

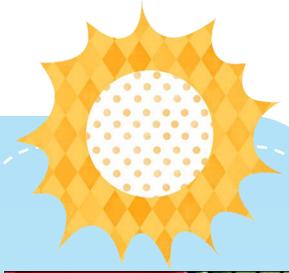


Edition 1

Summer 2013

PIERCE

COUNTRY DAY CAMP



THE PIERCE CHIEFTAIN

Summer Celebration 2013...Our 96th year!

We are off to a terrific start!

Opening day saw so many familiar faces blending together with smiling newcomers... The spirit was high and we *hit the ground running* as if it was the 9th week of last summer...not the first week of a new season!

Within hours camp was operating at full tilt...pools were full of campers eager to earn their "deep water" wrist bands, our fields and courts were filled with hustling youngsters and laughter was everywhere...

At last...camp was "on"!

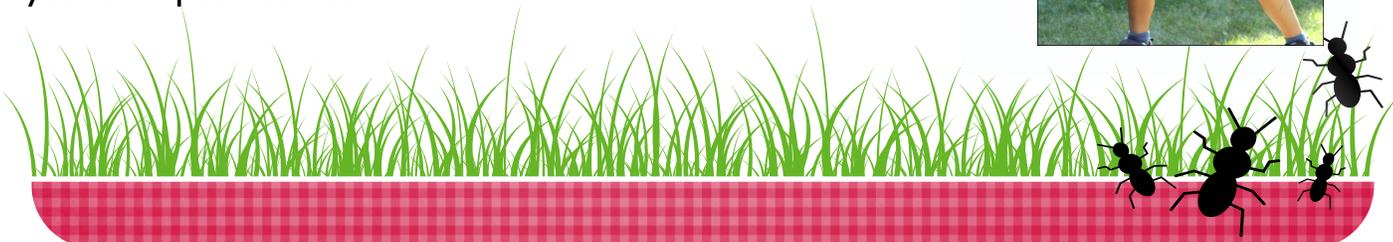
This summer like so many before will see new programs and facilities tested, new schedules applied and a wonderful child-centered staff working the magic of camp!

Camp is truly a unique environment. It offers children so many opportunities for success on a daily basis. It is a place where spirit soars and laughter roars...A place where kids are free to be kids, with no fear of failure, enjoying all that summertime has to offer.

Here at Pierce, we love what we do! We hope that it shows in everything that we do.

We want to thank all of you for all of the trust and confidence that you place in us. We look forward to a summer full of friendship, personal growth and FUN!

We look forward to working with your children this summer and seeing all of you at camp sometime soon...





Good, Better,
Best...

We never let it
rest.

Til' our good gets
better

And our better
gets best!



In the swim of things at Pierce~~~

The Pierce Day Camp Aquatics program is off to a swimmingly great start. Our campers are really enjoying our 7 beautiful pools twice a day as they improve their swimming skills during swim instruction and play with friends and counselors during free swim. The **Pierce Sharks** swim team (8's & up) is practicing hard, getting ready for their first inter-camp swim meet. Our qualifying Super Senior campers have begun the American Red Cross (ARC) **Junior Lifeguard** program, learning about water safety and the duties and responsibilities of a lifeguard. **Wacky Water Wednesdays** have been a huge hit so far in all of our pools with fun interactive games and our outrageously fun pool toys and inflatables.

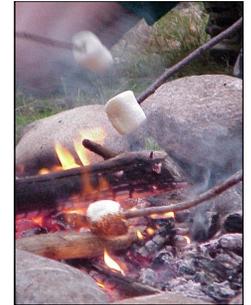
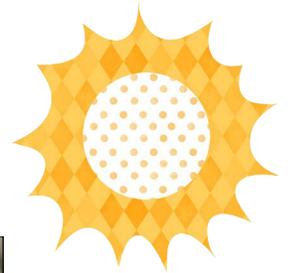
As we move through the summer, it is our goal to continue to successfully teach our campers about being safe in and around the water while helping them to reach their full potential as swimmers through our American Red Cross Learn to Swim program.

Liz Silverman - Pierce Aquatics Supervisor





PIERCE CAMP BIRCHMONT



Birchmont...One of the most beautiful camps in America...

The Pierce Family's sleepaway camp, Pierce Camp Birchmont, is already in full swing!

Lower camp (ages 7 to 12) enjoyed a 4th of July BBQ and the tradition of camp-wide races that have made Birchmont's 4th of July celebrations famous. There's the Sprint, Three legged, Wheelbarrow and Potato Sack Races. Every group had a winner and we think this year's group of campers may be Birchmont's fastest ever!

Our Upper Camp (ages 13 –15) not only enjoyed the BBQ, but also took a short trip to town to see one of New Hampshire's oldest and largest fireworks displays in Wolfeboro. There were even some celebrity sightings; rumor has it that Mitt Romney, Adam Sandler and Jimmy Fallon were all watching the show too. I guess that they're all just learning what Birchmonter's have known for years... New Hampshire is the best place to spend your summer!

