

PARTNERS

A Publication by the JCPenney National H.C.S.C. Alumni Club for Former Associates of JCPenney

SPRING 2025



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FEATURES



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Cover photo by Kateryna Hliznitsova from Unsplash



John and Linda Gresham
jrgresham3520@me.com

First, I thank our outgoing President Steve Strom for the past three years of service and his wife, Marcia, who not only stood by him, but also shared in many of the duties to help serve our National H.C.S.C. Alumni Club. We owe them great gratitude for service to our Alumni Club.

We have accomplished so much under Steve's leadership:

1. Promoting membership growth over the past three years added over 200 new members.
2. Helping plan the Annual Golden Rule Days and Community Picnic in Kemmerer, Wyoming, each August.
3. Starting the Annual Golden Rule Award for Community Service.
4. Overhauling the Alumni Club Website.
5. Revamping our method of paying dues.
6. Adding plaques to Mr. Penney's statue and, in 2025, a bench in Kemmerer, Wyoming, from the Alumni Club.
7. Promoting Membership Engagement goals with local get togethers.
8. Supporting the Company's volunteer goals by encouraging local RMGs to support Feeding America.
9. Creating an E-Newsletter to keep members informed between mailings of Partners Magazine.
10. Managing a strong budget.

These accomplishments could not have been done without the dedication of Tom Clarke, Karen Bell and Sharon Winkle, Executive Board members, for their service to help build these programs. I thank them so much for what they do for our Club.

I also thank Debi Kruder for communicating our messages via emails to our members and Maggie Mertzluft for creating and updating our website as needed. Debi and Maggie have done a great job working with our Board to deliver exceptional ways to communicate to our Alumni Club Members.

Now for the Future of our Club

I want to welcome John Chapman from the Southeast RMG who will be serving as our First Vice President. I know he will do a great job helping to steer our Club into the future.

Our Goals for 2025

1. Membership - Continue to build new members with a focus on Associate Members.
2. Get Togethers - Either as small group or annual get togethers for our RMGs
3. Volunteering - Feeding America at food banks or any other organization.
4. Community Service - Golden Rule Award for Community Service.
5. Partner of the Season - Three members recognized for their service to their RMG and/or Community.
6. Club Organization - Looking at our Club and making changes to keep it vibrant and alive.

On the subject of the Club organization, this effort is led by Bill Kruder and his team. We will seek input and work with our RMG Presidents, Board Directors, as well as, some of our members to find ways to make sure our Club can succeed into the future.

As always, I look forward to the future and serving all members in our Club. Please don't hesitate to communicate with me anything that our Club can do to help you in 2025.


John Gresham



H.C.S.C. Century Club

The H.C.S.C. Alumni Club established the Century Club to recognize the most senior members of the Club for their distinguished service and contribution to JCPenney and the principles of H.C.S.C. The criterion for inclusion in The Century Club for 2025 is a birth date on or before 1935 and are current on their dues. Going forward new members will be added annually based on becoming age 90 during the coming year. On behalf of the nearly sixteen hundred H.C.S.C. partners around the country, it is a true pleasure to congratulate and thank you for your many years of partnership. We give a special welcome to the 2025 members whose names are in bold type. You, and your fellow Century Club members, paved the way for those who followed in the true spirit of H.C.S.C. which is a wonderful legacy.

Please let us know if you or any member you know who is eligible for this honor is not on this list. Please send any inquiries and date of birth to the National H.C.S.C. Club Secretary at natclubsecretary@gmail.com.

Ackerman, Bruce
 Allen, Richard F.
 Andersen, Harry E.
 Arnone, Frank S.
 Bacskey, Jack A.
 Becker, Bill E.
 Bergman, Lois
 Boyle, Virginia K.
 Braby, Lawrence E.
 Bradley, Frank T.
 Brodie, Russell J.
 Brown, Charles L.
 Browne, Dave
 Caison, Willie P.
 Calik, Robert J.
 Canchola, Gilbert C.
 Carney, Gerald
 Castleton, Leonard
Chapman, Robert E.
 Christenson, Wayne
Cihlar, Mervin F.
 Clark, Donald D.
 Drake, Charles
 Drury, Charles J.
 Eckhardt, Jack W.
 Erickson, Richard T.
Foster, Edward J.
 Freund, Gordon E.
 Friesenhahn, Jerome
 Gomon, Bernie

Guest, Donald F.
 Hancock, Irvin W.
 Hatcher, Quinton
 Hennessee, Joel R.
 Hinkle, Wanneda A.
 Hodapp, Ralph J.
 Hollabaugh, James R.
Jensen, Kenneth O.
Johnston, Richard L.
 Jones, Mildred L.
 Jordan, Donald C.
 Jordan, Jim E.
 Joyce, Francis G.
 Keating, Norma C.
 MacLellan, George
 Mammone, Frank
 Marcacci, Lloyd
 Marschewski, Paul A.
 McCarthy, Joseph A.
 Mercer, James A.
 Mittelberg, Orland H.
 Monroe, Harold
 Montgomery, Gerald
 Moore Jr., James M.
 Nall, Delwee
 Nelson, John H.
 Noel, Reginald N.
 Norman, Joan
 Olander, Les
 Otis, Anita

Paschke, Oscar E.
 Pescatore, Louis E.
 Pfeifer, F. William
 Phelps, Sr., Louis
 Powell, Kenneth R.
 Powell, Richard D.
Prindiville, Terry
 Scoville, Richard Lee
 Seelenbinder, Fred
 Sherwood, Richard C.
 Shipp, Larry
 Shults, Kimberly J.
 Siebert, Jack
 Siefken, Gene W.
 Sivelle, William J.
 Smart, Harry B.
Smida, Edward T.
 Smith, Gisela Joyce
 Smith, Kenneth A.
Smykowski, Donald L.
 Statler, Joseph N.
 Stiglets, James C.
Stone, Charles M.
 Sturm, Gordon C.
 Sutter, Albert
 Sweeney, Marie
 Turturici, Rachel
 Ures, Jack
Waltman, Donald D.



Recipients of the 50-Year Pin for 2025

Members who started their career with JCPenney 50 years ago (1975) are eligible to receive the JCPenney H.C.S.C. Alumni Club 50-Year Pin. Part-time years are included in this honor. To be eligible to receive the 50-Year Pin, you must be a member in good standing of the H.C.S.C. National Alumni Club and of course have not already received your 50-Year Pin.

If you know someone who is eligible for this recognition and they are not on this list, please let us know. Send any inquiries to the National H.C.S.C. Club Secretary at natclubsecretary@gmail.com.

Bagley, Debra (Southwest)	Mieritz, Teresa (Southwest)
Bates, Stephen E. (None)	Morgan, Cindy (Southeastern)
Dexter-Quirk, Lori (Southeastern)	Phan, Hank (Southern California)
Dobbs, Joey Lee (Northwest)	Potter, Tina White (Southwest)
Dubbs, Kathy (Southeastern)	Rau, Doug (Southern California)
Finnell, Gary (Heart of America)	Saffran, Tom (Southeastern)
Fowler, Joyce (Heart of America)	Sands, Betty (Indiana)
Greene, Terry (Southeastern)	Seals, Dorothy (Southern California)
Jeziorski, David (Southwest)	Smith, Lynne M. (Southeastern)
Jones, Dorothy (Southeastern)	Thompson, Glen (North Central)
Jordan, John C. (None)	Travis, Mark (Southeastern)
Kendrick, William (Southeastern)	Whitley, Beverly Allen (None)
Leonardo, MaryAnn (None)	
Mackinnon, William (Southeastern)	

James Cash Penney Statue for Hamilton Missouri Update



We achieved our fundraising goal of \$85,000.00 to build Mr. Penney's statue and the granite base and bronze plaques for the display! We are elated and so gratified! It was a collaboration of H.C.S.C. Alumni Club members, Mr. Penney's grandchildren, and key institutions like the JCPenney Company and the J.C. Penney Memorial Library and Museum Maintenance Trust of Hamilton that combined to achieve this goal!

The City of Hamilton has signed the contract with the statue artist, Bad River Artworks, of Aberdeen, South Dakota. Check them out on Facebook for examples of their work. It will take approximately eight months to create and deliver the statue to Hamilton with a goal of mid-September 2025.

The statue dedication is tentatively planned for Saturday, September 27, 2025, in Hamilton. That date is tentatively planned as part of the annual J.C. Penney Days event celebrated in Hamilton. We will confirm that date and the agenda of events as plans are finalized with the Hamilton Chamber of Commerce.

The location for Mr. Penney's statue will tentatively be in "Penney Park" on North Davis Street, the main street in Hamilton. Also, located in this park is the Boyhood Home of Mr. Penney which was relocated from three miles away in rural Caldwell County. It is now a museum which offers self-guided tours from Memorial Day to Labor Day and on special occasions. (It will be open on September 27!!)

There is also a great J.C. Penney Memorial Museum in Hamilton that has a wonderful collection of the history and heritage of James Cash Penney! Both of these sites are managed by the J.C. Penney Memorial Library and Museum and Maintenance Trust. One of our H.C.S.C. Alumni Club members, Bob Lund, is a key board member.

We will keep you all updated as this project progresses this year and will provide details of the statue dedication!

Special Note: We are still accepting donations on our National website landing page. Click on the link "Donate to Mr. Penney's Statue." Our goal is to create a more impressive statue "statement" beyond our original plan!

