

PARTNERS

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

FALL 2024



JCPenney



More
Holiday,
Bigger
Savings.



From **smiles** to **sparkles**



JCPenney

More
Celebration,
Bigger
Savings.



from **gifts** to **glitz**





FEATURES



8 4th Golden Rule Days

H.C.S.C. Club members and Kemmerer residents turned out to celebrate the spirit of the Golden Rule.



12 Ronnie Campbell

Learn about Ronnie Campbell's 44-year career with the Company.



16 Bob Lund

H.C.S.C. Club member Bob Lund volunteers at the J.C. Penney Museum and boyhood home in Hamilton.

IN THIS ISSUE

- 5 Leadership
- 7 Century Club News
- 10 Partner of the Season
- 18 Howdy Partners
- 20 I Remember When
- 36 Foundation
- 39 In Memoriam



18

- 22 Indiana
- 23 Mile High Denver
- 24 North Central
- 28 Northern California
- 30 Southeast
- 32 Southern California
- 33 Southwest



Marcia and Steve Strom in
Kemmerer, Wyoming



President's Message – 4th Quarter 2024

Greetings to all my H.C.S.C. Alumni Club partners! I hope you've had a great 2024! This is my final letter to you as President. It's been an eventful year and as my term comes to an end, I wish to extend my sincere thanks to you all!

- Thanks to our members who have contacted former JCPenney friends and told them about our club and added them to our membership! And also, thanks to our members who have contacted former members and had them reactivate their membership!
- Thanks to our members who have participated in their Regional Meeting Group (RMG) events, had fun, and enjoyed partnership with their friends old and new!
- Thanks to our members who have “phoned a friend” to stay in touch and catch up with friends and former partners!
- Thanks to our Board of Directors and RMG Presidents for their continued dedication to inform and engage their RMG members in activities and communications! (See our BOD and RMG Presidents list under “Club Information” on our National website.)
- Thanks to our Executive Board for their tireless efforts and hard work to keep our club operating efficiently and successfully!

We had four goals this year and here is a brief recap of progress on each:

1. Membership Growth

*Engage all Regional Meeting Groups in actively recruiting new members to achieve our annual goal of 120 new members.

As of mid-September, we have added 41 new members and are optimistic about a strong finish to the year so we can get close to our annual goal of 120 new members.

2. Member Engagement – Get Togethers

*Encourage small group get togethers once each in the first half and second half of the year as well as the Holidays.

Thanks to our First Vice President, John Gresham, for working with many RMGs to facilitate small group get togethers. We received great reports of fun lunches of members who numbered 6 to 15 attendees in localized communities within their regional area.

3. Volunteerism

*Engage our members to contribute to their local communities through their volunteer efforts like the Feeding America Program in collaboration with the JCPenney Company and then to recognize their efforts through the new

Golden Rule Award for Community Service.

Thanks again to John Gresham for leading our national Feed America campaign and working with RMGs to facilitate their regional volunteer efforts.

We launched our first annual Golden Rule Awards for Community Service this past spring and had a great group of seven nominees. Our national award winner was Donald L. Bartelmay volunteering for Sertoma International's Hearing Aid Program and you can read his heartwarming story on our national website.

4. Plan for the Future of the H.C.S.C. Alumni Club

*Bill Kruder, Past President, will create a special committee to gather member input and project where our Club will be in 3, 5, and 10 years and what actions we will need to take to ensure our future health.

Bill's committee has been created and working since midyear gathering input from members and discussing the topics presented by those members as they build recommendations about the future of our club. Stay tuned for more details from Bill and his committee at the beginning of 2025.

John Gresham will be a great President starting his term on December 5, 2024, and John will be supported by First Vice President John Chapman as they lead our great Alumni Club through the next year!

Here are a few highlights that John and John will be informing you about in 2025:

- 2nd Annual Golden Rule Awards for Community Service in April.
- 5th Annual Golden Rule Days and Community Picnic in Kemmerer, Wyoming on August 21.
- 150th Anniversary of James Cash Penney's birth on September 15. There will be major Alumni Club observances!
- J.C. Penney Days in Hamilton, Missouri, Mr. Penney's birthplace on September 27.
- 93rd Anniversary of the H.C.S.C. Alumni Club on October 18.

Best wishes to President, John Gresham and First Vice President John Chapman and all our Club members for a great 2025!



Steve Strom
President - 2024



Century Club News

We are proud to welcome these new members to the Century Club. The criterion for inclusion in the Club for 2024 is a birth date on or before 1934 and are current on their dues. We are grateful for their distinguished service and their contributions to JCPenney and the principles of H.C.S.C.

Ackerman, Bruce
Andersen, Harry E.
Danford, Donald D.
Davis, James C.
Hennessee, Joel R.

Laing, John W.
Looney, Clark
Lucchesi, Armond
MacDonald, Norman T.
Marschewski, Paul A.

Mercer, James A.
Pescatore, Louis E.
Purman, Richard E.
Rodman, Kirk
Seelenbinder, Fred

Smith, Gisela Joyce
Turturici, Rachel
Wilson, William B.

Wedding Bells

Century Club member Gerry Montgomery married Carol Scribner in Sedona, Arizona, in June. They met online and had much in common. Gerry and his late wife Barbara had travelled to 170 countries. Carol and her late husband travelled to over 170 countries. Carol owned a video production company and had their lovely wedding ceremony recorded. They will live in Sedona about 90 percent of the time and in Dallas ten percent. In the meantime, they will continue to travel and have signed up for a Space Perspective flight which will go 100,000 feet to the edge of space sometime in late 2025.

Congratulations to the newlyweds!



Gerry and Carol outside their home in Sedona, Arizona with the coffee pot mountain behind.



Gerry and Carol at their first meeting in November 2023

4th Annual Golden Rule Days

Thursday, August 22, 2024 in Kemmerer, Wyoming

The 4th Annual Golden Rule Days and Community Picnic were celebrated on Thursday, August 22, in Kemmerer, Wyoming, the town where Mr. Penney began his beloved company in 1902! The event celebrates Mr. Penney's special history in Kemmerer as well as the City recognizing two Lincoln County citizens for their practicing the "golden rule" in the community.



Marcia Strom at the H.C.S.C. Alumni Club reception in Triangle Park.

The event began with a H.C.S.C. Alumni Club reception at 2 p.m. in Triangle Park hosted by H.C.S.C. National President Steve Strom and his wife, Marcia. A variety of guests were at the meet and greet including Mayor Bill Thek; JCPenney Company head of government relations, Angela Marshall Hofmann; Wyoming Senator Lummis staff representative, Sara Hale; David Kruger, author of "J.C. Penney, the Man, the Store, and American Agriculture"; John Gresham, 1st VP of the H.C.S.C. Alumni Club; President of the Mr. Penney Home and Museum Board, Cindy Miller; JCPenney Mother Store #1 Manager Linda Slovernick and a number of H.C.S.C. Alumni Club members including two Century Club members, Jim Sivelle and wife Leigh Ann, of Polson, Montana, and Jerry Castleton of West Bountiful, Utah. Other H.C.S.C. Alumni Club attendees included Tom Ashmore of Fairview, Texas; Steve and Tona Jebbia of Park City, Utah; Glenn and Linda Wiesjhan of Owatonna, Minnesota, and Mark Unsworth of West Bountiful, Utah.



Group for David Kruger's tour of the J.C. Penney Historical buildings.

At 4 p.m., David Kruger conducted a tour of the three historical Mr. Penney buildings that are on the National Register of Historic Places including the 1st and 2nd Golden Rule stores (the first store is no longer standing), the Mr. Penney Home and Museum, and the JCPenney Mother Store #1. Over fifteen attendees enjoyed David's amazing presentation of Mr. Penney's early history with a special stop inside the Mother Store #1 to view some of the historical items both on the sales floor (a museum in itself) and in the "back room" where Store Manager Linda Slovernick has many historical mementos.



2ND Golden Rule Store 1903-1929; Mr. Penney Home and Museum.



Some of the over 220 Lincoln County residents attending the program and picnic.

The official program began at 5:30 p.m. on the stage in Triangle Park at the heart of the J.C. Penney Historical District which is listed on the national Register of Historic Places. Mayor Bill Thek and Special Events Director Trista Gordon welcomed a crowd of over 220 Kemmerer and Lincoln County residents to the evening's event. They thanked the residents for attending and being part of the Golden Rule Days and Community Picnic.



JCPenney Head of Government Relations Angela Marshall Hoffman, Mother Store Manager Linda Slovernik, Mr. Penney Home and Museum Board President Cindy Miller, Denise Sergent, Board Vice President, and H.C.S.C. Alumni Club President Steve Strom.

Angela Marshall Hofmann, head of JCPenney Company Government Relations, spoke next also welcoming the attendees and then presenting a check for \$10,000 to Cindy Miller and Denise Sergent, President and Vice President of the James Cash Penney Home and Museum

Board. The donation will be used to support building upkeep and repairs and also pay for the local docents who give tours Memorial Day through Labor Day.

Steve Strom, National President of the H.C.S.C. Alumni Club, spoke next and thanked Mayor Thek and the residents of Kemmerer for their hospitality and their great relationship with the H.C.S.C. Alumni Club. A special thanks was extended to the City of Kemmerer for completing the bronze plaque wall behind Mr. Penney's Statue in Triangle Park, a project funded by the generous donations of Alumni Club members.



