



# THE BIRCH BARK

P.O. Box 148, Waterford, Maine 04088

Winter: (207) 741-2930 • Summer: (207) 583-4478

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Rich Deering '73, Alumni & Community Director • Michael Mattson '83, Camp Director

## THE ALUMNI NEWSLETTER OF BIRCH ROCK CAMP

### THE HEART BEHIND THE LENS: A TRIBUTE TO FRANCIE CAMPBELL

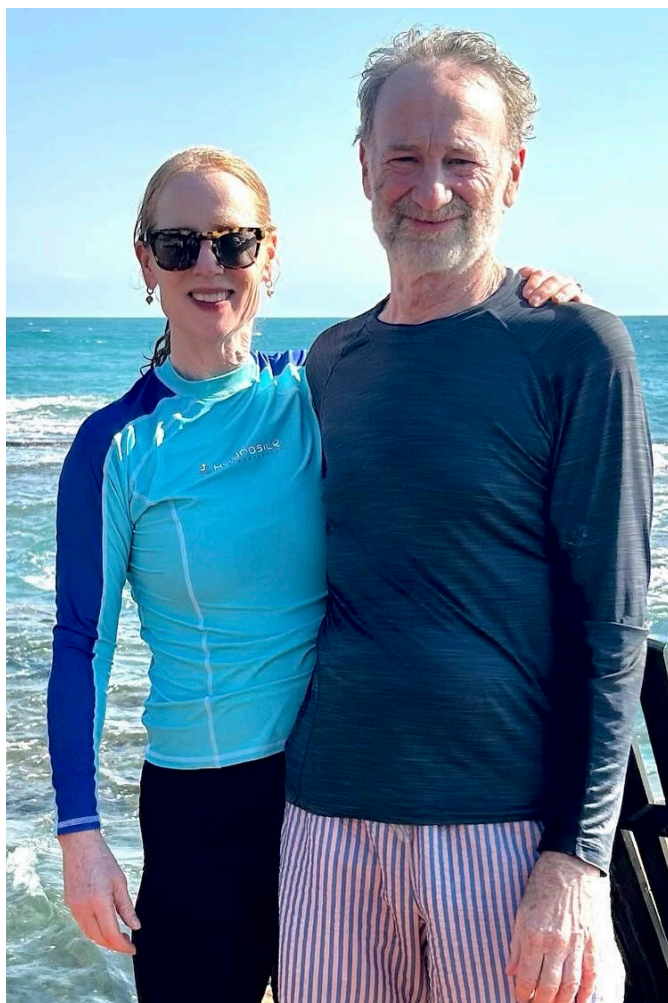
By Kim Rubin, P '10s, T '20s

There are so many dedicated individuals who make Birch Rock tick: the counselors, administrators, kitchen staff and facilities team, to name a few. And, of course, there are the campers. But behind the scenes, there are “unseen heroes” - people you may not see every day who volunteer their time and talent to make BRC what it is today. One of those people is Francie Campbell.

Francie's connection to BRC began as a parent. Her sons, Charles and Harry Netzer, attended Birch Rock in the 2000s and Harry went on to become a counselor for several years. Francie quickly became enamored with this place that was so important to her sons, and she wholeheartedly embraced the Camp motto of *Help the Other Fellow*. Francie became a member of the Board of Trustees in 2004 and has been an invaluable member of both the Board and broader Camp community ever since.

Francie's journey to the Maine woods was a winding one. She grew up in a military family, settling in Quogue, Long Island where her father was a Brigadier General in New York's Air National Guard. Francie earned a BA from Georgetown University and her MA in Journalism from

NYU. Following graduation, Francie worked as a producer at CNN.



Francie Campbell & Roger Netzer

Prior to focusing her talents on Birch Rock Francie's philanthropy included serving as the chair of Her Justice, a nonprofit organization that assists women living in poverty by recruiting and mentoring volunteer lawyers to provide free legal representation. Before that she worked with the leadership of the Bard Prison Initiative, a national leader in restoring and expanding college opportunities in American prisons. All while raising two Birch Rock gentlemen. Today, she and her husband Roger Netzer, a fellow camp supporter, reside in Roxbury, CT.