A handwritten signature in cursive script that reads "Steve".

Steve Strom

Past President 2024

JCPenney National H.C.S.C. Alumni Club

P.S. The original JCPenney Store, Store #500, (this was a deliberate number choice by Mr. Penney) is still open now as a quilt store! Of course, it is called the "Penney Quilt Store" and still has the original JCPenney store sign inside the store! BTW, the JCPenney (quilt) Store will be celebrating 100 years in 2025! Hamilton is known as the "quilt capital" of the United States as it has nine quilt stores, a quilt museum, and a quilt supplies factory in the town!

You Could be a Winner!

New Year's Day 2025 kicked off our biggest Membership Campaign in Club history. For every new member you recruit during the year, you will be entered into a drawing for a trip for two to Kemmerer, Wyoming, for the JCPenney Golden Rule Days Celebration in 2026. The details of this exciting trip are included in the campaign announcement shown here. This is a great event in the very spot where Mr. Penney operated his first store. And for those not wishing or able to travel, the winner can opt for a \$1,000 cash prize instead.

The more members you successfully recruit the more chances you get in the drawing!

For the purpose of this contest, new members will include:

1. Any former JCPenney associate joining the Club. Membership is open to all former associates regardless of length of service, position level, or whether they officially retired. The **ONLY** requirement is that they be a former JCPenney associate.
2. The adult offspring of former associates who wish to continue in the legacy of partnership their parent or grandparent enjoyed. This includes children and grandchildren. (See the Sam Ruffner story.)
3. Any former Club Member that you can encourage to reinstate their membership.

So, review your social media friends, your contact lists, and your memory and get started today. You just might be on the way to Kemmerer or the bank next year!

One helpful tool for you as you recruit is the "Find A Member" button on our website at jcpalumniclub.org. There you can easily find every current Club member, so you are not wasting your time trying to recruit someone who is already a part of the Club. It is also a great tool for you to track down old partners that you have lost touch with.

So, finish enjoying your copy of partners magazine and let someone know what they are missing. It just might make you a winner!

2025

OUR BIGGEST MEMBERSHIP CAMPAIGN EVER!

YOU CAN WIN YOUR CHOICE OF A TRIP FOR TWO TO THE 2026 JCPENNEY GOLDEN RULE CELEBRATION IN KEMMERER, WYOMING, THE TOWN WHERE MR. PENNEY OPENED HIS FIRST STORE

OR

\$1000 CASH

FOR EVERY NEW MEMBER* YOU RECRUIT IN 2025, YOU WILL GET ONE ENTRY INTO THE DRAWING. THE MORE MEMBERS YOU RECRUIT, THE MORE CHANCES YOU GET!

DETAILS OF KEMMERER TRIP

- TRANSPORTATION FOR TWO
- TWO NIGHTS LODGING IN KEMMERER
- GUEST OF HONOR AT THE HCSC RECEPTION
- GUIDED TOUR OF THE HISTORIC DISTRICT
- GUIDED TOUR OF THE PENNEY HOME
- GUIDED TOUR OF THE MOTHER STORE AND MUSEUM
- ATTENDANCE AND RECOGNITION AT THE COMMUNITY PICNIC

WITH THE BEAUTY OF THIS REGION, YOU MAY CHOOSE TO EXTEND YOUR TRIP (AT YOUR EXPENSE) TO VISIT NEARBY JACKSON HOLE, GRAND TETONS NATIONAL PARK, YELLOWSTONE NATIONAL PARK AND MORE.

THOSE NOT ABLE OR NOT WISHING TO TRAVEL MAY OPT FOR A \$1000 CASH ALTERNATIVE.

*NEW MEMBERS ALSO INCLUDE FORMER MEMBERS THAT YOU GET TO REACTIVATE THEIR MEMBERSHIP AND THE ADULT OFFSPRING OF FORMER PENNEY ASSOCIATES THAT WISH TO CONTINUE THE LEGACY OF PARTNERSHIP AS AN ASSOCIATE MEMBER

THE SMALL PRINT:

NEW MEMBERS MUST LIST YOU IN THE "REFERRED BY" BOX FOR YOU TO GET CREDIT FOR THEIR MEMBERSHIP. THE CLUB MUST ACHIEVE A MINIMUM OF 60 NEW MEMBERS IN 2025 FOR THE DRAWING TO BE HELD. BASED ON HISTORICAL RESULTS, THIS MINIMUM SHOULD BE SURPASSED.



The Legacy of Partnership Continues

In mid-2022, then Southeastern RMG President John Chapman was busy planning the 2023 RMG Annual Gathering in Columbus, Georgia. One of the first phone calls he made was to a local Columbus guy, Sam Ruffner, son of long-time Columbus Store Manager Bud Ruffner. With Sam's contacts in Columbus, John knew he could be a big help in the process.

Sam immediately provided the information needed and even agreed to help out in the planning- particularly in regard to the traditional alumni golf outing. At the time John had no idea how valuable his help would be. A few short weeks before the event was scheduled, Sam found out that the contracted golf course had experienced the tragedy of having the grass on the entire course killed by a groundskeeper chemical application error. They had not bothered to let the RMG know.

While John was panicking, Sam went to work finding a substitute course on short notice. Due to the great job by Sam and Golf Captain Bill Watson, the golf outing was saved. In the process, John invited Sam and his wife to attend our Columbus alumni gathering which they did.

At the opening reception that first evening, it quickly became apparent that Sam treasured his legacy as a "Penney Brat." He loved being around Penney people and enjoyed the storytelling just as much as members did. In short, "he was one of us." Out of that experience the idea was birthed that there might be many other adult children and grandchildren of "Penney people" who would love to honor the memory of their parents or grandparents by continuing the legacy of partnership that their forebears had cherished.

Subsequently, the National HCSC Board of Directors voted to open up membership in the Alumni Club to the offspring of former JCPenney associates. Sam Ruffner became the first ever Associate Member. He describes it as an honor to be a part of the organization and support the same ideals that his dad supported for so many years. Sam recently remarked that he hoped hundreds of "Penney Brats" would take the opportunity to continue the legacy they grew up with.

That is the Club's hope too, but your help is needed to reach out to those children or grandchildren of former JCPenney associates that you might know. That is the only avenue of making them aware of this membership opportunity.

As an added bonus, every one of these associate members that you successfully recruit this year gives you an entry in the exciting 2025 Membership Campaign where you could win a trip to the 2026 Golden Rule Day Celebration in Kemmerer, Wyoming, or \$1,000 cash.

With your help, our Club can continue its legacy of partnership even beyond our lifetimes.



Sam Ruffner

Golden Rule Award for Community Service 2025

The H.C.S.C. Alumni Club created a new award last year to recognize and honor Club members who are active volunteers in their community! Here are some key points of the program:

- Nominations are due April 15, 2025. RMG winners will be announced by June 1.
- One nominee will be recognized from each RMG and one from National Only members.
- One National winner will be selected by a committee comprised of HCSC National Board members and last year's National winner, Don Bartelmay.
- A nomination form with guidelines is provided for RMG Presidents to complete for their nominee. You can also find the application at www.jcpalumniclub.org. Scroll to the Golden Rule Award section.

Each RMG nominee winner and the National winner will be recognized as follows:

- A \$100 donation to be given to their charity (plus an additional \$100 for the National winner).
- A framed certificate to be presented by the RMG President at a local meeting or presented to a National Only member by the Executive Board.
- An article and photos in the summer edition of Partners Magazine.
- National Website recognition – Special link on the main landing page.

If you have any questions, please contact your RMG President or one of our National Officers, President John Gresham at jrgresham3520@me.com; 1st VP John Chapman at jchap193@aol.com; or, Past President Steve Strom at ssstrom58@gmail.com.

Special Note: You are welcome to nominate yourself. If you are a member of an RMG, contact your RMG President. If you are a National Only member, reach out to one of the National Officers noted above.

We look forward to some GREAT nominations in 2025!

Summer Issue Celebrates 150th Anniversary of Mr. Penney's birth

You are invited to submit short stories about Mr. Penney or even how his legacy influenced your life.

Send stories to 1902partners@gmail.com OR to Jeannette Siegel at 16610 Cleary Circle, Dallas, TX 75248.

NOTE: THE DUE DATE FOR THE SUMMER ISSUE IS JUNE 1ST

2025 H.C.S.C. Member Dues Payment Objective

We are asking all Alumni Club members to support our **dues payment objectives** for 2025. Your help will save our treasurer, Karen Bell, time and expense and we will have this part of our business completed on a timely basis.

We have established these objectives for 2025:

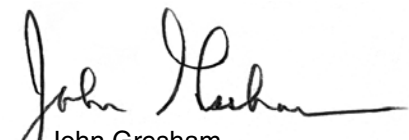
1. **Please** pay your 2025 dues (National and RMG) **online** when you receive your first email notice. That email was sent on January 2, 2025. Please check your email or spam folder for that invoice. Online payments **save us** time and expense. For those without email, send your payment after receiving your first hard copy invoice in the mail. If you are uncomfortable with online payments, print a copy of the invoice that is in the email you received and mail your dues as follows:

H.C.S.C. National Alumni Club, Inc.
PO Box 261978
Plano, TX 75026

2. Our goal is to have **100%** of our dues paid for the year by **5/31/2025**.
3. For any members still unpaid by 5/31/2025, we will suspend the mailing of our popular Partners Magazine until dues are paid. Please, we don't want to do this!