Angela Marshall Hofmann, JCPenney Head of Government Relations, Trista Gordon, Kemmerer Special Events Director, and Steve Strom H.C.S.C. Alumni Club National President with two honorees for the City of Kemmerer Golden Rule Award.

Trista Gordon, City of Kemmerer Special Events Director, closed the night with a special presentation of the Kemmerer Golden Rule Award to two residents who were selected by local committee from a group of 16 nominees. These residents were representative of the "golden rule" in their lives and contributions in the community. Each resident received a plaque and a gift basket from Gordon. After the program end, Mayor Thek, the Kemmerer City Council, and Lincoln County Commissioners served a good old Wyoming barbeque meal to the over 220 residents attending the event concluding a beautiful day and special event in Triangle Park.

Save the Date! The 5th Annual Golden Rule Days will be held Thursday, August 21, 2025 in Triangle Park in Kemmerer, Wyoming! All H.C.S.C. Alumni Club members are welcome to attend. Information about next year's event will be communicated via national email in May 2025!

Jeannette Siegel, My Story

Before I get started, I thank Hedy Sawyers and Ida Gephart, SW-RMG Co-Presidents, for nominating me for this recognition and the National H.C.S.C. leadership team for selecting me. I appreciate the honor.

When I joined JCPenney during my college years, I had no idea about the journey I would be taking. Some of the career moves were made with curiosity and one with downright fear. But I always trusted that whatever I did would work out.

I started in sales in Store 1825, McCreless Mall in San Antonio. After graduating in 1973 from the University of Texas in Austin with a degree in English and Journalism, Manager Ed Dickinson recommended me for the management training program. I started in Women's Accessories and Intimate Apparel where two sales associates who had worked there forever helped me learn about merchandising. From there, I managed Sportswear, was transferred to the Store 245 downtown San Antonio to run the Men's, Shoes, Luggage and Women's Accessories and Intimate Apparel departments. Jim Hailey was the district manager responsible for that promotion and others. The next move was to the Dallas Buying Office as an Area Merchandise Specialist where I learned that the buying area was not for me. Mr. Hailey helped me transfer to the store in Tyler, Texas, where I was first the Personnel Manager and then a General Merchandise Manager. After four years, I moved to the San Antonio District Office as a publicist where the big event was the launch of the Halston III line signaling the change in the Company's merchandising direction.

That was the end of my career in the field. My next move was to the New York Office and that was the really scary one. I didn't know anyone, the city was confusing, but I knew that I needed to make this move. I was part of the Public Affairs Department (later called Community Relations) and was responsible for the United Way Campaign, U. S. Savings Bonds campaign, the Golden Rule Awards program, the James Cash Penney Award for Community Service, March of Dimes, Hands Across America, DECA and others. I was fortunate to serve on boards or advisory boards and that is where I learned about nonprofit management. In 1992 I started a special assignment to provide staff support to W.R. Howell in his role as United Way of America's Chairman of the Board. This was just as the financial scandal involving the president broke. Many associates were tasked to help rebuild morale and trust throughout organization.



Fossil hunting in Kemmerer, Wyoming



Lake Garda



Edith, aka Mom, and me feeding reindeer



With Mary Knuff in Venice

I especially remember Larry Braby and Dan Zechmeister. It was wonderful to see our JCPenney values and training do such good work.

Four years after moving to New York, when the Company announced that we were moving to Dallas, I thought "I'll drive!" I was happy to return to my Texas roots, closer to family and longtime friends. The job changed somewhat, dropping some responsibilities and adding charitable contributions and associate disaster relief.

In 2006 I found out on a Friday that my job was eliminated. It was shocking, but on Sunday I opened the financial package. I looked at it and thought, "Holy smoke, I think I can retire!" I think of that weekend as the death and resurrection!

So, I retired and Jim Hailey approached me to join the board of H.C.S.C. Southwest which I still serve on. I served as Secretary, President and still help plan events. Then, the National H.C.S.C. leadership approached me to serve on the National Board.

Accepting a National Board position led to working on Partners magazine, which makes me so happy. I love reading your stories. My favorite is when we capture the small stories that you would never find in archives, but made retailing so much fun...the outrageous store promotion activities (ask John Gresham about the piglets), the embarrassing typos when we printed our own signs, the good or difficult managers who challenged us, and the lifelong friends we made. Then, I like to read about what members are doing today, how they are enjoying their retirement. (So, I have to put in a plug here, please send me your stories for Partners. Nothing is too small.)

On a personal level, my mom moved to Dallas 16 years ago and lived a couple of miles away in an active retirement

community. She was known as the Poker Lady...that skill skipped me! In June she passed away at the age of 96. We had a lot of good times together travelling, frying chicken and playing Mexican Train dominoes on Sunday afternoons...I would almost always win which did not make her happy. I also have a sister, Carole, and two brothers, Larry and David. Their spouses are Kent, Cathy and Kelly. (Small story, Kent's mother and I worked in the San Antonio store. She was the Dress Department Head.) My nephew Nick is 43 and my twin nieces Ella and Mila turned 11 in July. How many families have that age span! I am also a 20-year member of the Association of Women Executives where I just concluded chairing the programs committee for several years. Other pastimes are reading, attending live music performances (especially Texas singer-songwriters) and my garden...those Czech farming genes came through.

I've done some international travel since retiring: the Czech Republic where I stayed in the house where my grandfather grew up; France and Germany a couple of times, a Danube River cruise, a Russian River cruise, the United Kingdom, and to Italy eight times mostly with good friend Mary Knuff.

It is gratifying to look back on a career and see the people who helped us along the way. Among the many for me are Jim Hailey, Ed Dickinson, Don Guest, Bob Randall, Hank Rusman, Dave Lenz, Robin Caldwell, Chris Sears and W. R. Howell. In the H.C.S.C. Club it has been Al Bell, Phil Esch, Tom Clarke, Ellen Baker, Sharon Leight Winkle, Bill and Debi Kruder, Steve Strom and John Gresham.

A wonderful thing about H.C.S.C. is that you can connect with longtime friends, but also make new ones. Since retirement, my friendships have changed, but they have also grown. That happened by showing up for events and serving on boards and committees. I am grateful for all the experiences and all the friendships.

Ronnie Campbell

I worked for JCPenney for 44 years. My career included working in 11 different stores and offices, in 5 different states. I started with the Company in Store 0559 Goldsboro, North Carolina, when I was 16 years old and a junior in high school. I worked every day after school and on Saturdays. Store Manager Ray Patterson took an interest in me and with his leadership by my senior year, I was running the Boy's Department. Under Mr. Patterson's supervision, I worked assortment plans, suggested mark downs and model stocks. I developed a real love for retail and that's when I decided I was going to be a JCPenney store manager. The small town of Goldsboro produced three future JCPenney store managers, Will Arant, Ed Crumpler, and myself. In 1964, I became a Management Trainee and ran the Children's Department. With the leadership of Mr. Patterson and District Manager Clayton Kilgore, it was a great learning experience that helped prepare me for the rest of my career. Because I was so young, Department Heads Mrs. Crumpler, Mrs. Sutton and Mrs. Britt took me under their wings and taught me immeasurable information about their merchandise lines.

I received my first transfer in 1967 to Store 1690 Spartanburg, South Carolina, as a Merchandise Manager of women's lines. I worked with Store Manager Andy Grega and District Manager Bill Woodruff. I also made a friend that I kept up with for the rest of my career, Leon Holyfield. I also learned a very important lesson, never rent a house without your wife seeing it first.

I transferred to Store 1411 Greenville, South Carolina, in 1969. I worked with Joe Ferry, the Store Manager and Bill Pruitt, the Assistant Manager. Greenville was a full line store, and I was exposed to merchandise lines I had never had before. One of the merchandisers, Ron Cardwell, and I would work together again in the Durham, North Carolina, store years later.

I was promoted to my first second level job as General Merchandise Manager (GMM) in 1972 to Store 1184 Knoxville, Tennessee. I worked with Store Manager Gene Lloyd and District Manager Bill Woodruff once again. This was a four-level store with the stock room in the basement in downtown Knoxville. Our biggest rival was the West



Ron and Donna

Town Store, which was only 10 miles away and doing about 20 million dollars. Bill Neil was the Store Manager and Roy Kesley was the General Merchandise Manager. Mr. Neil had managed the downtown store previously, early in his career. The GMM that I replaced in Knoxville was Bill Hopper and we remained friends for the balance of both of our careers.

In the 70s and 80s, the Company was opening a lot of full line stores. This created opportunities if you worked hard and were willing to relocate. My next assignment was in 1975 as GMM for soft lines in Store 1739 Durham, North Carolina. It was a brand-new full line store that was two floors and 100,000 square feet. It really should have been one floor and 60,000 square feet based on sales. JCPenney had never had a store in Durham and it took a few years for it to catch on. Gail Blackburn was the store manager and Ray Patterson was the district manager. Second level management included Personnel Manager Jim Brittle and Operations Manager John Kubbs.

I was transferred to Store 1603 Raleigh, North Carolina, which was just 30 miles east of Durham in 1978. Transferring from a store doing 8 million dollars to one doing 20 million dollars was a great learning experience and a lot of fun. We had a great staff, Earl Barnes was the store manager; Dennis White was the GMM and Bill Watson was the personnel manager.