Immediately upon joining the Birch Rock Board, Francie became involved with the Marketing Committee, working alongside Nancy Dreyer and her wife, Joan Koffman (their son, Gabe Dreyer, was a camper and counselor at Birch Rock). At the time her primary focus was helping to redesign Birch Rock's website but Francie quickly had her hands in all of Camp's written materials putting her journalism degree to hard work. She contributed to the Birch Bark, Family

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*THE HEART BEHIND THE LENS...*

*Continued from Page 1*

Guide, blog entries and more. According to Alumni & Community Director, Rich Deering, who Francie has worked very closely with over the years, “Francie has a talent for always making sure Birch Rock Camp’s ethos is resonating in all of our outlets.”

Thinking back to her time spent on the Board of Trustees with Francie, Nancy recalls that she was “an out-of-the box thinker and had a positive influence in helping to move Birch Rock forward and be more expansive. Francie is an instrumental part of where Birch Rock Camp is today and has helped position Birch Rock and the Board to move forward” for the next 100 years.

Eventually, Francie took over the writing and production of the Birch Bark. “How lucky are we to have Francie’s talent as our editor-in-chief” said Rich. “Francie is a fabulous and gifted story-teller. She’s an incredible listener who has a real talent to unleash people to get to the core of articulating their own narratives. She does so with genuine humor and emotion.”

As if her responsibilities as a member of the Marketing Committee and producing the Birch Bark were not enough, Francie is also an integral member of the Development Committee and volunteers her time, summer after summer, spending 4-5 days at camp photographing the boys and the staff on the Hillside. During these weeks, she does not sit on the sidelines. Campers and counselors will find Francie checking out every activity at camp, eagerly meeting new people and making connections with anyone that she can. She has



*Francie with her sons, Charles and Harry Netzer*

a fierce willpower and determination to get the perfect photo, and will be out on Lake McWain or up on the Sandersons’ and Plates’ fields as long as it takes to do so. When Birch Rock rests, Francie does not. She’ll swing by cabins during rest periods and introduce herself to campers, or reconnect with old friends.

Francie’s dedication to Birch Rock is unwavering. Just this past January after our winter board meeting in Portland, a massive blizzard was moving into the Northeast. Many board members hopped in their cars soon after or caught an early flight home hoping to beat the snow. Francie, however, was not to be deterred. She was on a BRC project mission with fellow board member Kim Rubin. Francie showed up at Kim’s house Sunday morning just as the snow storm was escalating and camped out for two days while working on their top-secret Centennial Celebration project. Between rounds of shoveling out the cars, Francie and Kim pored through hundreds and hundreds of photos while Zach Rubin kept the fire roaring!

With her empathy, thoughtfulness and insightfulness, Francie captures the essence of Birch Rock. As Rich so perfectly said, “Francie helps us better tell Birch Rock’s stories.” We are so very lucky to have her.



**HELP US UPDATE  
BIROCAPEDIA**  
THE BIRCH ROCK ENCYCLOPEDIA

[www.birocapedia.org](http://www.birocapedia.org)

**Birocapedia**



# Birch Rock Grand Centennial Celebration

Friday, August 14 - Sunday, August 16, 2026



Art by alumnus  
Alden Trevor McWilliams

The Family of Chief and Onie Brewster, the Birch Rock Board of Trustees, its Directors and Staff warmly invite you and your family to the Centennial Celebration Weekend on August 14-16, 2026.

In 1926, Chief and Onie planted their dream with 13 campers on the shores of Lake McWain. Nurtured by the Birch Rock community over generations, that dream has grown into a camp that provides life-changing experiences, a love of the outdoors, and lasting memories.

Birch Rock is celebrating 100 years since its humble beginnings. Please join us for this thrilling opportunity for alumni, staff, families, and friends to gather and reconnect to long-cherished traditions and friendships.

YOU are a valued part of the BRC family and its history! Please plan to be there, whether for an afternoon, an evening or for the entire weekend.

In the spirit of *Help the Other Fellow*,

*Becca Brewster*

Becca Brewster

*S. W. Brewster*

Seth W. Brewster

**Registration begins January 14, 2026**  
at <https://birchrock.org/centennial/>

Registration fees include all activities, events, and meals during the celebration. Friday and Saturday evenings include Salty Snacks and catered dinners with complimentary beer, wine, and cocktails. Registration fees do not include housing.