If you did not receive your 2025 dues payment notification either by email or USPS mail (for those without email), please notify us at natclubsecretary@gmail.com. Please send us your new email address if you have recently added one or changed a previous one.

Again, we **thank** each and every member in advance for supporting these objectives. **Let's save time, expense, and receive the dues both at the National level and Regional Meeting Group level. This allows us to operate in a healthy manner to support our shared HCSC Alumni Club goals!**



John Gresham
President



John Chapman
First Vice President

What's New – Member Lookup



What's New!

New Link Icon on the main page!

We have a new icon on the main page of the Members Web Site!

The "Find a member" link in the black row of links takes you directly to the member look up home page.

One Click! Now you are ready to sign in to verify that we have the most current information for you.


THEN JUST CLICK THE LOG IN BUTTON!

UPDATE YOUR ADDRESS, EMAIL OR PHONE NUMBER!

What about that pesky captcha box!

Using a Captcha code helps keep our personal information safe from those who would like to gain access to our member information for other than honorable uses.

Can't read the Captcha code? Just click the

 button to the right of the Captcha Box and the code will change each time you click the key. Click it until you find a code you can read and enter.

What if you can't remember how to sign in?

Just click on the "Sign in help, please click here" text for a step-by-step sign in help.

Once signed in, just click on the "Help Video" blue button on the main screen for step-by-step instructions for using the member look up screen.

Bob Lund

We salute Bob Lund as our Partner of the Season. Bob, HCSC Alumni Club member and J.C. Penney Memorial Library and Maintenance Trust of Hamilton Board member, has been central to Club efforts in Hamilton, Missouri, to accomplish the statue project of James Cash Penney! Bob's story was featured in the Fall issue of Partners. We asked Hamilton Mayor Cole Crawford to share some comments about Bob's contributions to Hamilton.



CITY OF HAMILTON

P.O. Box 217 200 | S. Davis Street, Hamilton, MO 64644 | 816-583-4911

To the JCPenney National HCSC Alumni,

First, I'd like to express my extreme gratitude for your effort and donations towards the installment of a statue of J.C. Penney in our town. Thank you!

In Hamilton, we are fortunate to have individuals who go above and beyond to embody the spirit of community. And one of your cohort, Mr. Bob Lund is truly one of those exceptional people. Bob has been a steadfast steward of some of our town's most cherished landmarks, the J.C. Penney Museum and the J.C. Penney Home, personally tending to their upkeep and maintenance with unparalleled care and dedication. His commitment ensures the legacy of J.C. Penney will remain a source of pride and inspiration for residents and visitors alike.

Bob's tireless efforts on these projects, as well as his work with multiple other service organizations, reflect his deep love for our town and its history. He is someone who sets the standard of service to his community, reminding us all of the importance of giving back and taking pride in the place we call home.

It's individuals like Bob who make Hamilton an extraordinary town, and I am both proud and grateful to recognize his contributions.

Sincerely,

Cole Crawford
Mayor of Hamilton, Missouri

Howdy Partners!

Welcome to Howdy Partners, a fun way for you to tell our club members what you are doing. Whether it is traveling, enjoying a favorite hobby, or visiting your Penney friends and family, just take a photo with an issue of Partners magazine. Be sure to add a caption. Then, send it to 1902Partners@gmail.com. Now, take a look at what some of our members have been up to.



Prindivilles in rainy Kemmerer



Christopher White and Tom Burt, JCPenney alums, are living a dream-come-true. They have a retail shop in Dallas and, recently, opened a bistro named Palate. Both offer art and gifts handmade by local artists. The "Carpool" lunch group recently had a delicious lunch there and toasted to Tom and Chris's continued success. Pictured: Pat Welch, Jan Wilck, Tom Burt, Patty Roberts, Martha Austin, Jeannette Siegel, Chris White, Ellen Baker, Margaret Filingeri and Hedy Sawyers

The Keefauver family says "howdy" as Vince and Ellen celebrate their 55th wedding anniversary.



The Keefauver family celebration



Vince and Ellen Keefauver celebrating their 55th wedding anniversary

Ed Cole

Following in my mother's footsteps, my career with JCPenney began in 1977 in Store 1829, Columbus, Mississippi, as a commission salesman. After a few months, I became a Management Trainee. Ralph Blackstock was the Store Manager, and Jim Stiglets was the District Manager. I later became a Merchandise Manager in this store. During my time there I worked with several additional great Store Managers, District Managers (DM) and General Merchandise Managers (GMM), as well as, Chester Dowdle who started his career in Columbus. These include Doug Scott, Kirk Gray, Wayne Hart, Ray Hinkle, Earl Land, Bill Hudson and Jim Brittle, my last store manager there.

While in Columbus I started Duck Head and Martha Miniature lines for JCPenney. Dan Dennis named me the "2nd King of Close-outs" the year I bought 5,000 pair of closeout pants at one time. Yes, Dan was the #1 King and a longtime friend after that. Never will forget Wayne Hart's face when all those pants arrived!

In 1989, after being tracked down while on vacation in Gulf Shores by Jim Brittle and Ray Hinkle, I became an Assistant Store Manager (ASM) to Brian Harris in Paducah, Kentucky, Store 2086. I only spent 18 months in Paducah before my transfer to Store 0036 in Antioch, Tennessee, as the GMM for Ron Watson in 1991. My time in Paducah was great and the way best fishing in the country!

While in Antioch, thankfully, the Nashville test came about, and those results helped propel my career and I was promoted to Home BPM (Business Planning Manager). That was thanks to the hard work, help, leadership, and sales results from Pat Knowles who led the Home Department to over \$1,000,000 in Window Covering sales. We also developed Subdivision 045 Home Specialty Accessories, increasing sales from approximately \$200,000 in the district to almost \$1,500,000 with Christmas decorations being the majority of those sales increase.

The District results in Subdivision 045 helped me get a promotion to Ray Hinkle's District Office as Special Events Manager (SEM), following Terry Greene. During my time on the District staff I made lifelong friends with Marc Slonim, Mike Robinson and numerous other associates. While this District staff experience was great, it ended due to the closure of District 8221 at the end of 1995. Those friendships are ongoing today.

Due to that District consolidation in 1996, I was reassigned to Store 2124, Knoxville, Tennessee, where I became an



ASM working for Bob Mantle and District Manager Frank Coleman. Bob and Frank were great leaders to work with and great Penney Partners. While based at East Towne, I was promoted to District Planning Manager over Women's Accessories. During this time frame, I met and worked with numerous store and regional partners including John Gresham as we opened four "new to JCPenney" stores in Atlanta and Bristol.

Later, when Bob Mantle was promoted, Ray Hinkle was assigned to East Towne as my Store Manager (fourth time working with Ray). Ray was a great help to my career because of his loyalty and connections. In 1998, he helped me get my first store, Store 2305 in Morristown, Tennessee, where I followed Dick Robbish.

After spending only 17 months in Morristown, we moved very close to "home" by accepting a promotion to Tuscaloosa which allowed us to be close to our aging parents. My District Managers for Tuscaloosa were John Gresham, Bill Smith and Charlene Preisch.

During my tenure in Tuscaloosa, thanks to the help of great associates and the management staff, Store 1786 was awarded the coveted Chairman's Award---not once, but twice. To win those awards and many more, we increased sales to \$1,000,000 in each of these departments: Women's Plus Sizes, Salon, Women's Dresses and, of course, Alabama



2006 Chairman's Award



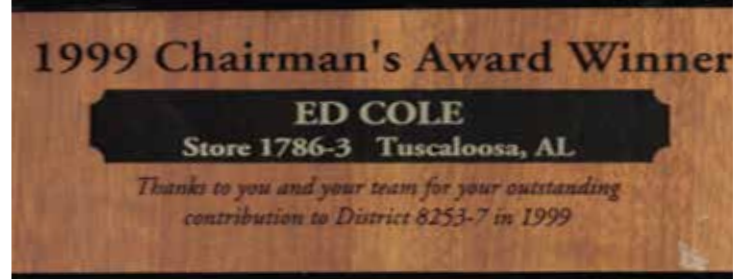
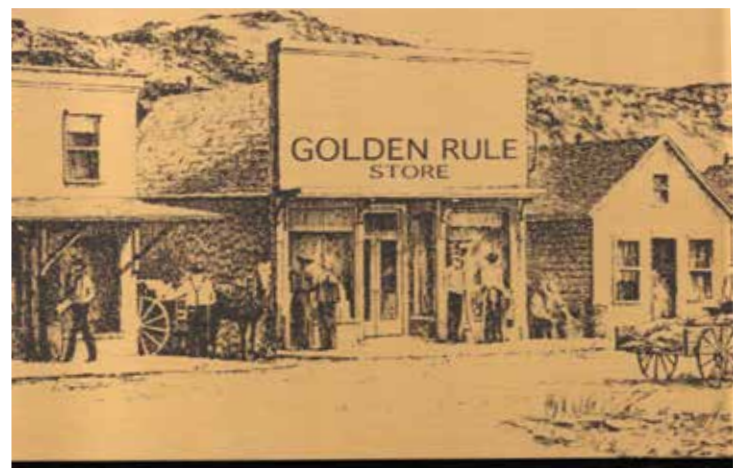
District 8211 Induction in 1989

Team Wear. Many additional awards were presented to the Store, to me and my supervisory staff, leadership and management teams. They included Virginia White, Randall Honeycutt, Kathy Rencher and Judy Johnson.