There was a major change in my career path in 1981; I had spent 20 years in the store environment. I accepted an assignment to Merchandise Specialist in Women's Apparel for District 8118, reporting to the New York office. What a major change! I was buying dresses, fashion lingerie, accessories, and sportswear for all the stores in the district. This meant spending about 20 weeks a year in New York. All the merchandise specialists from Region 2 would fly in on Sunday night and back home on Thursday night. We also worked with the Los Angeles and Miami offices. It



Opening day of dove season
with grandsons Coley and Travis



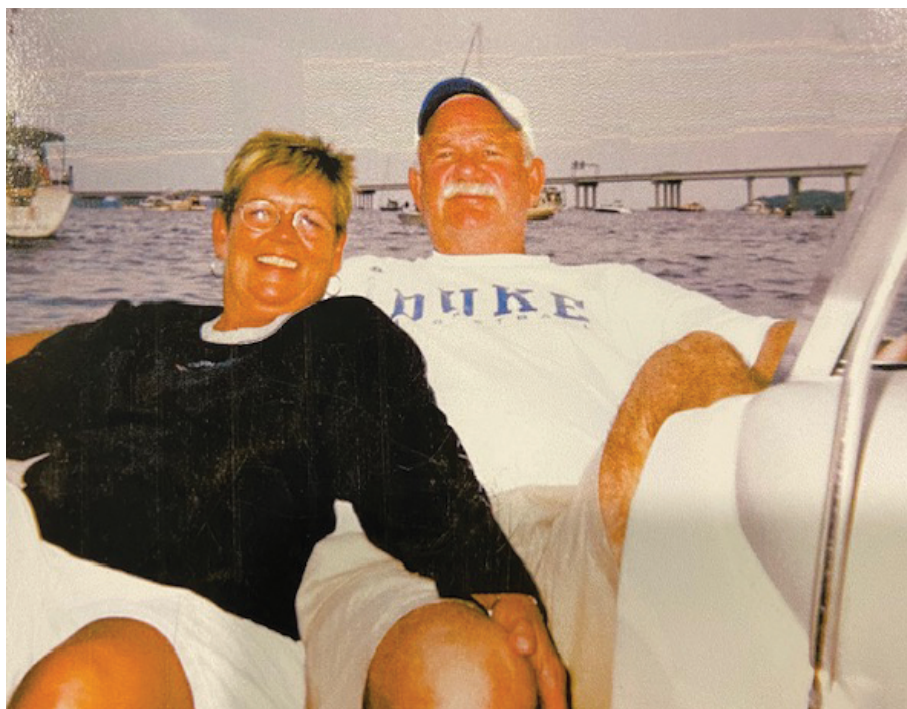
1964 Senior picture



Region 2 merchandise specialist team with Dave Miller, President of the Penney Company



Grandchildren Bobbielynn and Kaydon catching
their first fish at Brice's Cre



On the Neuse River waiting for July 4th fireworks.



The Campbell family

was one of the most exciting jobs and growing experiences of my career. I met and worked with some of the brightest people in Region 2, Earl Land, Will Arant, Brad Wonnacott, Roy Kesley and Art Kapplow, just to name a few. Some of the other specialists---Bill Littlejohn, Larry Foster and Billy Kendrick---and I became good friends, and we kept up with each other over the years.

In 1986, the Company created the position of District Fashion Merchandiser for all women's lines. I was assigned to District 8118 Raleigh, North Carolina. We still traveled to New York about 20 weeks a year. I reported to District Manager Ray Patterson in the beginning and after Ray retired, I reported to Earl Land. It was a great job and I finally got accustomed to all the traveling. I made great friends in the office with Bill Watson, John Gresham and Vince Keefauver.

In 1988, District 8118 was combined with District 8220 Colfax, North Carolina, and I went there on special assignment working with Roy Kesley. Later that year I received my first store manager job in Store 1818, New Orleans. It was a very profitable store but was in an undesirable location. I will never forget a few weeks before I was to report, Earl Land called to give me a pep talk. He said, "Ron when you get to New Orleans, don't be surprised to see steel bars on the doors." When I got off the phone, I remember thinking, what the hell did I do to deserve this store. The day my wife Donna and I pulled up to the store for the first time, we saw where someone had stolen a car and driven it through the store doors. As it turned out, we had three really good, profitable years. I received nice comp checks and was promoted to Store 1919 in New Bern, North Carolina.

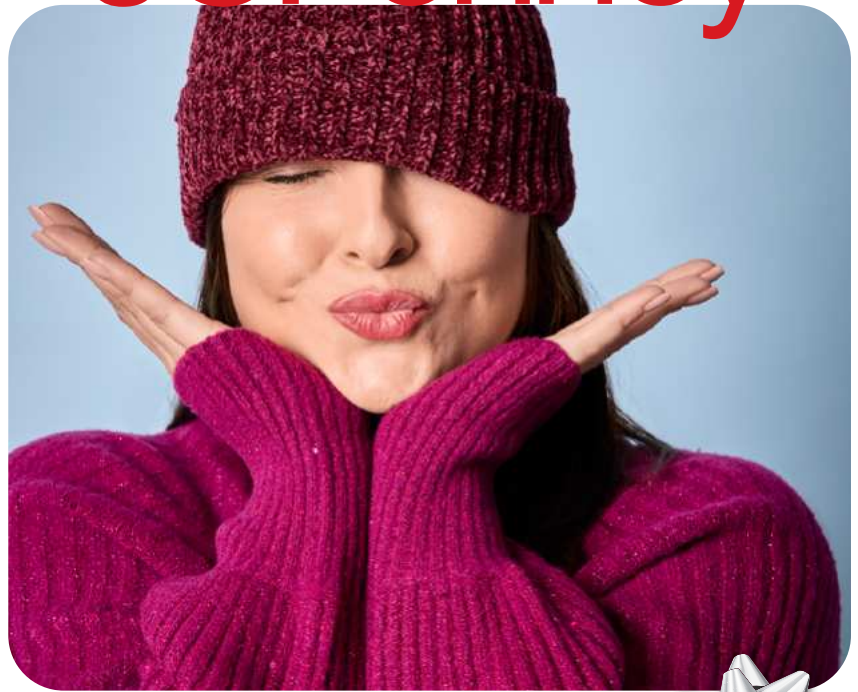
When I was on the Raleigh district staff, I can remember visiting Store 1919 in New Bern. I told the Store Manager Melvin Johndrow several times that when he retired, I would like to get his store and never move again. I did not get the store when he retired, Larry Gilliam did. But two years later he was promoted and guess what, I got the New Bern store in 1991. An added bonus was that my district manager was Bob Cote. What a great guy to work with during my final assignment. After all the moves in 29 years, we were finally where we wanted to be. Two hours from our children and grandchildren, one hour from Donna's 90-year old mother and my sister and brother.

Donna, my wife of 60 years, and I are happily retired in New Bern. It is a beautiful town with two rivers for boating and 45 minutes from the coast of North Carolina. We were junior high school sweethearts and without her support and dedication, my career would not have been possible. When we relocated all those times, I was there when the furniture arrived, and she took care of everything else. In the early days, she practically raised the kids while I was either working or out of town. We have three children and six grandchildren that we are fortunate to see often.

In our early retirement years, Donna and I enjoy boating, fishing and camping with our children and grandchildren at the beach. I also became friends with some local farmers and began hunting with them every Saturday from August through January. I plan to continue hunting as long as I'm able. I'm the second oldest one of the hunting group at 78 years old. Thank God I am in good health and still exercise at the YMCA five days a week. LIFE IS GOOD!

Thanks to all the people who mentored, taught, and supported me throughout the years!

JCPenney



From **sweaters** to **snuggles**



More **Cozy,**
Bigger **Savings.**

Penney Museum

Meet Bob Lund, H.C.S.C. Alumni Club member and caretaker of the J.C. Penney Museum and the J.C. Penney Boyhood Home in Hamilton, Missouri.

Steve Strom: Bob Lund and his wife, Susie, have taken the responsibility of caring for the J.C. Penney Boyhood Home and the J.C. Penney Museum in Hamilton. Bob relates the history behind their involvement in these historical sites:

Upon retirement in 2012 and moving to Hamilton, Missouri, my wife, Susie and I took an interest in Mr. Penney's history with our shared hometown. Susie and I were both graduates of Penney High School. A local businessman, Dean Hales, an influential Hamilton resident who I had worked for in high school, became seriously ill. He approached me in 2019 to "take care of the boyhood home" and assist as needed at the J.C. Penney Library and Museum which opened in 1976. In the 1980s, the boyhood home had been moved from its original location two miles east of town to Main Street in downtown Hamilton resting on what used to be the train depot foundation. E.R. (Bob) Penney, Mr. Penney's nephew who managed Ward Parkway in Kansas City, Missouri, had donated money to help secure Mr. Penney's legacy in Hamilton and the street was renamed ER Penney Drive.

The Boyhood Home and Park is owned completely by the City of Hamilton. However, as with most small communities, budgets don't allow expenditures for history. Remembering Dean Hales' final

request, Susie and I started landscaping and decorating around the boyhood home and also started a flower garden at the rear of the home. We also began opening the boyhood home daily for people to tour. As visitors started realizing it was open to tour, we averaged over 200 visitors per month. We were able to secure a donation from a foundation to repaint the exterior and add new screen doors. Additionally, we added CD videos on TVs in both the Boyhood Home and Museum which detail Mr. Penney's life and repeat automatically throughout the day.

