SESAME ROCKWOOD DAY CAMP

DEAR SESAME ROCKWOOD FAMILIES,

We hope you're enjoying the start of fall! Following Howard and Dale Batterman's heartfelt message regarding their decision to retire after 40 incredible years, we're excited and humbled to introduce ourselves as the new ownership team of Sesame Rockwood Day Camp.

Howard and Dale built something truly special over four decades, and we have tremendous respect for the camp they created. We are committed to honoring that legacy while preserving the spirit and traditions families know and love. Most importantly, camper safety and happiness will remain at the heart of everything we do.

To build upon this strong foundation, we are committed to making meaningful updates for Sesame Rockwood's future. Our team is already planning exciting capital improvements to modernize the camp facilities and expand our programming options to bring fresh activities, upgraded equipment, and enhanced elective choices for campers of all ages.

We're also improving the parent experience with *Campminder, a new online portal & mobile app for registration, health forms, and summer photos. Campminder is officially open, along with an **extension of Early Bird Registration (running now through November 15).**

We're thrilled to announce that Phil David will continue as Camp Director after guiding Sesame Rockwood through a fantastic 2026 season! His warmth and commitment to youth development will continue to shape an experience where every camper feels cared for and celebrated.

Get a sneak peek of our new website at sesamerockwood.com. For any questions or to schedule a tour, visit our website, give us a call, or contact us at phil@sesamerockwood.com.

**Current Families: If you are already enrolled for Summer 2027 at Sesame Rockwood, please create an account to finalize the enrollment process.*

MEET OUR 2027 LEADERSHIP

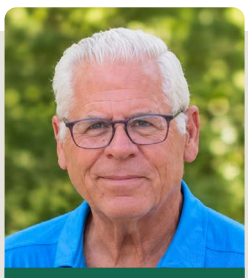
Our team brings a lifelong passion for summer camp and a proven track record of creating supportive environments where children thrive.

OWNERS

JEFF GOULD

Proud Blue Bell residents and parents of two, Jeff & Brooke Gould own and direct Independent Lake Camp, and are thrilled to dedicate their energy to their hometown camp.

BROOKE GOULD



MARK TRANSPORT

Mark Transport has over 30 years of experience leading camps like Crestwood Day Camp and serving on the ACA NY/NJ board.

SAM BOREK

Sam Borek is the owner of Woodmont Day Camp and President Emeritus of the ACA NY/NJ board.

CAMP DIRECTOR

PHIL DAVID

Phil David brings more than 20 years of experience as an educator, along with decades in camp leadership, ranging from directing day camps to managing overnight camps and teen travel.

There is so much ahead for Sesame Rockwood, and we're excited to share it with you. We look forward to meeting your families and welcoming you back for an incredible Summer 2027!

Warmly,

Jeff Gould, Mark Transport, & Sam Borek