In November of 2013, the turmoil our Company was experiencing led me to retire early at only 58. After spending a year playing on the "farm," I returned to work selling real estate.

I'd like to honor my wife, Elaine, who I married six weeks after becoming a JCPenney Partner. Elaine retired in 2018 after teaching special needs children for 40 years. She taught in each town that we lived in. We need to thank all our families that supported us while we were becoming the travelling/transferring JCPenney Partners.

Today, Elaine and I are enjoying many adventures during our retirement. These include boating, fishing, hunting and learning about our ancestors, flipping houses that we find,



1999 Chairman's Award



Son-in-law Jonathan Friday, Ed and Elaine, Grandson Cade Glasgow, Daughters Heather Friday and Holly Glasgow, Son-in-law Jamie Glasgow



My John Deere tractor and me



Grandsons Cade Glasgow and Cole Glasgow



The Cole's annual dove hunt

and of course, playing with all my tractors and equipment at the farm!

Elaine and our daughters, Holly and Heather, never complained about any of our adventures or moves. Holly and Heather are proud Alabama graduates and both married to T'town men. Holly and Jamie have two sons, Cade and Cole, who are the light of our lives.

As I look back on my life, the greatest accomplishments are marrying my wife, Elaine, having two great daughters and having two smart talented grandsons and, of course, my career with JCPenney! While I probably left out numerous people that helped me along the way, we thoroughly enjoyed the journey!!!!

Better together: Catalyst Brands Creates Powerhouse Portfolio

JCPenney announced it merged with SPARC Group on January 8, creating a new, combined organization called Catalyst Brands that offers customers an unmatched portfolio of six iconic retail banners that celebrate the essence of American style.

Catalyst Brands, led by former JCPenney Chief Executive Officer Marc Rosen, combines the strengths of two platforms and a powerhouse portfolio of brands to share scale, expertise, footprint and consumer access. The new organization brings together JCPenney and its exclusive private brands including Stafford, Arizona and Liz Claiborne, with SPARC Group's brands Aéropostale, Brooks Brothers, Eddie Bauer, Lucky Brands, and Nautica.

The merger announcement has been extensively covered and well-received by various media outlets, including WWD, The Wall Street Journal and Bloomberg, among others. Forbes recognized the announcement as the biggest merger in the retail industry in 2025, noting the "significant customer reach" of the new company.

"It's clear that a united organization makes us a distinctive force in the marketplace, and I am passionate about the bold ambition for success we can achieve with our portfolio of iconic brands that deliver a range of fashion everyone can afford," Rosen said during the announcement.

Catalyst Brands has broad consumer reach through a robust distribution network of owned stores, e-commerce sites and wholesale partners. The company's collective network gives Rosen and his team the opportunity to bring these beloved brands to more than 60 million customers and counting, through more than 1,800 stores, 7 online marketplaces and Catalyst Brand's broad wholesale reach.

Launched with more than \$9 billion of revenue and 60,000 employees, Catalyst Brands is poised to generate significant strategic and operational value for its ownership group. The combined Catalyst Brands organization is a joint venture formed in an all-equity transaction between JCPenney and

SPARC Group, with shareholders Simon Property Group, Brookfield Corporation, Authentic Brands Group and Shein.

Catalyst Brands is headquartered at the current corporate location of JCPenney in Plano, Texas with offices in New York, Los Angeles and Seattle.

A shared vision

The name Catalyst Brands was chosen because the term reflects the company's new mission: to become a force that accelerates collective progress, sparks innovation and amplifies the impact of the whole portfolio.

"As Catalyst Brands, we will honor the legacies of each of the strong retail banners we represent, while driving forward together with new energy and momentum to meet the evolving needs of customers," Rosen said.

The six brands have complementary values and missions, with each brand focused on supporting others – whether customers or associates – in some way.

"There's no doubt in my mind that we'll be better together," Rosen said.

Winning with customers

One of the many benefits of the merger is that it gives Rosen and his leadership team the opportunity to leverage the complementary strengths of SPARC Group and JCPenney to give Catalyst Brands greater scale and a strong competitive advantage. There are four ways that Catalyst Brands will realize its potential and set a course for success and growth with current and future customers.

1. Leveraging an arsenal of iconic American brands: The six retail banners that form Catalyst Brands – and the clothing brands within those banners – are the secret sauce to the new organization's success. It's critical those brands each have their own clear value propositions and differentiation in the market so they can





Brooks Brothers

come to life for consumers in meaningful ways. Creating a strong brand building platform is core to the business, as are brand strategies and allocating resources to grow.

2. Harnessing the power of reach: Catalyst Brands has an opportunity to manage their customer data more seamlessly to drive credit and loyalty opportunities across all brands by deploying joint marketing, loyalty, credit card and partnership capabilities in the marketplace. The organization can also use the insights gathered from customers to better understand how customers like to shop.
3. Enhanced and expanded customer experience: With the merger, Catalyst Brands will explore integrated shopping experiences that leverage combined traffic while preserving individual brand identities, like a shop-in-shop experience. This could also include designing new marketplaces for consumers to shop and testing out store formats, evaluating our e-commerce approach and improving interactions at every touchpoint.

4. Advancing product design and sourcing with combined scale: One of the powers of Catalyst Brands is the ability to develop brands and design and source those products. By unifying product innovation and sourcing, the company will get to the heart of customers' needs and wants to deliver stylish, high-quality products at a price customers love.

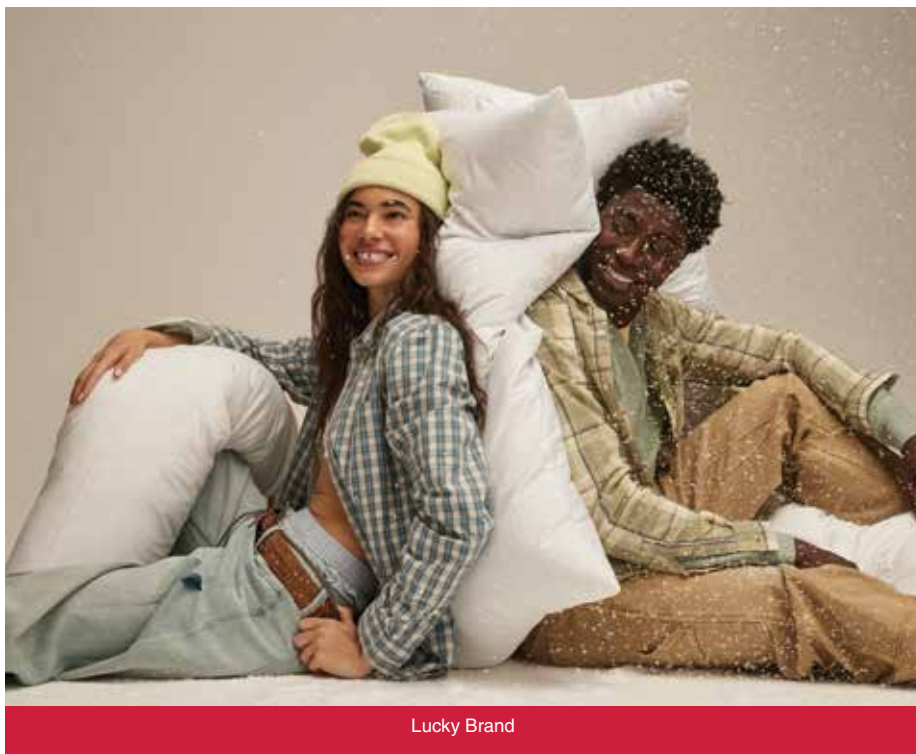
Building an efficient, higher-performing organization

In coming together as Catalyst Brands, the company will build a new, integrated organizational structure to help ensure efficiencies across the company and create a dynamic, higher-performing business.

Three Brand CEOs sit under Rosen, each with the responsibility of delivering the brand aesthetic and vision for how each brand shows up to consumers in the marketplace. JCPenney's Brand CEO is Michelle Wlazlo, who was elevated from her former role as Chief Merchandising and Supply Chain Officer. Natalie Levy is leading Aéropostale, Lucky Brands and Nautica while Ken Ohashi is leading



Aeropostale



Lucky Brand

Brooks Brothers and Eddie Bauer.

The brand teams will work directly with the Enterprise Commercial Services team as partners in brand strategy and execution to focus on capturing the benefits of scale and efficiency while ensuring the company delivers operational excellence to surprise and delight consumers and represent the brands in the marketplace.

Some of the corporate services, such as Legal, Finance and Human Resources, will also be leveraged across the organization to bring the right quality of service at the most efficient cost of the organization. All of this goes toward ensuring there's more investment in the brands and growth in the long-term.

The company will also build a new operating model and cost structure that takes advantage of the new size and scale while driving operational excellence. Examples include technology investments that will be maximized for shared benefit throughout the portfolio and will add operational scale throughout sourcing and supply chain, and store portfolios that will be managed more efficiently while leveraging wholesale opportunities across retail stores and online marketplaces. The marketing spend across Catalyst Brands will also be

pooled and coordinated to ensure each brand is receiving the best media and creative that's appropriate for them and their go-to-market strategy.