Hamilton is known not only as Mr. Penney's hometown, but also as "Quilttown USA" with 16 theme-related quilt stores, a Quilt Museum and an Education and Events Center for quilt retreats. Tour buses and visitors arrive from not only the USA but worldwide locations.

Working with the City, which also owns the J.C. Penney Library and Museum, we added our phone number to the Facebook and the City of Hamilton website for tour groups to call if they need information or assistance with tours when visiting Hamilton. Calls to the City for information are also forwarded to us.

Numerous local residents and visitors always are telling us their memories of Mr. Penney. We receive many phone calls weekly from associates or individuals with Penney historical memorabilia to donate.



Bob Lund



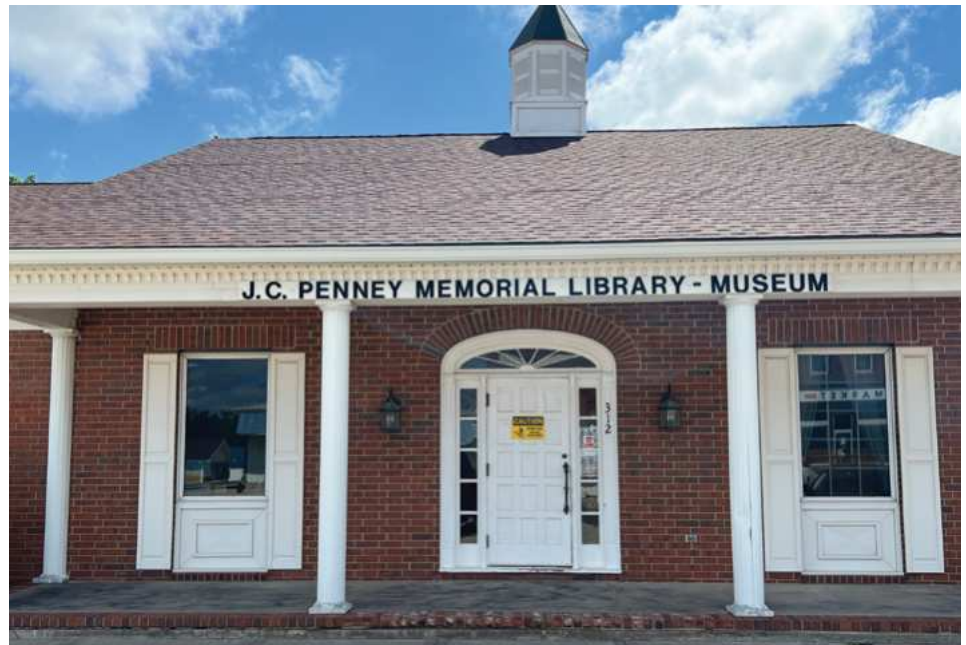
Boyhood Home

Steve Strom: Let's learn about Bob's career with the JCPenney Company:

I graduated from Penney High School in Hamilton, Missouri, in 1966 and Northwest Missouri State College in 1971. (Yes, Mr. Penney donated funds to build the high school!)

While at college I interviewed with several companies including JCPenney. The person conducting the interview was Dick Stone. I went to work for Carnation in Trenton, Missouri, for one week and received offers from JCPenney and KMart. I took the JCPenney offer as it was more money. I started with them in 1971 in St. Joseph, Missouri. While in St Joseph, I worked for and with Roger Jones, Rich MacFee, Larry Orth, Ron Miller, Tom Croy, Art Jones, John Jones, all successful JCPenney Partners throughout their careers.

In 1973, I went to North Kansas City. From 1973 to 1988 in Kansas City, I worked in Blue Ridge, Grandview, Metro North, working with managers Bob Montgomery, Harry Conroy, Don Smykowski and Chuck Hawkins. The next assignment was the district staff in Kansas City with Carl Claxton then Doug Geck from 1981 to 1985. From 1985 to 1988, I was assigned to the regional staff out of Plano, Texas, with Tom Griffo. We traveled all states in the Southwest and Midwest for the catalog division. My first store manager job was in Manhattan, Kansas, from 1988 to 1992, working with District Manager (DM) Les Kennedy, then Don McCormick. I was promoted to West Valley City in Salt Lake City and was there from 1992 to 1995, working with DM Chuck Allison. Promotions followed to Chicago then Niles, Illinois, from 1995 to 1998, then to Lombard, Illinois. I was there from 1998 to 2008 working with DM Henry Juvers. I retired from



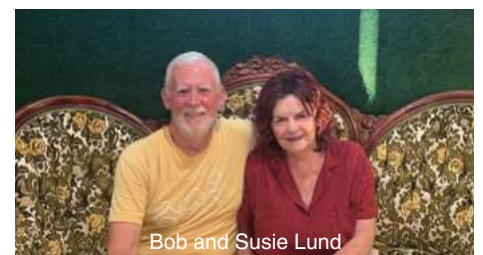
The penney Quilt Shop

JCPenney in 2008 and went to work for my wife's company. We both retired in 2012. Returning to our "roots", we moved back to Hamilton in 2013.

Susie and I have been married for 56 years and are proud parents of four daughters and ten grandchildren.

Steve Strom: We are proud that Bob and his wife, Susie, are caring for these two James Cash Penney

Historical sites in Hamilton as H.C.S.C. Alumni Club members! Thanks Bob and Susie for your contributions to preserving Mr. Penney's history!



Bob and Susie Lund

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.



Phil and Bunny Esch took a 2,700-mile roadtrip to Arizona, New Mexico and west Texas to celebrate two college graduations - their grandson's from Arizona State University and their youngest son's from Texas Tech University. While out there, they visited the Grand Canyon, Sedona, the Painted Desert and Petrified Forest, Santa Fe's Loretto Chapel and more.



After 20+ years, the carpool lunch bunch meets monthly. Margaret Filingeri, Ellen Baker, Patty Roberts, Martha Austin, Jeannette Siegel



Dan Morrow says Howdy from Ha Long Bay, Vietnam. He is on a cruise of Southeast Asia.



Beverly Fleener in Arkansas at the Bikes, Blues and BBQ Motorcycle Rally



John Chapman with 40-year associate Debbie Kilgore in Johnson City, Tennessee. Debbie, we'll be waiting for you when you retire.

MaryAnn Sears, Lorraine Burns, Don Brown, Carole Mangham, Dot Brown, and Carol Hailey



The Community Relations and Communications team met for Happy Hour at the home of Cami Alexander overlooking downtown Dallas. The team worked together at various times in the '80s, '90s and early 2000s. Left to right Stephanie Brown, Brenda Cage, Lisa Proctor, Jackie Kelly, Cami Alexander, Barbara Bierman, Robin Caldwell, Jeannette Siegel.

Robin and John Caldwell on vacation in Africa



Sue Vanness and Kathleen Langley met to plan the SW RMG holiday party.



Hedy Sawyers, Jeannette Siegel and Ida Gephart at a SW-RMG planning meeting

I remember when...

Florida Meeting

from J.C. Dunn

In 1981, President Walt Neppi named J.C. Dunn to the new position of Administrative Support Coordinator. J.C. worked with Neppi and Dave Miller, Director of JCPenney Stores, to develop and implement communication strategies to stores. One of the tools was the annual District Managers meeting. The meetings were usually held either in New York or a regional site. District managers would attend the meeting held toward the end of the year to learn about the next year's forecast and merchandise strategies.

In 1981, the event was held offsite at the Grenelefe Resort in Sarasota, Florida. These were great times for the Company with strong sales and profit performance. There were about 1,800 stores in the U.S., Sarma in Belgium and several stores in Mexico. Associates from the New York Buying Office, Marketing Department, and regional and field operations attended in addition to the district managers.

There were three events held: a golf or tennis outing followed by a Western-themed barbecue, a private evening at the Ringling Brothers circus (Sarasota was the winter home for the circus) and, by the way, Mrs. Seibert, wife of Chairman Don Seibert, actually walked a tightrope! The third night featured the closing ceremony.

Around this time, we were reevaluating space productivity and knew that soft lines were more profitable than the current hardlines. Eliminating hardlines was decided, but we had not notified suppliers. That was a lot of space to fill up which led to the decision to offer higher taste level apparel and home lines.

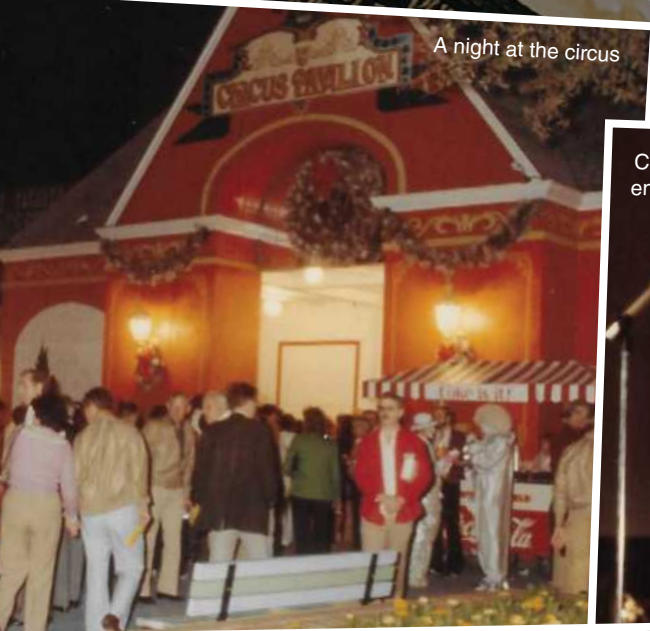
In 1982, retiring Walt Neppi was honored for his service. In 1983, Don Seibert was recognized; W.R. Howell was elected Chairman and CEO and the Halston III line was launched.