**Information on housing options is available on the Centennial webpage.**

Adults (age 26+)	\$450.00 per person
Young Adults (age 18-25)	\$350.00 per person
Children (age 5-17)	\$250.00 per person
Children (4 or under)	Free

**Pre-registration is required for attendance**  
**Payment plans are available.**

We are committed to ensuring that the reunion is accessible to all alumni who would like to attend. If the cost of attendance is a hardship please contact us for accommodations.

Centennial Celebration questions including registration and housing can be directed to our event planning partner, SRS Event Design, at [brc100@birchrock.org](mailto:brc100@birchrock.org) or (207) 330-6297.

## Schedule of Events

### Friday, August 14, 2026

1:00pm	Check-in opens
	Select activities open
5:00pm	Salty Snacks
6:30 pm	Dinner
7:30 pm	Campfire

### Saturday, August 15, 2026

8:00-9:00 am	Breakfast
9:30am-12:00pm	Morning activities
12:00pm	General swim
1:00-2:00pm	Lunch
2:00-5:00pm	Afternoon activities
3:30pm	Alumni panel
5:30pm	Salty Snacks
7:00pm	Dinner
8:00pm	DJ & Dancing

### Sunday, August 16, 2026

8:00-9:00am	Breakfast
10:00am	Tree Talk
12:00pm	Event ends



Scan with phone to register

## DEAR BIRCH ROCK CAMP COMMUNITY

*By David Neshor, '90s, S'00s, P'10s, T'10s*

After a 9-hour drive from suburban Philadelphia, my parents dropped my older brother, CJ, off at Birch Rock Camp for the first time in the summer of 1989. I followed two years later in 1991, and we've been involved with Birch Rock ever since. Recently, I asked my parents why they felt comfortable leaving CJ there — especially given the state of the camp at that time: the place was overgrown, the Lodge was slowly falling into Lake McWain, and there were fewer than 30 campers, occupying only Hilton A & B, Cabin 1, Eagle's Nest, Buzzard's Roost, and Pete's Palace. They told me they felt immediately at ease because of the people. They were greeted with a warm handshake by Camp Director Toby Brewster, his wife Becca, and CJ's cabin counselor, Mike Mattson. My parents also loved BRC's core value, which still felt rock-solidly intact despite the condition of the physical plant: *Help the Other Fellow*.



*Clockwise from top: Robert, CJ,  
David Neshor and Geoff Starr*

Birch Rock has come a long way since then, but I can assure you that the feeling my parents had driving down the hill all those years ago — or the feeling of running down the catwalks and diving into the lake — has not changed. Birch Rock is still a sanctuary, a place where boys can leave the distractions of daily life and just... be.

This summer, we all have the opportunity to come together to celebrate a truly incredible milestone: Birch Rock Camp's 100th summer. The Centennial Celebration committee has been planning this weekend for the better part of four years, and I can say with confidence that it will be something special. It won't be the tent on the hill, the dinner and dancing, or the Centennial merch that makes it special — though those things certainly won't hurt. What will make it special is the chance to gather and reconnect with the people and places that shaped our summers, and our lives. For one weekend in August, we all get to drive down that hill again, and remember exactly why Birch Rock never leaves you.

I know this reunion comes with a significant cost, and we deeply appreciate everyone who has already committed their time and money. We're expecting 400–500 people to gather on the Hillside, and the true cost of the event will only partially be covered by registration fees. We want the celebration to be accessible to all Birch Rockers — so if cost is a barrier, please reach out to us at [brcl100@birchrock.org](mailto:brcl100@birchrock.org) to discuss accommodations.

See you this summer to celebrate 100 years in the Maine woods. Cheers to 100 more!