A Fully Integrated Organization

Since the announcement in January, teams across both JCPenney and SPARC Group have been working together to begin the integration process and shift into a new operating model, while continuing to launch collaborations to attract customers. JCPenney announced a first-of-its-kind collection with singer-songwriter Ally Brooke that puts a special focus on petites and Aéropostale launched its highly anticipated collection with Marvel Entertainment, featuring beloved superheroes like Spider-Man and Captain America on bold graphic tees and cool bombers.



JCPenney

While the merging of two companies is not without challenges, Rosen and his team are confident that transformation will be a chance

to build on both company's respective strengths, address shared challenges, and create something greater than they could achieve on our own.

I remember when...

Carpooling

from Bruce Ackerman

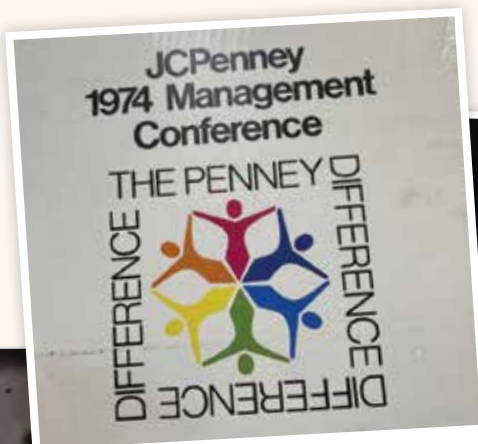
Here's a funny story from our carpool days.... I was part of a Long Island group that carpooled to and from the corporate office on 6th Avenue. George Woodring, Clint Thompson, Bill Galbreth, Bill Johnson and I drove together. One evening we were dropping off Clint Thompson at his home in Sea Cliff, New York. He noticed several long tubes sticking out of his trash can. His wife had been cleaning out closets, found them and put them in the trash to be picked up by sanitation workers the next day. Clint got out of the car and pulled them out of the trash can. It turned out they were four large posters (signed prints) of Norman Rockwell's "Four Freedoms".

Clint had them framed and took them to hang in his office in the Penney building on 6th Ave. Everyone admired them and one day Clint had them appraised. When he found out that each one was worth thousands of dollars, he took them down and put them in a now "safe" place in his home. Gladys Garcia was George's secretary. We still keep in touch. It meant a lot to me when she told me sadly that Hal Lewis, one of my favorite managers, passed away on February 4. I am so grateful for our JCPenney connections.

Management Conference

from Mike Meiberg

I remember the management conference held in the early 1970s while I was working in the New York Office. There was a stage production, I BELIEVE it was at the Boca Raton Club and Resort. During the conference, the automotive department and LIFETIME battery were introduced. It was a three-or-four-day shindig. If memory serves me correctly, we flew to Boca on a JCPenney exclusive charter flight.



1974 Management Conference



Recording to take home



Live stage production for training

Taking Photos

from Don Brown

I enjoy taking photos.

The photo at bottom-left is on April 14, 2002, when we were celebrating the Company's 100th Anniversary. Allen Questrom helped us pay for the Myerson Pops Symphony to perform for us at the Myerson Symphony Hall. Allen did not know me then. I took the shot and maybe I said hello, but we did not have a chat.

The photo at the bottom-right is a year later on March 8, 2003, in Aspen where I jumped into one side of the gondola and Allen jumped into the other side. We each had on ski goggles and could not recognize each other because our faces were too covered up. It was early in the morning and cold. I said "hello" to be polite and he did the same. His Boston accent immediately identified who he was to me. So, on the long ride up the mountain, I explained who I was and that I had worked for JCPenney for 37 years. He said this was his first day in Aspen and he wanted to get an early start. I invited him to join me and I would show him all the upper mountain runs and so, he joined me. We had about 45 minutes of going down the upper Aspen mountain slopes and riding up in chair lifts. On our last run at the mountain top, we stepped indoors where I got the shot of the two of us. From there I had to meet my ski group for the day.

The third photo at top-right was made on May 16, 2003 at our stockholders meeting at the Home Office. Bill Mangham was a great friend of mine and wanted to meet Allen. I got them together for a photo. This was only two months after our ski runs in Aspen, so it was easy to do.



Allen Questrom and Bill Mangham at the 2003 JCPenney Stockholders Meeting



At the JCPenney Retirement Convention at Meyerson Symphome Center, Dallas, April 2002 celebrating our 100th Anniversary Allen Questrom and Bob Gill



Don and Allen Questrom after a couple of ski runs, in the Sundeck Lodge, at the top of Aspen Mountain Ski Resort, in March 2003.



Mile High Denver Rocky Mountain

The Mile High Denver/Rocky Mountain RMG had its annual Parker Task Force Food Drive on Saturday, October 26, 2024. The volunteer team included Royce and Shawn Bervig, Steve and Marcia Strom and Teri Vogel. We were blessed with a perfect Colorado fall day. It was another very successful event honoring Chuck Vogel in memoriam who loved serving and volunteering at the food bank. The team was once again moved and grateful for the many donations collected: 93 boxes of food, \$743 in cash, \$305 in gift cards, 200 lbs. of hamburger, 79 lbs. of chicken, and 43 gallons of milk.

Christmas Luncheon

The Mile High Denver/Rocky Mountain RMG had its Christmas Luncheon and Board Meeting on Tuesday, December 3, 2024. The venue was Maggiano's, a RMG favorite for several years now. The menu and festive holiday décor did not disappoint. Attendees were Doug and Jane Anderson, Royce and Shawn Bervig, Mary Brown, Tom and Arleen Cassidy, Griff Griffith, Bruce Hyink, Norm Prince, Don Sheely, Dave Simpson, Ivan and Margie Stewart, Steve and Marcia Strom, Peg and Merle Toavs, Ed and Mary Beth Trujillo and special VIP guest Marlon Handcock, the JCPenney District Manager of the Rocky Mountain Region. Marlon did a great job providing a very encouraging update on JCPenney company and stores.

Board presentations were made after the lunch: Ed Trujillo shared the details of this year's annual HCSC Foundation Fundraising Campaign resulting in our RMG donations of \$510.

Steve Strom provided an update from the National HCSC Board on plans for the annual Kemmerer Golden Rule Days in August 2025 and the fundraising campaign for a J.C. Penney statue in Mr. Penney's hometown of Hamilton, Missouri.

Royce Bervig shared an update on the RMG board which convened in November. The board nominated and approved bringing Dave Simpson onto the board to serve through 12/31/25. Thank you, Dave! We are grateful for you stepping up.

Submitted by Royce Bervig

TOP PHOTO: Back row left to right: Royce Bervig, Marlon Handcock, Steve Strom, Arleen Cassidy, Bruce Hyink, Merle Toavs, Dave Simpson, Don Sheely, Tom Cassidy, Griff Griffith, Doug Anderson. Middle row left to right: Jim Malone, Ivan Stewart, Peg Enzi Toavs, Ed Trujillo, Mary Beth Trujillo, Jane Anderson. Front row left to right: Mary Brown, Margie Stewart, Shawn Bervig, Marcia Strom.



Steve and Marcia Strom, Royce and Shawn Bervig, Teri Vogel



Shawn Bervig, Marcia Strom and Teri Vogel



Steve Strom and Royce Bervig

North Central

Is this heaven? No, it's Iowa. Specifically, Dubuque and Dyersville, Iowa.



Hotel Julien



Hotel Julien lobby

Fun awaits you at the North Central Meeting Group's 2025 Gathering which will be hosted by the city of Dubuque, Iowa and the historic Hotel Julien. We had plenty of football fun last year in Green Bay, and this year's activities should elevate that experience.

Now is the time to make your plans to attend the 2025 Gathering in Dubuque, Iowa. The dates are **June 3-5 (Tuesday–Thursday)**. The city of Dubuque and the historic Hotel Julien provide a welcoming, luxurious, and relaxing atmosphere to renew old friendships and make new acquaintances. Register soon and come ready to have a great time!

The outline of the event is as follows:

- Tuesday, Hotel check-in time is 3:00 p.m. After 3:00 p.m., stop by the HCSC table in the lobby area to pick up your packet containing all the necessary reservation information and event materials. The event registration fee of \$150 per person will cover four hotel meals, hospitality suite with refreshments, live entertainment, and specially selected prizes.
- The welcome social hour in our hospitality suite will begin at 4:00 p.m. with dinner following at 6:00 p.m. A celebration of life service will be conducted by John Brennan. The evening will include themed entertainment.
- Wednesday will start with a leisurely breakfast available from 6:30-10:00 a.m. in the hotel's Caroline's restaurant.
- On Wednesday, we have arranged three optional activities. The first is a "Field of Dreams" experience in Dyersville. The plan is for carpools to depart at 9:15 a.m. headed to the Field of Dreams. You will enjoy a special field tour hosted by a "ghost player", a buffet lunch at the Palace Saloon, a tour of the Basilica of St. Francis Xavier, and a visit to either the "If You Build It" exhibit or the National Farm Toy Museum. For those who wish to stay in Dubuque, we have arranged for a 90-minute trolley tour and lunch at the highly-rated Vault restaurant. The cost for either of these activities is \$50 per person. The third option is to join our golfers at the Galena Golf Club for 18 holes. The golf cost (including a light lunch and prizes) is \$75.00 per person.
- Wednesday evening will begin with another happy hour before we head down to the Julien Room for a plated dinner. Following dinner, we will enjoy music by Ralph Kluseman (member of the Iowa Rock 'n' Roll Hall of Fame). The evening will conclude with recognition, awards, prizes, and a trip back to our hospitality suite for another beverage and more conversation.
- Thursday we will wrap up the Gathering with a buffet breakfast in the Julien Room and our Annual Business meeting.