Merchandise Displays



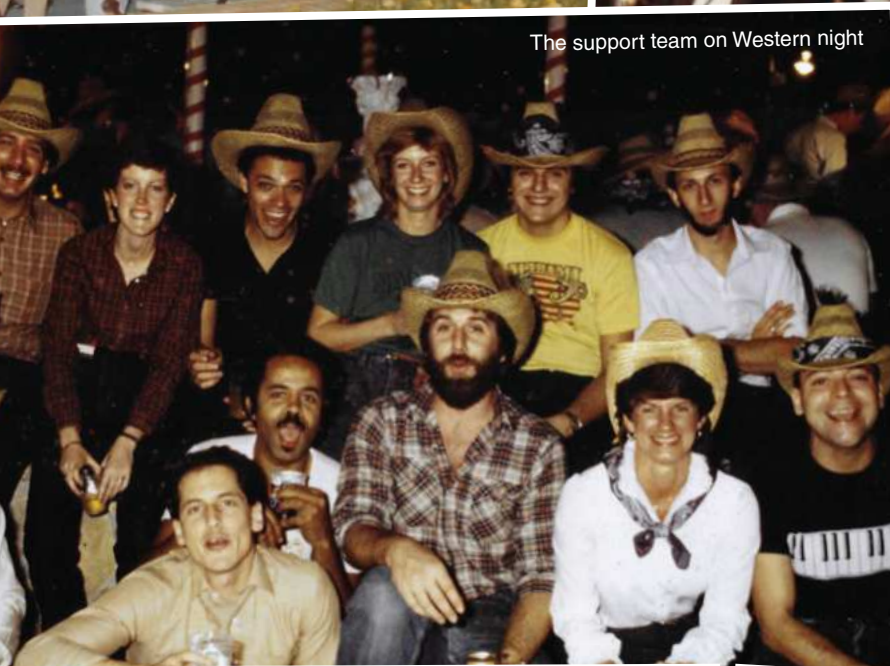
Director of Stores David M.



A night at the circus



Chairman Don Seibert
entertaining associates



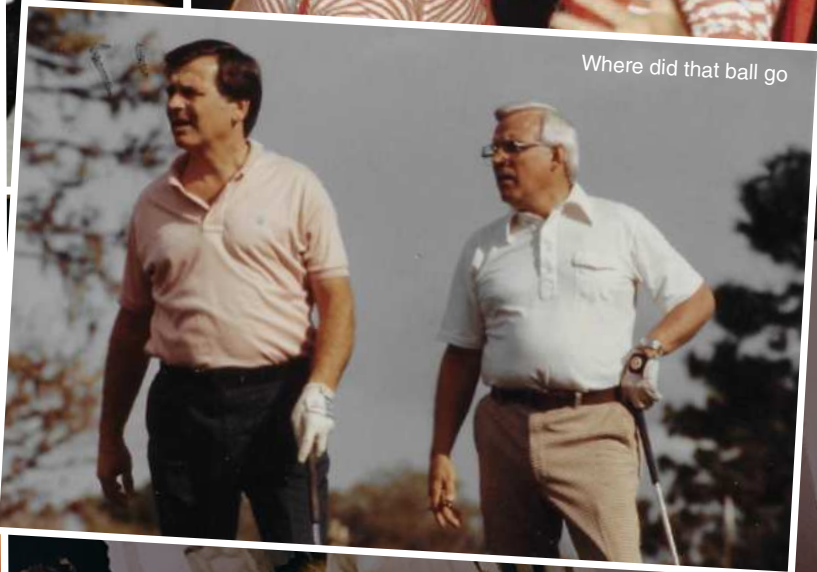
The support team on Western night



Clowning around



W.R. Howell... We will become
what we decide to become.



Where did that ball go



1,483 meals prepared by Gabby Tamler, Jack Fields, Jerry Barth, Deryl Benz, Chris Benz

Indiana

by Deryl Benz

On Tuesday, September 24th several Indiana RMG members and guests spent time volunteering at the Gleaners Food Bank of Indiana, Inc. We all had a great time and were impressed with the size of the organization and the overall operation. Every person we were in contact with made us feel wanted and appreciated during our session. The Food Bank services a 21-county area in Indiana. In 2023, all their networks combined served 99,381,818 meals! What an accomplishment! We were happy to be able to be a small part of their task of 2024.

Attendees: Jerry Barth, Deryl and Chris Benz, Jack Fields and Gabby Tamler.



Gabby completing paperwork



Jerry, Jack and Deryl filling orders



Norm Prince, Griff Griffith, Mary Beth and Ed Trujillo, Royce Bervig, Sue and Terry Johnson, Shawn Bervig, Dave Simpson, Marcia Strom

Mile High Denver/Rocky Mountain

by Royce Bervig

The Mile High Denver Rocky Mountain RMG had its annual BBQ picnic gathering Thursday, August 1, at a new location at Conifer, Colorado, off Highway 285 at the Flying J Ranch due west of Denver. This new location turned out to be another great park in Jefferson County with pavilions and some amazing views and trails. We were honored to have special guests Terry and Sue Johnson who made the trip from Salt City, representing our RMG members on the other side of the Rocky Mountains in Utah.

We enjoyed some warm summer fellowship, catching up on everyone's travels in 2024 and hearing about travel plans for the remainder of 2024. All commented how much they enjoyed the main entrée of smoked BBQ brisket and the amazing side dishes everyone brought to the picnic. We closed out our time together confirming plans for our annual Christmas luncheon and annual meeting on Wednesday, December 4th, 2024.

Attendees: Royce and Shawn Bervig, Griff Griffith, Sue and Terry Johnson, Norm Prince, Dave Simpson, Marcia and Steve Strom, Mary Beth and Ed Trujillo.

Enjoy the photos of the beautiful scenery surrounding us!





North Central Gathering

by Glen Thompson

This past June 4-6, North Central Partners got together for a great time with Humor, Competition, Socializing, and Comradery at the Oneida Hotel in Green Bay, Wisconsin. Forty-two Penney Partners, spouses, and guests attended including the following first time attendees: Suzanne and Paul Ostoff, John and Amy Driessen, Phyllis Neumann, and Colleen Bradley.

We gathered as fans in team apparel representing the Chicago Bears, Dallas Cowboys, Kansas City Chiefs and, of course, the Green Bay Packers and Minnesota Vikings. Our evening began with the traditional pre-game happy hour then rolled into a tailgate dinner to help build up team spirit. Dinner was followed by a celebration of life service to remember those partners or spouses who had passed away since last year's Gathering.

Our evening of entertainment fun began as our "house divided" team captains, Paula Lawson (Vikings) and David Lawson (Packers), chose their starting team for our football trivia contest. Paula selected Steve Fritz and Larry Orth for her Vikings team. David selected Don Grunewald and John Brennan to compete for his Packers team. Once the players put on their fan gear we were ready to get the game underway.

Announcer Glen Thompson began the contest with a coin toss (toss up) question. Referee Tom Clarke ruled that

the Packer team had answered correctly and earned the first Penney point of the night. The competition included four quarters of questions that really challenged the participants' knowledge of this border battle rivalry. There were a few correct answers, several turnovers, and a couple of penalties, but thankfully no injuries throughout the first and second quarters of play. Half time substitutions saw Joe Caravella added to the Packers roster. The Vikings rotated Jim Vantine, Jim Rotsch, Paul Ostoff, Jerry Pierret, and Suzanne Ostoff into their lineup.

As time ran out, the last question was answered, the points were totaled, and the trivia scoreboard showed that the two teams were tied. That meant overtime, so we went to a skills challenge to determine our winners. After three rounds of goalpost ring toss, the Packers emerged as the victors. After the post-game ceremonies, some of the winners stayed in the hospitality room for celebratory drinks, others headed to the casino to see if their luck would continue, and still others retreated to the solitude of their rooms to rest their game weary bodies.

Our avid golfers began Wednesday early and headed to Crystal Springs Golf Course. Two foursomes battled through rain for the first several holes and then battled the course for the rest of the round. Jim Vantine won the proximity prizes (much to Dave Scoates's dismay). Bill Lewis posted the low gross score for the round.



Colleen Brady and Vyda Bridwell



Don and Shirley Jordan



Ed and Carol Ullrich

The rest of the attendees had a more leisurely breakfast, then car pooled down Lombardi Avenue to the Titledown area. Once inside Lambeau Field, they were treated to the Classic Stadium Tour which included a view from one of Lambeau Field's premium seating areas and then a trip down to field level through the Player's Tunnel. Their afternoon was capped off with a tour of the Packer's Hall of Fame and Museum where they saw several Super Bowl trophies and rings (much to the chagrin of the Vikings fans).