Our sports and swimming programs are also in full swing. Birchmont teams have been on top of their game this year in our In-ter-Camp competitions winning 3 of the first 6 tournaments of the summer in baseball, soccer and tennis. The domination continued on Spirit Day when the entire camp took on rival camp Kenwood-Evergreen for a full day of contests, spirit, and sportsmanship. Birchmont emerged victorious in 34 of the 58 contests which means that the cup stays with us until Spirit Day 2014!

That's all for now...check back in with the next edition of The Pierce chieftain.

Will Pierce — Director



A Proud Family Tradition...

Pierce Day Camp is considered to be the original day camp in America established back in 1918!

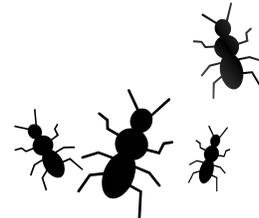
Now 96 consecutive summers later, the Pierce family couldn't be any prouder to introduce Courtney Pierce Philippou and Will Pierce as year round Directors here at Pierce.

Courtney is Doug & Marie's daughter and Will is the son of Doug's brother Greg and Laura who head up Birchmont our fabulous resident camp in beautiful New Hampshire.

"We are so proud of our family's commitment to the enrichment of children through all of our operations. To have our children become part of the family business is something really special.

We couldn't be any happier or more proud of Courtney and Will!" states Doug Pierce.

Courtney and Will represent the fourth generation of Pierce family Directors.



Courtney and Dad
circa 1986

Dedicated to the Enrichment of Children...

A new initiative at camp...21st Century Skills...

We very much support a movement spreading across America called **21st Century Skills**...

This initiative addresses what corporate America is seeing as a deficiency area in recent college graduates as it relates to what they are calling "Core Competency Skills". They commissioned a study to see what was at the root of this issue. The results were varied, but a common thread was the massive amount of time that students are spending looking at screens. A threshold of 56 million students spend 53 hours per week looking at screens... Computers, tablets, smart phones, television etc... At camp, we **UNPLUG!**

We have designed a program here at camp to address these skill sets and to incorporate some of the values of this initiative into our everyday life here at camp.

Everyday at camp, we focus on positively influencing others...

Skills that we are addressing here at camp this summer are:



**Sportsmanship...Collaboration...Self Control...Teamwork... Flexibility... Creativity...
Decision Making... Critical Thinking... Communication... Adaptability...Kindness...
Responsibility... Leadership...Self Direction...** * We have added a 21st Century insert to this Chieftain edition.



Meet the Pierce Group Supervisors

At Pierce, we *divide & conquer!* Every age division has an incredibly experienced and capable person who's responsibilities are focused on that specific age division. Top heavy? Maybe...But we feel it offers us the absolute highest level of professional supervision in camping today...

Kim Abrucci—Supervisor 3 & 4 year olds

19 years at Pierce, Kim watches over our 3 & 4 year olds here at camp. Kim also works with our Terrific Toddler program during the school year.

Jerry Cuffaro—Supervisor 5 year olds

This will be Jerry's 50th summer here at Pierce...That's right, we said 50! Jerry very capably actively supervises our 5 yr old division.

Cindy Geller –Supervisor 6 year olds

Cindy oversees our 6 year old division. Cindy has been at Pierce for 19 years and does a terrific job making sure that this prime time age group is well taken care of.

Nick Galli –Supervisor 7 year olds

31 years at Pierce, Nick started as a Group Leader with the 7's and now he runs the division. Nick's love of camp is evident on a daily basis.

Jean Limbach —Supervisor 8 year olds

The Supervisor of our 8 year old division, Jean has been at Pierce for 41 years. Jean watches over her 8 year old groups with great pride.

Mike Scinto—Supervisor Senior & Super Seniors

Mike has spent the last 34 summers at Pierce. Mike started as a Group Leader at Pierce with our Seniors and now runs the show.

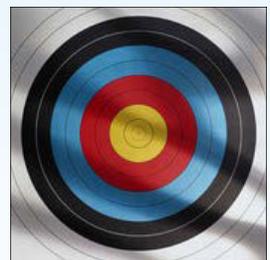
* Next edition of the Chieftain you will meet our Directors and Program Supervisors

Pierce initiates a new Quality Control outreach program

In our ongoing *quest to be the best*, we have initiated an additional layer of communication with our camp families.

New this year, we have asked our Group Supervisors to randomly make phone calls to families in their respective divisions as part of a **Quality Control Check**.

The concept is to create an outreach program to insure that we are meeting, and hopefully exceeding the expectations of our camp families.



KIM



JERRY



CINDY



NICK



JEAN



MIKE





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