Field of Dreams movie site



Basilica of St. Francis Xavier



Basilica interior



National Farm Toy Museum



JCPenney Exclusives

Make your room reservations directly with the hotel by calling 563-556-4200 and ask for a room in the HCSC Alumni Club Inc. room block. The negotiated rate for their 1-King or 2-Queen Executive room is \$139.00 per night (plus taxes and fees). Reservations must be made by Friday, April 25, in order to guarantee the negotiated event price. Any requests for special room arrangements must be made at the time of your reservation. Room availability and pricing after that date cannot be guaranteed.

On the registration form, mark the Wednesday dinner selection of either roasted pork loin, chicken cordon bleu, or fresh salmon filet. Select the activity choice for each attendee, extend the cost, and return the Registration Form along with your check made payable to North Central HCSC Alumni Club to Glen Thompson by April 25th. (Checks will be held and deposited after May 1.)

The registration form is available on the jcpalumniclub.org website. It can be found in the "Latest News" section by clicking on the link "Upcoming Multiple Day RMG Meeting Events." If you have any registration or event questions, give Glen Thompson a call at 763-486-0561 or send an email to glenthompson@gmail.com.

Northern California/Nevada



Steve Chambers, Joe Ringey, David Kloose, Jim Fuller, Hal Monroe

Our Holiday Luncheon was held at our favorite Logan's Roadhouse Restaurant in Sacramento on Tuesday, December 3. The social hour at 11:00 with wine hosted by the Club gave everyone a chance to get updated on what everyone has been doing and their plans for the holidays and next year.

David Kloose shared information for 2025 regarding the e-mail blasts, membership growth, Partner of the Season, Golden Rule Award, Feed America program, the JCPenney Statue donation extension, upcoming meetings and activities, and keeping member information updated on the National website.

Attendees: Jim and Joanne Fuller, David and Sandra Kloose, Hal and Mary Monroe, Dick Powell and daughter Karie Powell, Virginia Taylor, Joe Ringey and Steve Chambers.



Virginia Taylor, Jim and Joanne Fuller



Virginia Taylor, Mary Monroe, Sandra Kloose, Joanne Fuller



Vince Caporusso and Sandy Gonzalez



Melissa and Alan Rogers



Mark and Audrey Schultz



Larry and Cheryl Noble

Southern California

On a beautiful winter Pearl Harbor Day, the Southern California RMG held our 2024 annual Holiday Luncheon at the Tutto Fresco Ristorante in beautiful Rancho Santa Margarita, California. This has been an incredible venue for the HCSC event over the years and the hosting restaurant did not disappoint. The menu was varied and included omelets, eggs benedict, lemon and blueberry pancakes, lasagna and fettuccine alfredo which were, of course, prepared to perfection. Wine and beverages were in plentiful supply.

A wonderful time was had by all as members shared acquaintances, introductions and of course many J.C. Penney stories. Ron Salzetti updated the group on the HCSC Foundation and several wonderful stories were shared. It makes all of us proud to know we are a part of a group that is able to reward many of its past associates for their contributions to making the Company what it is. Incidentally, we are one of the few, if not the only, companies to have such a Foundation, especially as we are not funded by a parent company, but by the goodness and generosity of our fellow associates.



Jennifer Paige, Ross Willour and guest,
Donna and Ron Salzetti, Jeff Paige

Our next event will be held at the end of the month of February in Palm Springs, California. The Spring Fling is our largest event of the year so we expect to rekindle many relationships at this great event. By the way, if you ever need an excuse to join one of our events, don't hesitate to look and see what we have coming up. Our group is very friendly and welcoming.



George and Sue Steele



Doug and Lucy Rau



Donna and Ron Salzetti



Jeff and Jennifer Paige

Southeast

Feeding the Southeast

Once again during the Fall and Holiday season, the Southeastern RMG participated in multiple Feeding America food bank service projects across the Southeast. This year we had projects in six locations, which was a 50% increase over last year, and had approximately 50 people participate which was more than double last year's participation. So, while we are thrilled with our participation this year, the planning has already started on "beating our numbers" next year.

Our projects kicked off in October with Team Leader Bob Cote facilitating our effort in Atlanta for the second year in a row. Bob and Teresa were joined by partners Steve and Susan Draper for a great service day. On that day of service and fellowship, the group never could have imagined that this would be the final HCSC event that Susan Draper would ever attend. Tragically, Susan lost her life in an automobile accident exactly seven weeks to the day following the project. This tremendous loss to her family was felt by her JCPenney Alumni family also. We will forever remember Susan as we execute these service projects in the future and will miss her greatly. Perhaps this serves as a reminder to all of us that the connection our Club offers is important and our times of fellowship are precious.

Our second October project of 2024 was in Charlotte, North Carolina, led by John Gresham. This was also our second year serving in Charlotte and every member of the project team was a repeat from last year. So, apparently serving at the food bank is both a fun and rewarding experience worthy of repeating.

Our final project for October was in Knoxville, Tennessee, which was a new location for us this year. This was our first time ever inviting the local JCPenney stores to partner with us on one of these projects. Leader James Suarez did a great job putting both the alumni team and our store partners together and they had a great day with the Store Managers from both the Oak Ridge and Farragut stores, personally participating along with associates from their stores. Our hope is that we can further partner with active associates as we move forward. After all, the associates of today are our potential Club members of tomorrow.

Our first project in November was Huntsville, Alabama, which was another repeat location from last year with Leader Mike Coldiron again heading up the team there. Once again, every single participant this year was a repeat participant from last year. So, we have a great tradition of service started in Huntsville that we hope will continue for years to come. SE RMG President Cecil Naftel graciously took time off from the demanding duties of planning our great upcoming annual gathering in Myrtle Beach, South Carolina, to participate, dispelling the rumor that RMG Presidents don't really work!

Our final project before Thanksgiving was in Johnson City, Tennessee-- again a repeat from last year. In Johnson City we also partnered with the local JCPenney store with the Store Manager serving alongside a team of her associates. Project leader John Chapman was thrilled to see that three of the associates serving with us were associates that worked in that store when he managed it over 25 years ago. We will be waiting at the door to recruit these associates into the Club the day they retire. The project this year was extra meaningful in that the area recently had devastating damage from the Hurricane Helene flooding and we were assigned to help sort donations and supplies for those impacted communities.

We wrapped up 2024 with our first ever project in Florida with a project led by Partner Bill Alcorn in Tampa, Florida, in early December. This project also carried extra significance in that the area had also been heavily impacted by recent hurricane damage. A highlight of this project was that several partners who could not participate provided financial donations to the food bank that Bill presented on that day.

So, it was a great season of service and fellowship that we hope made someone's holiday a bit brighter. It certainly did ours.



Alumni Club partners with the local store team in Johnson City



Bill Holland in Huntsville



SE President Cecil Naftel, Cathy Mills Naftel, Bill Holland, Mike Coldiron, Barbara Brainerd in Huntsville



At work in Johnson City



Cathy and Cecil Naftel in Huntsville



Huntsville Team Leader Mike Coldiron



In Johnson City



Listed alphabetically: Jack Bailey, John and Becky Chapman, Richard Conwill, Gaylan and Sandy Good, John and Eleanor Kish, Amy and David Lachman, Bill and Jane Littlejohn, James and Connie Suarez, Lynne Smith, Don Yeager.



Jack Bailey, one of the lunch group originators

The tradition continues

On December 10, fifteen Knoxville, Tennessee, area alumni and spouses met for lunch at a favorite restaurant in west Knoxville. It is a tradition that started over 17 years ago and is still going strong. Back in 2007, four retired JCPenney Store Managers found themselves all living in the Knoxville area. So, the four of them (Don Yeager, Phil Mynatt, Larry Mason, and Jack Bailey) decided to get together for lunch one day. They had such a great time that they decided to do it again the next month. And as they say, the rest is history. Over time, word of mouth led to the group expanding and the monthly gatherings continued for many years. Shortly after the group started, Margeret Yeager, wife of Don, was heard to say, "Hallelujah, I will at least get Don out of the house once a month!"

Pretty much from the beginning Partner Jack Bailey recognized the potential for this to become a lasting tradition. He had attended an alumni breakfast gathering that was ongoing in the Birmingham, Alabama, area at the time and was inspired by that.

Within about six months after it started, it seems that some of the spouses recognized that their other half was having too much fun at these lunches for them to miss out. So, they pretty much invited themselves and they have been a wonderful part of this tradition ever since.

Over the years attendance has averaged about 10-12 but there have been as many as 20. Most of the attendees are from the Knoxville area but there are also faithful attenders from other areas of Tennessee along with occasional alumni from North Carolina and Kentucky driving in to attend. The cluster now gathers quarterly instead of monthly, and Jack Bailey wants all alumni from everywhere to know they are always welcome.

Jack is quick to point out that the lunches are "a great way to stay in touch with friends we knew or worked with throughout our careers." And it is also a way to make new friends as evidenced by the attendance in December of a couple that had served in the Northeast most of their career but now live in the Tennessee area. After all, staying in touch with old friends while having the opportunity of meeting new friends is the very reason our great Alumni Club exists.

