



James "Jim" Pierce

March 31, 1945 - April 16, 2026

James "Jim" Bruce Pierce passed away peacefully at his home, surrounded by family. For the last 10 months of his life, he courageously fought a reoccurring Oral Cancer with dignity and positivity.

A proud third-generation Central Coast local, he was part of the first class to attend and graduate from Morro Bay High School. Known as "Jimmy" in his youth, he excelled in basketball and baseball. As a kid growing up in Morro Bay, he always wanted to be a commercial fisherman. He spent most of his spare time in the "bay" catching crabs and fishing. When he was older, he worked processing abalone and commercially diving for it. He had many fond memories of those times and was proud to be part of the Pierce family Abalone Clan.

Jim went on to graduate from Cuesta College and Cal Poly San Luis Obispo and began a long career with the phone company, working as a lineman, engineer, and manager. After retiring, he owned local businesses and real estate, including Paul's Liquor on Ocean Ave. Cayucos Hardware and Pierce Telecommunication Engineering.

An active member of the community, including the Cambria Fishing Club and the Cayucos Lions Club (celebrating his 50 yr membership), where he served many roles from President to, most recently, July 4th parade 2024 coordinator.

He also served as the chairperson/organizer (3 yrs.) of the Cayucos Lions High School Speaker's contest. He was awarded Cayucos Lion of the Year in 2024. He was the guy you called when you needed help. He served as an honorary Mayor of Cayucos (1990).

However, one of his most cherished roles was "Dad" and "Grandpa." Jim was a beloved, caring, and dedicated husband, dad, grandpa, son, brother, and friend. Jim was happiest in nature, spending hours fishing, hiking, camping, deer hunting, or on the family "Ranch" in Santa Margarita. He loved flying his Cessna with his brother Lloyd and taking long road trips with his wife, Jill.

In his retirement, Jim became a master kayak fisherman. He fished the coast from Cayucos to Big Sur. He was a mentor to many in the fishing community. When he was in his 70s, he was often 30 to 40 years older than many of his kayak-fishing buddies and could outfish them. Many memorable summers were spent in Albion, California, at Schooner's Cove campground, diving for abalone and fishing for salmon. He camped at Albion four or five times a year, often with large groups of family and friends. There were many great abalone feasts and good times.

Jim also made numerous trips to Alaska and British Columbia with Jill, his brother Lloyd, his dad Whimpey, and friends to fish for salmon, halibut, and ling cod. There were many adventures clamming and crabbing in Alaska. In 2016, some great memories were made when Jim and Jill, and their cousins, Morty and Joan Pierce, took a road trip from Cayucos to the Kenai Peninsula, Alaska, pulling their travel trailers.

At 79, he landed a 219 lb bluefin tuna off the coast of San Diego. It was the biggest fish caught on the boat for the season. He was happy to share his catch, sashimi style, at the annual July 4th house party. Most recently, he enjoyed clamming during low tides in Oceano with friends and neighbors.

To say the least, he had a great life and lived life to the fullest! He loved caring for and sharing with family, friends, and neighbors. Last year, we were able to celebrate his 80th Birthday party at Borradori's Garage in Cayucos with a large group of those special connections. It filled his heart with joy and love!

He will be deeply missed. No need to send flowers, but for those who can partake, drink and Irish Cream and Coffee on his behalf. He was known for his "special" coffee and loved to share it with all, and made sure your cup never went dry.

Jim was preceded in death by his son Sean Pierce (2023). Jim is survived by his wife, Jill, and his partner of 36 years. Daughters, Regina Pierce-Brown and husband Carlton; Serina Seder and husband Scott; Dawn Marie and her mother De; Jessica Mastrippolito and her husband Domenic; Son, Isiah Miller; and Daughter-in-law, Mika Richardson; 9 grandchildren; (Bruce, Katrina, Shelby, Sara, Shane, Miranda, Ella, Lucas, Sophia); 4 great-grandchildren (Wyland, Dylan, Harper, Hudson); his siblings Lloyd Pierce and Barbara Burchfield; and many loving nieces, nephews, and cousins.

A heartfelt thank you for all the compassionate care and support to Jim and Jill during his cancer journey. Especially Dr. Brian DiCarlo and his supporting staff at UCLA, San Luis Obispo, Cancer Care & Oncology.

Central Coast Home Health Palliative Care; his nurse, Melody Bloom, was there with Jim and Jill with expertise, support, compassion, and friendship through all the ups and downs of his care. Susan Gollnck, his dietician, was with him till the end, supporting Jim and Jill with the challenges of the feeding tube with expertise, kindness, and support.

Central Coast Hospice, his nurse Carri, and all the other nurses and staff who cared for Jim with support, compassion, and positivity.

Cayucos Cal Fire Department; Vic Carillo and his crew, who took care of Jim on many occasions with care and compassion.

You will forever be in our hearts, Jim.