## BIRCH ROCK CAMP BOARD 2026

### ACTIVE TRUSTEES

**Ryck Birch**, *Natick, MA*  
**Lisa Bozzelli**, *Little Falls, VA*  
**Seth Brewster**, *South Portland, ME*  
**Becca Brewster**, *Concord, NH*  
**Ben Brewster**, *Brunswick, ME*  
**Eli Brewster**, *Boston, MA*  
**Francie Campbell**, *Roxbury, CT*  
**Michael Castelli**, *Little Falls, VA*  
**Jim Chalmers**, *Bridgton, ME*  
**Katie Chalmers**, *Bridgton, ME*  
**Andrew Chase**, *Aldie, VA*  
**Rebecca Chase**, *Aldie, VA*  
**Bob Donahue**, *Geneva, IL*  
**Elizabeth Elliott**, *Celina, TX*  
**Peter Herzig**, *New York, NY*  
**Michael Herzig**, *New York, NY*  
**Thomas Joyce**, *Washington, D.C.*  
**Alexander McLaughlin**, *Los Angeles, CA*  
**Rebecca Melvoin**, *Deerfield, MA*  
**David Neshor**, *Kennebunkport, ME*  
**Jenn Rotman**, *Westborough, MA*  
**Rich Rotman**, *Westborough, MA*  
**Kim Rubin**, *York, ME*  
**Zach Rubin**, *York, ME*  
**Paul Tringale**, *Medford, MA*  
**Arlene Whichard**, *Waterford, ME*  
**Bruce Whichard**, *Waterford, ME*

### TRUSTEES EMERITI

**Lindsay Alexander**, *Cape Elizabeth, ME*  
**Geoffrey Alexander**, *Cape Elizabeth, ME*  
**Bob Cleaves**, *South Portland, ME*  
**Nancy Dreyer**, *Belmont, MA*  
**Jojo Herzig**, *New York, NY*  
**Fred Howard**, *Scarborough, ME*  
**Julie McLaughlin**, *Princeton, NJ*  
**Mark McLaughlin**, *Princeton, NJ*  
**Alison Smith**, *Scarborough, ME*  
**Win Smith**, *Scarborough, ME*  
**Bev Stone**, *Winchester, MA*  
**Maria Tringale**, *Medford, MA*  
**Bob Tuffy**, *Hanover, MA*  
**David Weeks**, *Ellicott City, MD*  
**Libby Whittier**, *Cape Elizabeth, ME*  
**Steve Whittier**, *Cape Elizabeth, ME*

# CELEBRATING JANICE WALKER'S 40 SEASONS OF DEDICATION TO BIRCH ROCK!

Please join us for a virtual toast to Janice on Mother's Day, **May 10, 2026 @ 5:00 - 5:30 PM EST** and share your tribute to our esteemed Camp Lady and Birch Rock Matriarch.

As we approach our Centennial summer, we are blessed to also be marking this phenomenal milestone for Janice. So let's kick off the summer with a show of gratitude for our beloved Camp Lady on the Mother's Day Zoom!

Birch Rock is inviting you to a scheduled Zoom meeting.

*Janice will have a very special message to give to all of you!*



Scan with phone to join



## ALL HANDS ON DECK!

Birch Rock needs YOU to help us sign up young gentlemen for camp this summer for our 100th season! You are our BEST ambassador. Please tell prospective families about our website [www.birchrock.org](http://www.birchrock.org) and put them in touch with Mike Mattson ([mike@birchrock.org](mailto:mike@birchrock.org)) or Rich Deering ([rich@birchrock.org](mailto:rich@birchrock.org)). Always in the spirit of *Help the Other Fellow!*



## It's Time to Celebrate 100 Years of BRC

**Birch Rockers!** Please share your beloved Camp photos, letters, poems, drawings, diary entries — anything that can be reprinted for the Grand Centennial Celebration!

Scan and Email Your Memorabilia to [brc100@birchrock.org](mailto:brc100@birchrock.org)

The soccer clinic is included in tuition — no additional fee!



6 Days  
July 27 - August 1  
(Monday - Saturday)

Elite Soccer  
Clinic Week  
Ages 13-16

# SOCCER CLINIC



Help your son get that competitive edge for fall soccer tryouts/season! Birch Rock Camp is offering a week of intensive training designed and led by alum Ben Brewster, Bates College Men's Soccer Coach. Ben and an NCAA student athlete will oversee the coaching for a small group of motivated boys.

Any full-season or 2nd session camper at BRC aged 13-16 is eligible for the soccer clinic, while enjoying all the benefits of this 100 year old camp. Birch Rock offers traditional camp activities, wilderness trips, camaraderie and a device-free summer on the shores of idyllic Lake McWain.