The cluster has even been proactive in reaching out to active JCPenney associates nearing retirement. Before he retired, Knoxville Store Manager Steve Draper was brought on board as a "Retirement Trainee." He learned well and became a great addition to the group.

Jack also points out one additional benefit of the cluster has been that "strengthening the friendships has meant we are there for each other in times of illness or loss of a loved one. Words cannot express how meaningful that has been to some of us."

One of our goals this year is to encourage the development of these small clusters of alumni across the country. All it takes is a couple of alumni that want to get together, an email distribution list, and a phone to make the restaurant reservation. By the way, the "Find A Member" function on the Club website makes it a breeze to look up fellow alumni in your local area and create an invitation list.

We congratulate our partner Jack Bailey and the Knoxville cluster for keeping this tradition going for 18 wonderful years and we thank Jack for being available to provide information or coaching for anyone who would like to start one of these traditions in their local area. Jack welcomes your questions and contacts if he can be of any help (jbaileyjr@aol.com). Friendships are important and traditions matter. Start one today!

Southwest

Holiday Party

On December 4, 2024, we gathered from 11 a.m. to 2 p.m. for a festive celebration filled with fellowship, fun, and fantastic fashion! The theme, Sequins and Sneakers, brought out everyone's creativity, blending sparkle with comfort in the most stylish way.

The event was extra special as we celebrated some incredible alumni who were awarded their 50-year pins—a wonderful milestone recognizing their dedication and contributions throughout the years! Sheri Short and Sarah Cook, both longtime JCPenney associates, assisted in the presentation. Again, this year, members were generous with their donations to Toys for Tots making the holidays happier for lots of boys and girls.

During the Annual Meeting, Kay and Terry Prindiville were elected 2025 co-presidents for the RMG. Many thanks to Hedy Sawyers and Ida Gephart for their outstanding leadership during the past two years.

Enjoy these photos from the day and see who all participated. We're already excited for next year's celebration!

*50-Year Pin recipients photo: (L-R) Sheri Short, Ida Gephart, Susan Dunseth, Tom Clarke, Hedy Sawyers, Nancy and Edward McCormick, Richard Last, Bob DiRienzo, John and Robin Caldwell, Dan and Marianne Baricelli, Sarah Cook.



Jeannette Siegel, Al Bell, JCP Associates Jody McKnight and Sarah Cook, Dot and Don Brown, Jan Hodges, Dee Bell, Nancy and Ed McCormick



50-Year Pin Recipients*



Glenn and Teri Mieritz, Veronica Mitchell, Sandra Anderson, Tom and Sandra Clarke, Marianne and Dan Baricelli



Ida delivering to Toys for Tots



Gwen Digman, Gale Duff-Bloom, Darryl Bloom, Doug Boyle, Rod Franz, Steve Jebbia, Laura Williams, Gabrelle Martin, Tona Jebbia



Bunny and Phil Esch, Ted and Sonja Spurlock, Beverly and Claud Fleener, Tom and Leslie Ruppert, Susan Dunseth



Margaret Filingeri, Steve and Sharon Winkle



Ron and Diane Fazio



Sue and Tim Vanness



Kathleen Langley, Antonia and Mike Nelson, Ann Dieter, Carolyn Biscula



Susan Dunseth and Dot Brown



Terry and Kay Prindiville, 2025 Co-Presidents



Don Brown, Jan Hodges and Dot Brown



Susan Gelinger and Rich Last



Tina White Potter and Bill Kruder

November Breakfast

The final breakfast for 2024 for the Southwest RMG was held Tuesday, November 12th at First Watch in Richardson, Texas. Members enjoyed visiting with each other, sharing work experiences, travel and holiday plans.



Jeannette Siegel, Joan Weed, Margaret Filingeri, Steve Jebbia, Marianne Baricelli, Mike and Antonia Nelson, Ida Gephart



Mike Meiberg, Rod Franz, Mark Radman, Leslie Ruppert, Beverly and Claud Fleener, Ron Winkle, Alan Langer



Susan Gelinger, Kathleen Langley, Bunny Esch, Phil Esch, Pat Carberry, Don Brown



HONOR, CONFIDENCE, SERVICE, COOPERATION

A Nonprofit Foundation Dedicated to Assist Retired Associates and/or Spouses in Need of Financial Assistance

Dear Penney Partners,

I'm happy to report the results of our Holiday Fundraising campaign. Our campaign goal was \$100,000. Because so many generous Partners donated, we raised over \$109,000. On behalf of the H.C.S.C. Foundation board, I extend our sincere thanks to everyone who contributed. We had 202 associates contribute, with many associates donating for the first time. The Foundation also thanks W.R. Howell, Jeannette Siegel and Robin Caldwell for their continued support in our fundraising events.

We currently have 79 recipients that are receiving financial assistance. This year, we will pay out approximately \$450,000. In the 65 years since the Foundation was incorporated, we have paid out over \$8 million dollars to recipients. We continue to monitor their needs to make sure they are making ends meet.

As of February 10, 2025, we have a total of \$4,800,000 in our Morgan Stanley account. For our fiscal year, we will have provided over \$400,000 in assistance. To continue our fundraising and make sure the Foundation stays healthy, we will again rollout our annual summer campaign in June.

Thanks to everyone who contributed for your continued support.

Ron Salzetti
Chairman, H.C.S.C. Foundation

Your contributions are tax-deductible and can be mailed to:

H.C.S.C. Foundation
15220 Green Valley Drive
Chino Hills, CA 91709-4267

You can also donate through our GoFundMe account by going to our website:

H.C.S.C.Foundation.com



H.C.S.C. Foundation Partners Campaign 2024

H. Honor

\$5,000+

John Henderson
Bruce Hill
W.R. Howell
Mildred Jones
Ted Schmidt

C. Confidence

\$2,000-\$4,999

Marshall Beere
Larry Noble
Jeff Paige

S. Service

\$1,000-\$1,999

Vicki Diamond
Carol Glasscock
Wayne Harmon
William McCarthy
Gerald Mickey
Luella Niesley
Ron Salzetti

C. Cooperation

\$300-\$999

Bill Alcorn
Joseph Caravella
Richard Daniels
John Gresham
Richard Gwynn
Ray Hiza
Richard Jante
Ed Jones
Bill McCarthy
John McNallan
Terry Prindiville
Rodney Rice III
Joseph Sapienza
Phil Shama
Jeannette Siegel
Jan Sigelmier
Karen Sorahan
Mary Vandegrift
Ross Willour
Deane Williams
James Winger
Meridel Wooley
William Wright

Partner

\$100-299

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Stewart Anderson
Richard Aberle
Zachary Aberle
Everett Annin
Richard Armstrong
Robert Arnold
David Becker
Priscilla Bogdala
Lee Boman
Robert Brown
Robert Calik
Stephen Carter
Tom Clarke
Barbara Crescolus
Ken Dall
Lorinda Davis
Patricia Deem
James Deuser
Kenneth Ellingboe
J. David English
Peggy Enzi
Jack Fieies
Jack Fields
Bonita and Brian Frank

James Glass
Heyward Harrington
Carol Jablonowski
Kenneth Jensen
Donald Jordon
Vince Keefauver
David Kloose
Jim Knight
Earl Land
Randal Matlock
Sherry McAuley
Clara Miller
Daryl Molitor
John Morgenson
Gerry Montgomery
Evelyn Mothershead
Cheryl Newton
Theresa Noos
Jim Oesterreicher
Patricia Phillips
Robert Platt
Ben Preston
J.M. Rafferty
James Ray
Edward Redding, Jr.

Jerrid Remaly
Roger Rhodes
Alan Rogers
Bernard Scott
Susanne Sotelo
W. M. Staylor, Jr.
Margarete Talarico
Ed Trujillo
William VerWere
Bill Watson
A. C. Wheat
Dewey Winder
Ron Winkler
Jeff Wolff
James Word



Thank you for remembering our Partners and for your support of those in need!

Donations made in memory of or in recognition of these valued Partners.

HONOREE	DONOR	HONOREE	DONOR
Mike Ashpole	Mernis Ashpole	Joan Gosnell	Robin and John Caldwell
Alan Bidwell	Betty Bidwell	Jerry Lefly	Ken Ellingboe
Bob Gill	Robin Caldwell	Jerry Lefly	David Kloose
Bob Gill	Bill McCarthy	Ted and Barbara Seaman	Mildred Dowdle
Bob Gill	Jeannette Siegel		

ALL OTHER DONORS

Royce Bervig	David Konvalinka	Bruce Motsinger	Ted West
Ora Maye Botsford	Don Lewis	George Steele	Glenn Wiesjhan
Ella Brown	Jeanette Loggains	Mile High RMG	
Tom Cassidy	Raymond Martinek	S. D. Wandro	
Lynn Henrich	Steven Meyer	Richard Way	

HOW FOUNDATION WORKS

The Foundation Board members are retired associates who volunteer their time. When the Foundation receives a request for help, the Board members review the applications and then one volunteers to follow up with the applicant. The recipients and their needs are reviewed annually by Board members.

Applicants for assistance should be retired associates of JCPenney or their spouse (if the associate is deceased), be at least 60 years of age, and have at least 20 years of service with the Company.

