

July 2018



# Pierce Chieftain

## Summer Celebration 2018...



Pierce Country Day Camp proudly opened our “doors” for our 101st consecutive summer season.

Eager campers came bounding off the busses while being met by a wonderfully enthusiastic staff.

We often feel that *day one* of a new season feels like week nine of the prior summer!

Like a well oiled machine our campers were transitioned into their groups, took tours of camp to better familiarize themselves with their new cabins, the closest bathrooms and water foun-

tains and then got to see the latest new additions to camp like *Lego-Land* and our new *Ninja challenge course*.

Before you knew it, the pools were full of joyful swimmers, our fields and athletic courts were up and running and our activity areas were welcoming this summer’s campers while telling them all about the FUN coming their way in the weeks ahead, and the new friends they will make.. Camp has started!

Each and every year over the long and distinguished history of the Pierce camps, the Pierce family along with its outstanding

staff have dedicated themselves to the enrichment of children.

Pierce is a place that smiles, a wonderfully nurturing environment for children to thrive in...

As Summer Celebration 2018 moves forward we want to genuinely thank all of our terrific camp families for the trust and confidence that you have shown us as we care for your children.

Ours is truly a labor of love... We pledge to take care for your children as if they were our own.

Have a great summer...it certainly is the best time of year!

### At Pierce, we UNPLUG!

As part of our “**intentional programming**” here at Pierce and our commitment to advancing our **21st Century Skills** initiative we **UNPLUG** here at camp.

It is our strong belief that taking a break from the overload of technology that invades all of our lives is a good thing!

Plenty of time for that during the “off season”!



Campers and staff alike... no cell phones, computers, ipads etc...

Just good old face to face communication and personal interaction.

Camp like it ought to be!



*The Villa Marina*

The mansion at Pierce

The Way We Were... *When dress codes mattered*



“Pop” Pierce (center) and his camp Supervisors circa 1920’s



# 4th Generation Family at the helm...

Will and Courtney Pierce are the fourth generation Pierce family members to direct the Pierce Country Day Camp.

Pierce was established in 1918 by our founder Forrester “Pop” Pierce. His sons assumed the leadership positions of both the day camp and Birchmont our top notch resident camp in New Hampshire's beautiful Lakes Region in the early 1950’s.

The business was growing as was the family...

Next up was the third generation with Doug and Marie and Forrester and Kathy Pierce running the day camp and Greg, Doug’s brother directing Birchmont along with his wife Laura.

Fast forward to today with Will and Courtney very capably at the helm of a very proud family tradition.

*“They both have camp running in their veins”* states Doug Pierce... *“They have literally grown up here at camp, and wanted to be the Directors since they were in nursery*



*school!”*

Now, in our 101st summer season, Will and Courtney bring a renewed sense of energy, enthusiasm and vision

to their roles as Directors. Together, they work tirelessly designing a dynamic camp-wide program to meet the

needs and interests of our campers.

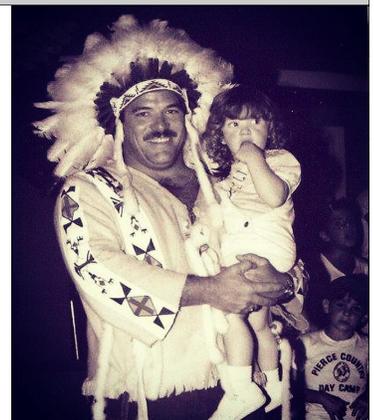
They have a wonderfully spirited leadership team who are all truly committed to our mission statement... Children FIRST!

At Pierce, the emphasis is on personal growth, friendships and FUN!

Now in our fourth generation of family owner/directorship we remain completely focused on our long time commitment to the enrichment of children.



Future directors flanking Greg



Courtney & Dad 30+ years ago



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



**BIRCHMONT**  
*Truly one of the most beautiful resident camps in the USA!*

**PIERCE...  
Awesome Happens Here!**

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

516.621.2211



## The Value of Camp

At Pierce, we celebrate children! We consider ourselves to be experts in the field of child development and are constantly looking for the latest techniques to help our children to be successful.

Camp is a place full of leaders, child advocates and wholesome role-models who thrive within the camp environment. Our spirited and talented staff are continually offering guidance, encouragement and leadership to our eager campers.

A few years ago we came across this new educational concept called *The Partnership for 21st Century Skills*.

The newest educational reform uses a term called "*Depth of Knowledge*" (*DOK*) which measures the process of transferring and applying knowledge to different situations. Schools all too often spend too much time worrying about standardized tests... they don't spend a lot of time cultivating collaboration, creativity, initiative, leadership or responsibility— skills that are taught extensively at Summer Camp!

At camp we unplug from the excessive amount of technology consumption our children are exposed to! In an unplugged environment, camp helps children develop emotional self control, allowing them to find connections within themselves – a vital part of growing up. Camp also provides a unique environment for kids to learn how to share, co-create and collaborate with one another, developing friendship skills along the way.

Camp is the ultimate environment for teaching 21st Century Skills... we see it every day in the personal growth of our campers and staff!

Like a life-skills multi-vitamin, summer camp is a supplement for modern society. In a world where parents battle for their children's attention from video screens, and school teachers are forced to focus on test scores, camp provides a wonderfully unique opportunity for learning the skills that parents and future employers yearn for our children to develop.

### Skills of Character...

### Skills for Life!



**PIERCE... We Teach Success!**