

3rd Annual Golden Rule Days – Kemmerer, WY

Thursday, August 24, 2023

The 3rd Annual Golden Rule Days in Kemmerer, WY was another wonderful and memorable event! The day was highlighted by an HCSC Alumni Club Reception (meet and greet) for special guests, a historical tour of the James Cash Penney buildings conducted by David Kruger from the University of Wyoming and author of “J.C. Penney, the Man, the Store, and American Agriculture,” followed by a book signing by David, a special program with special presentations (noted below), and a community wide picnic and barbeque!

Special guests at the HCSC Alumni Club reception included:

-Alissa Keny Guyer and her husband Neal and Marion Guyer; Alissa and Marion are Granddaughters of Mr. Penney

-JCPenney Corporate Head of Govt Relations, Angela Marshall Hofmann

-JCPenney District Manager, Gerald DeClouette

-JCPenney Mother Store #1 Store Manager, Linda Slovernik

-Kemmerer Mayor, Bill Thek, and Diamondville (sister city) Mayor Clint Bowen

-Carol Harwood, President, South Lincoln County Historical Society

-Cindy Miller, President, Mr. Penney Home and Museum Board

-Teresa Scott, CEO, Penney Retirement Community of Penney Farms, FLA

-David Kruger, University of Wyoming

-HCSC Alumni Club 2nd VP, John Gresham, Royce Bervig, Mile High Denver RMG President, John Chapman, Southeast RMG Past President

-3 HCSC Alumni Club Century Club members: Jerry Castleton 91, (SLC), Ted Schmidt 96, (SLC), and Jim Sivelle 97, (National)

David Kruger's Historical buildings **tour** included the site of the First Golden Rule Store (1902), the Second Golden Rule Store (1903), Mr. Penney's Home and Museum, the JCPenney Mother Store #1 (1929) and Mr. Penney's Bronze Statue (formerly in the JCPenney Home Office in Plano, Texas)

The **program** was conducted by Trista Gordon, Kemmerer Recreation and Special Events Director and had many notable **highlights**:

- Remarks by Senior U.S. Senator from Wyoming, John Barrasso
- A presentation of a \$10,000 check by Angela Marshall Hofmann, Head of Govt Relations from JCP Corporate to the James Cash Penney Home and Museum
- A presentation of a \$7,500 check by the Granddaughters of Mr. Penney representing 9 Grandchildren to the James Cash Penney Home and Museum
- The presentation of the first ever Golden Rule Awards by the City of Kemmerer to two deserving Lincoln County citizens who were selected from 17 nominees (this will be an annual recognition)

A special display was set up in Triangle Park with a petition to nominate James Cash Penney for a 2025 USPS Commemorative Stamp in honor of the 150th Anniversary of his birth. Lincoln County citizens enthusiastically signed the petition to be sent to the USPS Citizens Stamp Advisory Committee in the near future.

The 4th Annual Golden Rule Days will be held **Thursday, August 22, 2024** in Kemmerer! Save the date! All HCSC Alumni Club members are invited to attend!



3 Century Club Members attend the 3rd Annual Golden Rule Days!

Front row (L-R) Jim Sivelle (97), Polson, Montana, Ted Schmidt (96), SLC, Utah, Jerry Castleton (91), SLC, Utah. Back row (L-R) Sandefur Schmidt, Ted's Daughter, Alissa Keny-Guyer, Granddaughter of James Cash Penney, and Jerry Castleton's Son-in-law, Melvin Robinson.



CEO of the Penney Retirement Community (Penney Farms, FL)

attends the 3rd Annual Golden Rule Days!

(L-R) Leigh Ann and Jim Sivelle (HCSC Century Club member) and Dave Quirk and CEO Teresa Scott from the P.R.C. Dave is past president of the P.R.C. Association of Residents. The P.R.C. is celebrating their 100th Anniversary in 2026! Mr. Penney created the community in 1926!



HCSC Alumni Club Member, Tice Siegel, Vero Beach, FL, donates First Golden Rule Store replica (and 1996 JCP Christmas Train) to the Mother Store #1

(L-R) 2nd from left, Store Manager, Linda Slovernik holding the First Golden Rule Store replica and three of her Associates. Tice's gift included an unopened complete Christmas Train Set that was a giveaway at JCPenney during the 1996 Holiday Season. Both will be displayed in the store.



JCP Corporate and Mr. Penney's Grandchildren donate to the James Cash Penney Homestead (and Museum)!

(L-R) Marion Guyer, Mr. Penney's Granddaughter, Alissa Keny-Guyer, Mr. Penney's Granddaughter, Cindy Miller, President of the J.C. Penney Home and Museum Board, and Angela Marshall Hofmann, Head of JCP Corporate Government Relations. JCP Corporate

donated \$10,000 to the Home and Museum and the Grandchildren (9) of Mr. Penney donated \$7,500.00!