Our Wednesday evening entertainment was provided by Daddy D Productions and their musical show "American Honey." They hit our sweet spot with many popular songs from the 50s, 60s, 70s, and 80s. Though not technically an audience participation event, we added our forty plus voices as we joined in to sing some of our favorite songs together.

Following the entertainment, we acknowledged the following 50-year Pin recipients that were not in attendance: Alan Butler, Michael Davis, Kathy Michelsen, Jeanne Seftar, and Marybeth Skinner. We announced Don Grunewald as our regional meeting group honoree for the Golden Rule Award for Community Service for his volunteer service with the American Legion Post in Lake Mills, Wisconsin. Jean Lewis was also thanked for her many years of service as secretary for our North Central meeting group.

Thursday morning's breakfast buffet was followed by our annual business meeting where a donation of \$1,000 to the H.C.S.C. Foundation was approved. It was also announced that our 50/50 drawings raised \$250 that would

be directed to a local Green Bay food pantry. We thanked our coordinating hosts, John and Carol Brennan, Dave and Gail Scoates and announced next year's Gathering in Dubuque, Iowa, from June 3-5, 2025.

Please save those dates and watch for more details about the Dubuque and Dyersville activities being planned in the next issue of Partners magazine.
Glen Thompson



Bill and Jean Lewis

Regional Meeting Group



Golden Rule Award winner Don Grunewald and Glen Thompson



Judy and Bruce Motsinger



John and Amy Dresden



Linda and Ron Raih



Joe Caravella, Jim Rotsch, Jerry Pierret



Linda and Don Grunewald



Mary Jane and Steve Fritz



John and Carol Brennan



Don Grunewald, Joe Caravella, Jerry Pierret, John Brennan, Tom Clarke, Steve Fritz, Glen Thompson,
Jim Vantine, Larry Orth, David Lawson, Jim Rotsch



Paul and Suzanne Ostoff



JoAnn and Ted Stewart



Paula and David Lawson



Linda and Bruce Hill



Jim and Bobbi Valentine



Sandra and Tom Clarke

Northern California/Nevada

by Hal Monroe

We certainly had an exciting time during our Spring Luncheon getting together with each other, discussing our retirement and life experiences, our national program goals and honoring Joe Ringey with a special 50-Year Pin presentation.

David Kloose discussed H.C.S.C.'s new participation programs:

- Partner of the Season
- Golden Rule Award for Community Service
- Feeding America Program

He encouraged each one to nominate a fellow associate for one of the awards or maybe even nominate themselves. Dave suggested that they could meet with local store managers to consider a volunteer program with store associates to participate in the Feeding America Program with other local retired associates.

Hal Monroe discussed the Foundation's value and what it is doing in providing funds to about 85 associates. Larry Noble and Ron Salzetti are encouraging everyone to make contributions to the Foundation outright or in memory of someone and raise funds to assist recipients.

Attendees: Patricia Deem and guest Jane Metzner, Bob and Susie Doyle, David and Sandra Kloose, Helga Millerand and guest Judy Mayhew, Hal and Mary Monroe, Dick Powell and daughter Kari Powell, Joe Ringey.

We are looking forward to our next get together at the Holiday Luncheon in December.



Dick Powell, Hal Monroe, Joe Ringey



Dick Powell, Kari Powell, daughter



Hal and Mary Monroe



Joe Ringey, Judy Mayhew, Helga Miller



David Kloose presenting Joe Ringey's 50-Year Pin



Bob and Susie Doyle



Patricia Deem and Jane Metzner



Judy Mayhew and Helga Miller



Patricia Deem, Jane Metzner, Bob and Susie Doyle



Sandra and David Kloose



Susie Doyle, Patricia Deem, Mary Monroe

Ted and Barbara Seaman

by Cathy Mills Naftel

The Southeast Regional Meeting Group would like to use our space in this edition of Partners to honor the passing of three valued members: Ted Seaman and his wife Barbara and Susan Webb.

Ted Seaman was well known for his strong positions on our business and his support of the direction of the JCPenney Company. His standards were high and he was quick to acknowledge and support those who met those standards. He loved healthy, vigorous and honest competition and his goal was to always be #1.

Ted was committed to JCPenney's responsibility to the communities where we lived, worked and served. Probably his proudest achievement, in that regard, was April 18, 1996, when Atlanta Mayor Bill Campbell declared "Ted Seaman Day" and the establishment of the JCPenney Golden Rule Award which led to expansion throughout the Company.

Ted believed the principles of the JCPenney Idea. His standards were extremely high, but the pride of having achieved those standards left lasting impressions on the lives of those who knew and worked for him.

Ted's wife Barbara was his pride and joy. A very high achiever in her own right, Barbara was an accomplished realtor, mother, and partner.

Ted once said "Barbara can deliver a very effective "verbal warning" with just her eyes." I suspect Ted received a few of those.

The Southeast Region was better for Ted's leadership. Our Southeast RMG was the recipient of his support for more than 20 years after his retirement. He and Barbara, along with their beloved friends and partners Chester and Mildred Dowdle, attended every single gathering of both the Southeast and the Deep South groups until health issues forced them not to travel. Even then, Ted continued to provide additional financial support to each event.

Ted wore his H.C.S.C. pin for all of his life.

Thank you, Ted and Barbara Seaman!! Well done! Rest in well-deserved Peace!



Thoughts and tributes have poured in since we learned of Ted's passing:

- Susan Morris Townsend said "It was an honor to work for him."
- Jack Clancy said "Great leader and gentleman"
- Manny Fernandez commented "Classy and well respected"
- Bob Cote said "Ted was a great leader and I am fortunate to have known him and Barbara."
- Earl Land called Ted "one of a kind who left a lasting impression on the region and the Company."
- John Chapman called him "leader, teacher, mentor."
- John Gresham said he was a "fine man for our Company."
- Corinne Bjerke reflected on her memories of Ted and Barbara, "He had the highest standards and integrity. Barbara was a lovely woman and a great realtor."
- Steve Draper said, "Both of them were true friends and partners. His leadership by example was unparalleled."
- And Jerry Scott summed it up when he said, "He was a very professional Penney man and he loved the JCPENNEY COMPANY."

Susan Webb

by Cathy Mills Naftel

The Southeast RMG wants to make all H.C.S.C. members aware of this lovely tribute to Susan Webb who passed away recently. When her husband Bill Webb retired 25 years ago, Sue became a loyal and dedicated member of our Club.

Susan was a member of the JCPenney Company family from the day she was born. Her father was a career JCPenney store manager as was her husband, Bill. Susan had memories of Mr. Penney having dinner with her family when he visited her father's store in Iowa. She was an avid collector of JCPenney memorabilia.

Susan's family---Bill and their sons Billy and Stephen--have endowed a wonderful scholarship in her name at her alma mater Clarke University in Dubuque, Iowa. The scholarship is in honor of her lifelong commitment to education and the study of the history of education in the United States. The following announcement delves further into her passion and the program that she developed and presented to students and educators nationwide. For the last 15 years, Susan returned to Iowa annually to present her program to Education students at Clarke University. The scholarship will continue that legacy.

We just thought you might all enjoy knowing about this lovely tribute to our partner and friend.

Susan Voss Webb Scholarship

The family of Susan Voss Webb is proud to announce the establishment of an educational scholarship in Susan's honor, commemorating her enduring legacy as a distinguished graduate of Clarke University, Dubuque, Iowa.

Susan epitomized the core values instilled by Clarke, embodying them not only as a dedicated Wife, Mother, and Teacher but also as an inspiring figure known affectionately as "America's Traveling Schoolmarm." Her unwavering passion for early American education, notably centered on the one-room schoolhouse tradition, was deeply rooted in her upbringing, influenced by her mother's own teaching experiences in one-room schoolhouses in rural Missouri.



The scholarship, a testament to Susan's remarkable career and unwavering commitment to education, aims to empower students who share her fervor for the historical narrative within teaching. As a charter member of the Country School Association of America, Susan presented her own one-room schoolhouse program, "School Days" to various historical societies, civic clubs and academic institutions. As a member of Clarke's Class of 1962, Susan left an indelible mark, often returning to Clarke to share her wisdom with our future educators. This scholarship stands as a tribute to her enduring impact on the field of education and her profound dedication to nurturing young minds.

Southern California

by Mark Schultz

The Southern California RMG held its annual trek to Frescos Grill in the beautiful adjacent community of Bonsall, which is located in the agricultural town of Fallbrook (known for their avocados). The restaurant was first used as our Fall gathering as a result of Ron Hudnall whose good friend Leone is the proprietor. As we have become accustomed to, we dined on Veal Riviera, Pollo Portofino and Salmon Fresco...all gourmet-like meals with plenty of spirits to make for a wonderful evening. Ron Salzetti updated the group on the progress of the Foundation's fund raising efforts and future events. A wonderful evening of dining, socializing, and comradery was had by all.



Irene Miller, Audrey Schultz and Ron Salzetti



Jim McKeown, Judy Moore, Suzanne Sotelo, Karen Fritsche



Judy Paige, Cheryl Newton, Sandy Gonzalez



Jonathan Stelmach, Vince Caporusso, Jeff Paige



Ross Willour, Betty Bidwell, Lucy and Doug Rau

Southwest

by Hedy Sawyers

Coffee House Café Breakfast

Breakfast at the Coffee House in Dallas, Wednesday, July 10 with fellow JCPenney friends! It was a great way to start the morning!

