolute finest camping experience to be found in camping.



# IT'S ALL ABOUT OUR FINE STAFF!

Our belief here at Pierce is... *"The quality of any operation is in direct proportion to the quality of its staff"*.

At Pierce our number one priority is to attract, train and then retain the finest camp staff on earth!

At Pierce the leadership team is truly impressive.

The Supervisory staff here at Pierce is an outstanding group of parents, coaches, teachers and administrators that absolutely thrive in the camp environment.

Their level of experience is unequalled in camping.

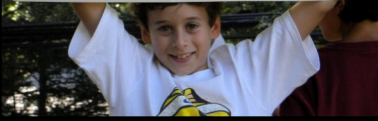
Together, they represent over 400 years working at Pierce! A truly remarkable statistic that offers us great pride and real confidence.

We are so proud of the terrific people who *make up* Pierce! They are spirited, talented and the best of the best! Lucky us!!!

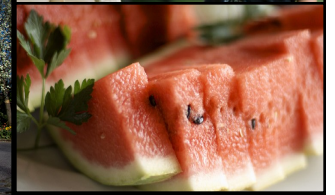
# PIERCE...A PLACE THAT SMILES!



PIERCE  
4  
PRESIDENT!



# Sing



“Far and away the best prize that life has to offer is the chance to work hard at work worth doing”  
- Theodore Roosevelt



# PIERCE...THERE'S NO PLACE LIKE IT!!!



# Pierce Camp Birchmont



## A few words from Greg & Laura Pierce — Directors

Birchmont is celebrating it's *60th Summer* and we're off to a superb start! Laura and I both feel excited and privileged to be at the helm as Birchmont enters its sixth decade of providing the very best in summer fun and excitement for our campers!



Historically 1952 was a great year! The Academy Awards, the Today Show and the Honey-mooners all debuted! The NY Yankees defeated the Brooklyn Dodgers in the World Series. Ernest Hemmingway's *Old Man in the Sea* was published, unemployment was 3.3% and the cost of a first class stamp was 3 cents! In this authors opinion, the best thing that happened in 1952 was opening day at **Pierce Camp Birchmont!**



In the fall of 1951, after thirty three years in the day camp business, our family purchased the beautiful three hundred plus acres atop Mount Delight on the shores of stunning Lake Wentworth. Back then Birchmont was a small farm where families could rent cabins, hike, swim, canoe, horseback ride and opt to join in on the meal plan. By the summer of 1952 Birchmont was transformed into a private resident camp and the new *home away from home* for 125 campers and a few dozen staff.



So much has changed since that first day 60 years ago, but thankfully the core experience of FUN, friendship and personal growth remain clearly in focus. Each and every day we see great things happening all around camp. They can be small, such as a gesture of friendship shared between two campers, a group of kids excitedly reliving the latest inter-camp competition or the excitement that can be generated from a simple old fashioned game of tug of war on the 4th of July! Camp is so very different from the day to day lives we all lead the rest of the year. It's great to see the kids slow it down, unplug, and relax into the long camp day; after all, camp is the real meaning of 24/7!



We truly have had a great start. So many of our key staff from our directors and group leaders right through to our kitchen and maintenance staff have returned to make Birchmont the great place that it is! This year has seen lots of happy campers and the least amount of camper (and parent) homesickness that we can remember...



We've enjoyed our first DJ Social at the Lodge, celebrated the 4th of July and started our renowned trip program. We've gotten our kids out to enjoy some kayaking on the Pemigewasset River, into the White Mountains to play at the new Mt. Cranmore Adventure Park, cruised across beautiful Lake Winnepesaukee on the MT. Washington, enjoyed a day of fun at Canobie Lake Park and for some of our younger campers we've slept out under the stars on our new campsite overlooking our own gorgeous Lake Wentworth.

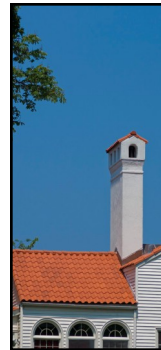
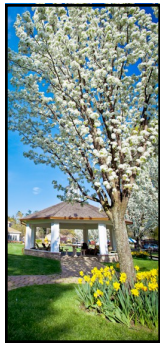


Inter-camp competitions have started out in earnest and we're once again on a winning streak! Birchmont's many athletic teams continue to field some terrific athletes competing in the Lakes Region Athletic Association. We're always proud of our kids as they represent Birchmont and give their personal best. Their winning records are something to be proud of!

Well that's it for now! Time to get back out on the grounds and watch our kids grow and prosper! Hope that you can schedule a visit some time soon to see all that Birchmont has to offer.

[www.campbirchmont.com](http://www.campbirchmont.com)

## Pierce Country Day Camp



[www.piercecamps.com](http://www.piercecamps.com)



[www.campbirchmont.com](http://www.campbirchmont.com)



The Pierce Country Day School recognizes and respects the uniqueness of each child. Established in 1943, the school's primary mission is to foster a love of learning in each student. Our curriculum skillfully weaves artistic and practical disciplines into everyday academics. Students learn to follow their curiosity, to think creatively, and to work both independently and cooperatively with others.

At Pierce we celebrate early childhood and strive to instill integrity, compassion and confidence in each child. We give each child support and encouragement to become his or her own unique self.

**At Pierce...We Teach Success!**

**Congratulations to Al Stillman**  
Pierce Supervisor of Athletics on  
being named Nassau County Baseball  
Coach of the year 2011!



## NEW THIS SUMMER AT PIERCE

- Two 4 week sessions
- Bungee Jump scheduled for our 4 & 5 year olds
- New "Club" sports program
- Expanded Color-War
- New Deck @ the 8 Boys Cabin
- 3 Sky-Fly *zip lines* over completely renovated pond
- Remote controlled boats on the pond
- Multiple Sports Clinics—*Coaches in Residence*
- Pee-Wii studio for our younger campers
- New Karaoke studio
- New huge Water Carnival in final week of season
- New— Mid summer camp-wide Carnival

**THE BEST KEEPS GETTING BETTER!**