*The clinic will wrap up with a practice on the Bates College Varsity Field and a tour of their athletic facilities!*

**More Information:** 207-583-4478 [brc@birchrock.org](mailto:brc@birchrock.org)

## Skill Development

- Ball Control & First Touch
- Passing & Movement
- Finishing & Attacking Play
- Defensive Positioning
- In-Game Decision Making

## Game Intelligence

- Reading the Game
- Spacing & Positioning
- Tactical Awareness
- Decision Making Under Pressure

## End of the Clinic Evaluation



## CENTENNIAL CELEBRATION AUCTION ITEMS NEEDED

*Please Donate to the  
Live & Silent Auctions*

Stays at your lake, ski or beach houses ~ Vintage BRC signs or paddles ~ Classic BRC recipes for a cookbook ~ Original handwritten recipes from Albert ~ BIROCA Blasts of yore ~ Classic t-shirts and blankets with BRC logos ~ Vintage maps of Camp ~ your own creative ideas

### Questions?

Contact **Jennifer Rotman** at [birchrockauction@gmail.com](mailto:birchrockauction@gmail.com) or 508-397-2299

## REFLECTIONS FROM THE ROCK

*By Rich Deering, Alumni & Community Director '73*

A hundred summers ago, the very first thirteen Birch Rock campers dipped their paddles into Lake McWain and lit the first campfire that still glows in our hearts today. This year, we invite you – campers, counselors, families and supporters of generations past, present and future – to gather on the Hillside to celebrate a century of Birch Rock.

Please join in our Centennial Celebration and share your favorite memories. Look for your carved name on the Lodge’s historic walls. Rediscover your connection to camp, and place your treasured camp relic in the next century’s time capsule. Camp is all about connection and community, and during this 100th season we will take stock of our unique history and share our hopes for the future.

Our community has been preparing with regional, virtual, and social engagements with outreach to our alumni, neighbors, and camp friends. Whether your Birch Rock moment was yesterday or decades ago, your presence will make this milestone complete. Let’s engage this season, watch the majestic Oxford Hills night sky, and give thanks for 100 seasons of friendship, growth and the pure magic we know as Birch Rock Camp!



### BIRCH ROCK CAMP - 2026 DATES AND RATES

<b>Session</b>	<b>Tuition</b>	<b>Start Date</b>	<b>End Date</b>	<b>Length of Stay</b>
Full Session	\$12,000	June 22	August 9	48 days
First Session	\$9,900	June 22	July 19	28 days
Second Session	\$7,700	July 20	August 9	21 days
Leadership (age 16-17)	\$6,700	July 15	August 9	53 days

**Introductory Cubs Camp Programs for NEW campers ages 7-12 only; or may join regular camp sessions**

Cubs Camp I	\$5,200	June 22	July 5	14 days
Cubs Camp II	\$5,200	July 6	July 19	14 days
Cubs Camp III	\$5,200	July 20	August 2	14 days
Centennial Celebration	per person	August 14	August 16	3 days



# BIRCH ROCK CAMP

P.O. Box 148  
Waterford, ME 04088



American Camping Association®

## Mark Your Calendars for 2026!



Camp Clean Up	May 16 (Sat)
BRC Summer Office Opens	June 1 (Mon)
BRC Staff Orientation	June 10 (Wed)
Junior Counselor Orientation	June 14 (Sun)
Leadership Camper Orientation	June 17 (Wed)
Opening - First Session & Cubs I	June 20 (Sat)
Cubs Camp I - End	July 5 (Sun)
Cubs Camp II - Start	July 5 (Sun)
First Session & Cubs II - End	July 18 (Sat)
Opening 2nd Session	July 19 (Sun)
Maine Wilderness Adventure	
Cubs Camp III - Start	
Cubs Camp III - End	August 1 (Sat)
BRC for Boys & MWA - End	August 8 (Sat)
BRC Centennial Celebration Weekend	August 14-16 (Fri - Sun)

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[vimeo.com/BirchRockCamp](https://vimeo.com/BirchRockCamp)

  
@Birch\_Rock\_Camp

## It's Easy to Help BRC

- Send a tax-deductible donation to BRC.
- Promote BRC among friends, neighbors, family and colleagues.
- Refer a prospective camper to BRC by phone or email.
- Host a gathering of BRC alumni/prospects with Directors Deering and Mattson.
- Ask us about our 'Wish List' before you have your spring yard sales.
- Update your contact information via [www.birchrock.org](http://www.birchrock.org).