Our assignment was to bring pictures of our favorite vacation. It was so fun to hear many great stories and beautiful experiences from the group!

Attendees: John Caldwell, Pat Carberry, Ron Fazio, Margaret Filingeri, Beverly and Claud Fleener, Susan Geling, Ida Gephart, Kathleen Langley, Anita and Mike Meiberg, Tina White Potter, Al Preisser, Kay and Terry Prindiville, Dennis and Sheila Radabaugh, Mark Radman, Jeannette Siegel, Hedy Sawyers, Laura Williams.



Pat Carberry, John Caldwell, Margaret Filingeri, Beverly and Claud Fleener, Mark Radman, Ida Gephart, Susan Geling



Laura Williams, Al Preisser, Hedy Sawyers



Jeannette Siegel and Al Preisser



Mike and Anita Meiberg



Tina White and Terry Prindiville



Pat Carberry, John Caldwell, Margaret Filingeri



TOP: Rod Franz, Mike Jones, Phil Esch, Doug Boyle, Tina Potter. **MIDDLE:** Antonia Jones, Margaret Filingeri, Anne Dieter, Linda Linscott, Jan Hodges, Hedy Sawyers, Rudy Molina. **BOTTOM:** Angelica Podias, Kris Andersen Sedacca, Ida Gephart, Kimberly Meyers.

North Texas Food Bank Fall Event

What a great morning we had at the North Texas Food Bank! Not only was this a productive morning, it was fun and we helped with nearly 18,000 meals!

It's always heartwarming to be with our JCPenney family! Thank you to those H.C.S.C. members that participated in the event today!

Attendees: Doug Boyle, Anne Dieter, Phil Esch, Margaret Filingeri, Rod Franz, Ida Gephart, Jan Hodges, Mike and Antonia Jones, Linda Linscott, Rudy Molina, Kimberly Myers, Angelina Podias, Tina White Potter, Hedy Sawyers, Kris Andersen Sedacca.



Hedy sawyers, Angelica Podias, Kris Andersen Sedacca



Mike Jones and Doug Boyle



Angelica Podias, Kimberly Meyers, Ida Gephart, Jan Hodges.



Working diligently



Antonia Jones and Doug Boyle



Ida Gephart and Jan Hodges



JCPenney



From **cozy**
to **cookware**



More
Holiday,
Bigger
Savings.





HONOR, CONFIDENCE, SERVICE, COOPERATION

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

Dear Retired J.C Penney Associates,

I'm happy to report the results of our Summer Fundraising campaign. Our goal for the campaign was \$50,000. As of this date, we have received over the \$50,000 goal. On behalf of H.C.S.C. Foundation board, I would like to extend our sincere thanks to everyone who contributed. We had 198 associates that contributed, with many associates contributing for the first time. We did receive a \$10,000 grant from the JCPenney philanthropy department. A special thanks to Michelle Sing and Jodi Kaeser for making this grant possible. The Foundation also thanks Jeannette Siegel and Robin Caldwell for their continued support in our fundraising events.

We currently have 80 recipients that are receiving financial assistance. This year we will payout approximately \$500,000. In the last 64 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 October 14, 2024, we have a total of \$4,980,000 in our Morgan Stanley account. Year to date, we have provided over \$400,000 dollars in assistance. To continue our fundraising, and to make sure the Foundation stays healthy, we will again rollout our annual Holiday campaign in December.

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](https://www.hcsccfoundation.com)

Summer Campaign

Arizona Partners \$64 to \$163

Zachary Aberle
Robert Adams
Charles Africa
John Africa
Hoyle Alexander
Thomas Ashmore
Edward Asbridge
David Becker
Deryl Benz
Kenneth Bohn
Thomas Bretzius
Christine Burkhart
Wayne and Gerri Burt
Robert Calik
Patricia Carberry
Stephen Carter
John Chapman
Kathi Child
Mervin Cihlar
Jack Clancy
Tom Clarke
Roy Clowers
Ronald Collins
Pat Conley
Barbara Crecelius
Stephen Daughton
Patricia Dazet
William Doss
Earl Doyle
Lawrence Dowler
Carol Dykes
Rebecca Ellzey
J. David English
Peggy Enzi
Richard Erickson
Phil Esch
Roy Ferguson
Edward Foster
Kenneth Fuller
Karen Fritschi
Donald Gergovich
James Glass

Sandra Gonzales
Bryant Griffith
Thomas Griffo
Glenn Harrison
Carolyn Head
William Hester
Theresa Hoag
Jan Hodges
Edward Holt
Carol Jablonowski
Kenneth Jensen
Mildred Jones
Donald Jordan
Vincent Keefauver
Jim Kelley
John Kubs
Alan Langer
John Lanier
David Lehnartz
Catherine Madigan
Joann Majors
Rodney Maricle
Raymond Martinek
Randal Matlock
Sherry McAuley
Herbert McKane
James Mercer
Carolyn Miller
Clara Miller
Michelle Miller
Veronica Mitchell
Harold Monroe
Gerry Montgomery
Judy Moore
John Morgenson
Evelyn Mothershead
Del Nall
Theresa Nass
Jeff Paige
Walter Parker
Bryan Paulson
Hank Phan

James Phillips
Norman Prince
Leslie Puls
Thomas Rahrig
J.M. Rafferty
Mike Ray
Jerrid Remaley
Roger Rhodes
Henry Rusman
Bernard Scott
MaryAnn Sears
Richard Shankle
Jack Siebert
Alan Siebold
Jan Sigelmier
David Small
Karen Sorahan
Suzanne Sotelo
Laird Spaulding
Sandra Sponable
Homer Spradling
Steve Strom
Sunju Suh
John Sundholm
Jack Sylvester
H. Clark Thomas
William VerWeire
Dean Walker
Barbara Wandschneider
Wynn Watkins
Bill Watson
Richard Way
Cynthia Weber
Norman Wells
Beverly West
Alma Wheat
Glenn Wiesjhan
Ross Willour
Joy Wilson
James Winger
Sharon Winkle
Jeff Wulf

St. John's Bay Partners
\$164 to \$263

Lisa Adams-Gibbons
Corliss Bosch
Mildred Dowdle
Nancy Downs
Frank Fitzpatrick
Rodney France
Charles Glorioso
G. Good
Bruce Hill
Rocco LaTorre
Richard Luck
Laraine MacFee
Wayne Macnaughton
James McFadden
William McGrath
Terry Prindiville
Doug and Lucy Rau
Rudy Rosman
Leslie Ruppert
Kelley Skidmore
Harry Smart
Kenneth Sparks
Virginia Taylor
James Trench
Mike Tuttle
James Word
Phillip Young

Liz Claiborne Partners
\$264 to \$363

William Davis
Robert Gentry
John Gresham
Richard Jante
David Lenz
Gary Linger
Eric Logsdon
Don McCormick
John McNallan
W.D. Poston
Benjamin Preston
Alan Rogers
Bert Ryder
Philip Shama
Gene Siefken

Worthington Partners
\$364 to \$463

James McKeown
Jeanne Seftar
Joseph Statler
Meridel Wooley

Stafford Partners
Over \$464

Willam Alcorn
Marshall Beere
Geneva Boggs
Douglas Boyle

Vyda Bridwell
Charles Brown
Timothy Carney
Steve Cason
Robert Gill
John Henderson
Raymond Hiza
W.R. Howell
Jane Hunt
Richard Marricle
Peter McGrath
Roger Peterson
Ron Salzetti

Other Partners

Ora Maye Botsford
Ella Brown
Linda Butler
Ron Leitschuh
Bruce Motsinger
Steven Norman
Lawrence Orth
Dorothy Seals
George Steele
Donald Tilley
S.D. Wandro
Kenneth Witker
Kathryn Yeomans

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
George Bridwell	Vyda Bridwell	Mike Ashpole	Bruce Hill
Keith Armbruster	George Steele	Mike Ullman	Jeff Paige
Keith Armbruster	Ron Salzetti	Jean Cihlar	Bruce Hill
Keith Armbruster	Jeff Paige	George Scott	Ken Ellingboe
Gerry Lang	Jeff Paige	Jim Lyman	Ken Ellingboe
Gerry Lang	Dave Small	Margaret Yeager	John Chapman

In Memoriam

JCPenney Partners & 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.

Armstrong, Kay Ann (June 12, 2024)

Arthur, Sue Ann (September 27, 2024)

Ashpole, Mernis (Mike) (July 27, 2024)

Castoldi, Raymond Carl (August 7, 2024)

Esposito, Andrew (October 14, 2024)

Franz, Robert W. (October 10, 2024)

Galler, Ray "Bill" Lewis (July 1, 2024)

Gosnell, Joan (September 9, 2024)

Gray, Mary Katherine (September 10, 2023)

Hyink, Barbara (October 30, 2024)

Keown, Sam G. (August 20, 2024)

Kittelson, Duane E. (August 12, 2024)

Klun, Natalie (September 22, 2024)

Lang, Gerald (June 29, 2024)

Leland, Jack (February 14, 2024)

Oleksiw, Valentina (June 6, 2023)

Oleksiw, Yaroslaw (Jerry) (October 24, 2023)

Patterson, Ann (October 17, 2024)

Powers, Charles J. (January 2024)

Ready, Michael (July 29, 2024)

Seaman, Roland "Ted" (August 29, 2024)

Seaman, Barbara (June 7, 2024)

Strand, Clarence G. (October 29, 2024)

Tuttle, Donald (August 13, 2024)

Ullman, Myron (Mike) (August 7, 2024)

Using your mobile device, open the camera app. 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.





