



*Summer afternoon;
Summer afternoon...
To me these two words
have always been the
two most beautiful
words in the english
language.*

- Henry James

Children FIRST!



Cranium Club... STEM (Science, Technology, Engineering & Math)

The newest addition to our outstanding camp curriculum, our *Cranium Club* is being taught this summer by the NYC First Lego League Chairperson, Pete Xanthus.

Our STEM program introduces campers to real world engineering challenges by building LEGO –based robots to complete tasks on a thematic playing surface.

Our theme for the summer is Alternative Energy Sources. Campers learned the draw backs of burning coal for our energy needs, and now need to computer program a robot that they built out of Lego pieces to “activate” alternative energy obstacles!

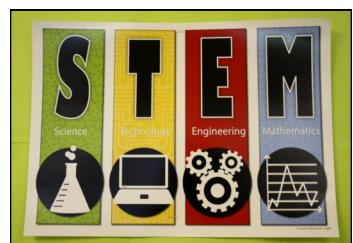
Campers will leave in August having had the opportunity to:

- Design, build, test and program robots using LEGO MINDSTORMS technology.
- Apply real-world math and science concepts.
- Research challenges facing today’s scientists.
- Learn critical thinking, team-building and presentation skills.

- Participation in tournaments and celebrations.

What children in this program accomplish is nothing short of amazing!

It's FUN. It's exciting...
And the skills that they learn



The PIERCE SHARKS Swim Team



A few years ago, Aquatics Supervisor Liz Silverman approached us with a few new ideas for our outstanding aquatics program. She wanted us to allow some of our best swimmers the opportunity to develop in two additional ways... One was to offer a Junior Lifeguarding program for our oldest and

most capable swimmers. Developed by the American Red Cross, the program has been met very enthusiastically by our eager swimmers.

The second idea was to develop a swim team offering our campers the opportunity to compete in the water... the **Pierce Sharks** were born!

Since then we have had a few inter-camp competitions that



we are very proud of, as well as some intra-camp **Shark** meets...At our swim meet last week it was a lot of fun to hear our kids all chanting "Shark Attack...Shark Attack...Shark Attack over and over again!

Meet the Fourth Generation... We call them... "Next Gen"

The Pierce family is so very proud of their camping legacy...

Pierce was established in 1918 by Forrester "Pop" Pierce, a young Physical Education teacher and varsity High School coach. Pierce now completing its 98th consecutive summer season has become legendary in camping circles.

"Pop" who later became the long time Athletic Director of Lawrence High School on LI's south shore and one of Long Islands winningest coaches handed the reins over to his sons just after World War II.

Pop's son and Doug's Dad, Buddy Pierce took on the Day Camp directorship, while his older brother went north and ran Birchmont our resident camp in the beautiful Lakes Region of New Hampshire's White Mountains.

The family then went on to operate Pierce Coach Line our school bus company and

Pierce Country Day School, our outstanding Nursery and Pre-School programs.

In the mid 1980's the reins were handed down to the third generation of Pierce family members and current owner/directors of the Pierce Camps. Doug & Forrester Pierce are at the helm of the Day Camp & School programs while Greg Pierce, Doug's brother is at the controls of Pierce Camp Birchmont.

That brings us to 2015 and the good news is that the Pierce family of camps is thriving!

Enter Courtney & Will Pierce, the fourth generation of Pierces to enter the growing Pierce child-centered operations.

Doug proudly calls it "*nepotism at its best!*"

"We couldn't be happier or more proud to see our family's legacy flourish like it has" states Doug.

Both Courtney, Doug's daughter, and Will, Greg's son, have camp in their blood! Since birth, they have been surrounded by a family that remains completely dedicated to the enrichment of children. They know camp as well as any and are 100% committed to carrying the Pierce family to even greater heights in the future.

Pierce pride is evident every step of the way!



Another Pierce original initiative...

The Pierce Jitney

Luxury Bus Service to The Hamptons every Friday afternoon.



4th Generation Directors
Will Pierce & Courtney Pierce Philippou



Pierce Gives Back...



In week four this summer, our theme was Pierce gives back... Pierce families were asked to consider one of three charitable options...

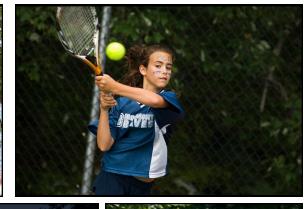
We ran a canned food drive for the INN (Interfaith Nutrition Network) in Glen Cove, we sponsored a swim-a-thon with all proceeds going to the American Red Cross of Long Island, and lastly, we

worked with The Cohen Children's Hospital of North Shore/LIJ Health System, collecting new toys, clothing and other requested items for patients and their families. We here at Pierce believe in instilling a strong value system in our campers. Teaching the benefits of charitable thinking and the responsibility to assist those in need are in our mind a wonderful purpose to promote.

We are very proud of our campers and their families who displayed such a giving spirit. Together we can make a difference!



Pierce Camp Birchmont...



www.campbirchmont.com

PIERCE...A place that smiles!



PIERCE
COUNTRY DAY CAMP