Most assistance is given to associates who currently have a negative cash flow and are very much in need of assistance in meeting their basic needs. Some are in nursing homes and require extended care.

LETTERS of GRATITUDE

Dear Mr. Salzetti,

We thank you kindly for your thoughtful holiday card. I appreciate your friendship through the years; and I enjoy your phone calls, from time to time, checking on us.

Please pass our gratitude on to the Foundation. Please do thank them (and yourself) for the generous gift. As I look back, we would not have been able to successfully pay and maintain our bills and expenses. We keep our expenses down as reasonably as we can. Yet, in today's economy, that is an almost impossible task. Living on a fixed income is difficult. The Foundation's help reduces our stress and allows us to focus on things that demand special attention – like our health.

You are an amazing group of individuals who realized a need, and stepped in to help and make things better.

Thank you for that. We send our Best Wishes to ALL of you for the coming year. Be Safe.

Dear Mr. Salzetti
Chairman HCSC

With tears in my eyes, I want to thank you and HCSC Foundation for the extra gift of \$400.

It arrives at the perfect time to help with unexpected car repair expenses.

I am so grateful for knowing my 32 years with JC Penney Co gave me a career with amazing people in various locations.

Bless all who continue

In Memoriam

JCPenney Partners and Spouses we will miss

These valued Partners passed away recently. We are grateful for their support of H.C.S.C. and most of all for their friendship. We extend our sincerest condolences to their families and friends.

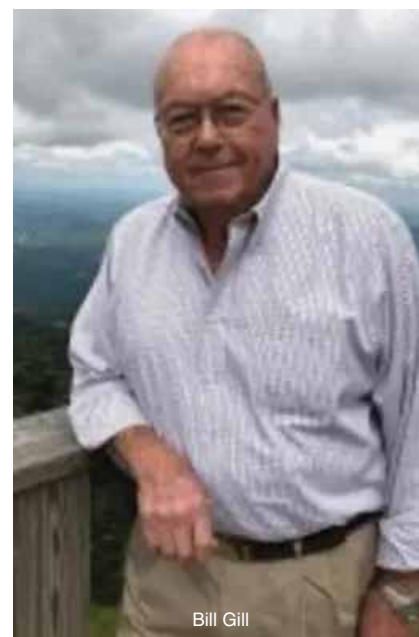
If you would like to read the full obituaries, please go to www.jcpalumniclub.org and click on the In Memoriam link on the right side of the page.

Anderson, Doris (February 12, 2025)
Birkins, Rodney (November 25, 2024)
Bishop, Emerson (Ed) (December 26, 2024)
Cason, Steve L. (January, 28, 2025)
Coursey, Donald C. (January 1, 2025)
Crumley, Pauline (Polly) (January 15, 2025)
Doyle, Earl Layton (January 1, 2025)
Draper, Susan P. (December 4, 2024)
Everson, Lois (December 19, 2024)
Gill, Robert B. (December 2, 2024)
Grusendorf Hinton, Barbi (January 23, 2025)
Haws, Irv (January 13, 2023)
Heineman, Mrs. Jean (December 23, 2024)
Henrich, Lynn J. (November 30, 2024)
Layne, John M. (March 24, 2024)
Lewis, Harold (Hal) (February 4, 2025)
Purman, Richard E. (September 14, 2024)
Rigell, Steven L. (December 23, 2024)
Rohr, Karen (October 10, 2023)

Rohr, Phillip (February 9, 2024)
Rooney, Paul L. (December 31, 2024)
Rosen, David F. (February 9, 2025)
Russell, Helen (January 2024)
Rutledge, Ralph (February 12, 2025)
Stahler, James L. (December 13, 2024)
Stewart, Marjorie (February 8, 2025)
Stiglets, James (February 19, 2025)
Sundholm, Jack (February 8, 2025)
Tomalka, Marion Ruth (January 3, 2025)
Waldrop, Harold (January 24, 2025)
Walker, George "Rudy" (December 27, 2024)
White, Dennis (February 21, 2025)

Using your mobile phone, open your Camera icon. Hold the camera over the QR Code. A message will appear. Tap on the message and you will be taken to the obituaries on the website.





Bob Gill

May 7, 1931–December 2, 2024

Bob Gill retired in 1992 as Vice Chairman and COO of the Company. He was a good friend to and active member in the H.C.S.C. National Alumni Club. He presented 50-Year Pins at a national convention, supported fundraising efforts and was the featured speaker during a Zoom meeting celebrating the Club's 91st Anniversary. Club members shared their memories of working with Bob. He will be missed.

Robin Caldwell

I first met Mr. Gill when I was in the Treasurers Department in the New York Office. I was a Junior Achievement volunteer, and he served on the National JA board. The Company held an annual luncheon for the JA volunteers and he would attend. We would occasionally be on the same elevator and Bob seemed to know many people and asked about them. I first thought that he knew perhaps one fact about each person, but I later realized that he remembered more than one thing about a person. In fact, he never forgot a detail. He was truly interested in each person that he met and remembered their interests, etc.

After the headquarters relocation to Texas---I was then in the Community Relations Department---I assisted him with his Junior Achievement and National 4H board duties. He had a keen eye for detail and we had to ensure that every letter that he signed was correct. There was a time

when I flew back to Virginia when my father underwent a quadruple bypass. The first morning upon my return, Mr. Gill called me and asked how my father was. After a brief update, I asked him what I could assist him with, and he replied that he had only called to see how my dad was.

One of the Community Relations managers accompanied Mr. Gill to Chicago where he was invited to be part of an in-house ethics video for Arthur Andersen, a now defunct accounting firm (they should have paid attention to the tape as they were caught up in the Enron scandal). He was asked if it was true that JCPenney associates were not allowed to drink alcoholic beverages at lunch. Mr. Gill replied (as related to me), "No, a JCPenney associate can drink alcohol at lunch...(pause)...however, upon their return, they would no longer be a JCPenney associate."

After Mr. Gill retired, my then 12-year-old son Robert had an opportunity to meet him and his wife Barbara in Naples, Florida, where my mother-in-law resided. Mr. Gill and Robert had a conversation while I talked with Barbara. When I recently told Robert that Mr. Gill had died, he recalled their conversation 19 years ago. Mr. Gill had told him about an experience with a manager early in his career, a manager who did not care for him. However, the manager was ethical and fair and promoted him after he won a sales challenge among the manager's team.



Bob Gill and Mary Anne Eames

Mary Anne Eames

I have known Bob Gill for a long time. It was back in 1962, the year Bob Gill was promoted to head up Hard Lines. I worked for Bob for over 30 years. He was smart, tough, but fair, honest and respected by all. That's a long time, long enough to get to know the real "Mr. Gill," the side of Bob Gill that many people were never fortunate to have seen. He always took time out of his busy schedule to talk to a disgruntled customer and "The customer was always right." He cared about every associate and always took the time to listen if they had a problem or just needed to talk. Bob was my boss, my mentor and my friend. He will truly be missed by all who knew him.

Bruce Hill

When I was the Regional HR Manager in 1984 in the Chicago office, I attended orientation in the New York Office. Bob Gill was being replaced by Dick Erickson. I had the pleasure of being introduced to both of them and they were very friendly and made me feel welcome to HR. Ironically, I ended up with a direct reporting relationship to both in the Plano Home office in the early '90s. Bob promoted me as Director of Geographic Markets for JCPenney Stores when he was Vice Chairman of the Company. What I loved about Bob was he was direct, no nonsense and let you do your job as long as you kept him in the communications loop.

Terry Prindiville

My time with Bob Gill goes back to 1981 when I was transferred to the New York Office from my position as the Regional Personnel Manager at Buena Park, California. Bob headed up the New York Buying Office. At JCPenney two main groups ran the company, the buyers' group and the store group. In New York, the Management Committee made most of the strategic decisions. Bob played a key role. He knew how to challenge decisions or recommendations and was listened to because of his buyer's background and knowledge. One of his strong decisions was the development of JCPenney merchandise which had to be the top of the line. Items like the JCPenney towel and the JCPenney battery were nationally recognized as the best.

I was sent to Dallas in 1985 as Regional President not knowing plans were underway for a Headquarters move there. Bob's position as Vice Chairman played a key role in JCPenney's move to Dallas from New York. When this happened, I was promoted and put in charge of construction. I remember so well Bob's leadership at this time. Bob was never shy; you always knew where he stood.

Jeannette Siegel

As part of the Community Relations team, Kathy Jung and I were responsible for the Company's United Way Campaign. While still in the New York Office, Bob Gill was named the chairman for the annual campaign. The theme was "Your Gift Works Magic" and we had fun special events using that theme. I don't remember exactly how much money we raised that year, but at the time we were adding about a million dollars a year to the campaign. Kathy and I gave Mr. Gill an Aladdin's lamp to show our appreciation.

Fast forward to the retirement years... in 2023, I was talking to Mr. Gill about some H.C.S.C. Club business. During the conversation, I told him that I was going to be touring New England, a part of the country that he was very familiar with. He asked where I would be going. When I mentioned that I would be taking a cog railway up Mount Washington, he got excited. He talked about the times in the past when he walked up the mountain. As I roared the train and saw other hikers, I couldn't help but imagine him making his way to the top.

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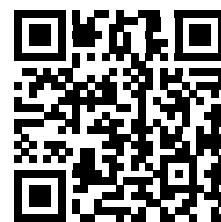


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