A Tribute to Mike Ullman

*Beloved Former Chairman & CEO of JCPenney
November 26, 1946–August 6, 2024*

Myron Edward (Mike) Ullman III died on Aug. 6 at his Montrose, Colorado, home. He was 77.

He was a successful business executive leading JCPenney from 2004-11 and 2013-15; Macy's the DFS Group, an international retailer, and DFS owner LVMH where he helped transform LVMH to the world's leading luxury brand. He had several philanthropic interests particularly those caring for the poor and underserved. Among those is Mercy Ships. He spent 20 years with Mercy Ships International where he helped oversee the transition of the organization from a family mission to a professional international charity staffed by volunteers from many nations.

Ullman is survived by his wife of 55 years, Cathy Emmons Ullman of Montrose, Colorado; four sons, Cayce of Austin, Texas; Peter (Amanda); Tryan (Jenn) and Kyrk, all of Arizona; two daughters, Kywnn Ullman of Montrose, Colorado, and Maddy Ullman of Dallas, Texas; and six grandchildren.

Associates who knew and worked with Mike share their memories:

Beverly Fleener

"While serving on the United Way events committee one year, I volunteered to help come up with ideas for the annual fund-raising event held at the Home Office. At the time, Mike was leading the company, so I came up with the idea to offer Segway rides for a fee. The idea was approved and then I was promptly nominated to contact the company in the area that provided Segways and coordinate their participation. They were more than happy to participate for free and brought 4 of their machines along with helmets, etc. to the event which was held just outside the cafeteria. Mike came over during the event and got quite a laugh as associates tried to master the Segway. He complimented me on the idea and said it was a great way to raise funds for a great cause."

Manny Fernandez

"I remember this encounter as if it was yesterday. It was my last year with JCPenney as I was offered an early retirement package by my boss Kim Warmbier.

The date was March 23rd, 2011, and JCPenney was invited to attend the annual DiversityInc Top 50 Companies for Diversity Awards dinner in New York City, New York. JCPenney Chairman and CEO Myron E. (Mike) Ullman hosted the Penney group which included Kim Warmbier, Senior Vice President of Human Resources and Diversity, Manny Fernandez, Senior Director of Inclusion and Diversity and Kelley Johnson, Director of Inclusion and Diversity. JCPenney was recognized as the No. 1 retailer in the country for Inclusion and Diversity programs, No.7 of the Top 10 companies for Latinos and No. 35 overall, climbing 11 spots from the prior year.

In accepting the award, Mr. Ullman said, "With more than 150,000 associates working across more than 1,100 stores and units, our success depends on our ability to deliver on the increasingly diverse needs of more than half of America's families that shop JCPenney each year. Infusing diversity throughout every aspect of our business, from Multicultural Marketing, to associate recruiting and retention programs, to leveraging our strong relationships with suppliers, has been a key driver to achieving associate engagement levels within the Top Quartile of U.S. companies and continually improving our industry leading customer service."

The next morning, on the way to the airport, I asked Mr. Ullman what he recommended I do, to communicate the importance of Inclusion and Diversity to all managers across the company. He recommended that I do these things, to connect Inclusion and Diversity to our business results and future growth:

1. Know your Audience-- speak in business terms to the various leaders across the Company.
2. Do your Homework-- acknowledge and celebrate what each part of the business does well and share opportunities on what they can do better.
3. Be Yourself-- Don't oversell Inclusion and Diversity, but rather help them connect the dots, on what they can do in their individual units, to make I&D a business driver, through Engagement, Innovation, Customer Satisfaction.
4. And last but not least, create a measurable process, allowing for goal setting and results accountability by business units. " If it's not measurable, it's not meaningful. "

It's interesting to note that current JCPenney CEO Marc Rosen is focused on better serving America's diverse families that choose to shop at JCPenney.

Phil Esch

"Mike and I shared the same birth month and year, and he teased me when I retired in 2006 that he was "older than me" (by a few days) and that he was "still working." Not only was Mike a great business man, he was a man of true character who lived out his abiding faith in the Lord in his daily walk. His involvement with Doctors without Borders and other organizations demonstrated his obedience to the Word. It was a privilege to work under Mike's guidance. He was a true "servant leader."

Jan Hodges

"I first met Mike Ullman in the early 80s while working at Federated's Dallas-based Sanger Harris Department Stores. We all wondered who this young whippersnapper was that came from the White House to the Warehouse with such a big title. It didn't take us long to realize why he had that big title. Mike had a brilliant curious mind and wanted to learn everything about retailing from the ground floor up. But he never flaunted his title. He was just one of us and he fit in perfectly.

In the early 2000s, I reconnected with Mike at JCPenney. It had been over 15 years since I had seen him. When he was introduced as our new CEO, I went up to shake his hand and I said: "I'm sure you don't remember me".....and he said: "Oh yes I do. You are Jan Hodges and you worked at Sanger Harris in division 42 Dresses". I was stunned and asked him how on earth he could possibly remember that. He replied: "I have a good mind for numbers and don't forget that!" Never has a truer word been spoken.

At JCPenney, Mike was still the guy I had met 20 years earlier. Still a whippersnapper; still a brilliant mind; still just one of us. Mike was a selfless and approachable leader, an amazing mentor, a loyal friend, and first and foremost a Godly man! One thing I will never forget that Mike said to me was that you can never outgive God. Mike lived these very words in his generous philanthropic giving throughout his entire life. What an example!

Finally, when I retired from JCPenney in 2016, Mike called to wish me well and reminded me that the word "retirement" was nowhere to be found in the Bible. And he lived by those words as well! Mike encouraged me to: "Stay involved; Stay Active; and Stay in Touch"! I feel blessed to have known and worked with Mike Ullman and to have called him my friend!"

Pat Carberry

"My retirement function at the end of 2004 included a nice interaction with CEO, Mike Ullman soon after he joined JCPenney. A reorganization provided the opportunity for a number of Home Office Associates to retire in late 2004 into early 2005. I was one of those that benefited with my 35 years of service at 55 years old.

A celebration was held in the main auditorium of the headquarters' building in December 2004. My department team decorated my assigned table with a travel theme since that is my primary hobby. Each of the estimated 15 other tables were also decorated with a special theme focused on each person's area of interest. My parents had flown in from California to be there for the celebration and one of my nieces from Nebraska also came to join my husband, Sterling and me.

During the mingling portion of the event, Mr. Ullman's Executive Secretary sought out each of the retirees to set up a one-on-one conversation with him. Due to his fragile physical condition, my interaction was right beside one of the support columns in the room to protect him from being bumped into accidentally. He was very gracious and thanked me for my years of service and how my expertise would be missed.

It was a complete surprise to me that he would take the time to wish each of us the best future in our next chapter of life. It spoke volumes of the kind of man he was. He will be missed by so many."

Joan Goswell

*Beloved JCPenney Archivist
November 30, 1960–September 9, 2024*

Joan Gosnell, former JCPenney historian and archivist, died September 9 in Plano, Texas, after a short illness. She was aged 63.

Joan joined the New York Office staff in 1984. She was hired to work with Virginia Mowry, Mr. Penney's former administrative assistant, to help manage what was emerging as the JCPenney archives. Virginia had been collecting quantities of JCPenney documents and memorabilia, which were stored chaotically in a small office. With its growth, a professionally trained archivist was needed to assist Virginia in organizing and preserving the collection. When Virginia died in 1989, Joan stepped in as official JCPenney historian and archivist.

One of her early challenges was to pack up the collection and supervise its transfer when the Company moved its headquarters from New York to Dallas. When the Legacy building was constructed, a large two-room suite was set aside to house the collection and to serve both Company and outside research requests. Joan also served as the primary historical resource person behind the design and construction of the JCPenney Museum that lay just behind the building's central rotunda.

Her duties brought her into close association with the H.C.S.C. Club and retired partners. For a number of years she oversaw the editing and design of the H.C.S.C. Partners magazine in addition to supplying support to several H.C.S.C. national conventions.

Under Joan's leadership, the JCPenney archives became one of America's outstanding corporate archives. It preserved not only official Company records and documents, but also an extensive collection of historic merchandise. This collection supported the museum's frequently changing exhibits.



In 1994 Joan departed JCPenney to pursue other opportunities, but her connection with JCPenney was not severed. It was simply put on ice. In 2004 the Company decided to transfer its archives from the Legacy building to the DeGolyer Library at Southern Methodist University. Joan was brought in to help again prepare the archives for another move. In the process she came to the attention of Russell Martin, director of the DeGolyer, who hired Joan to continue to manage the JCPenney collection as a member of his staff.

For the next 20 years Joan served on the library's staff. She became the chief archivist for SMU history in addition to serving as the chief resource for filling historical requests on JCPenney coming from the university, the Company, and outside researchers. Her historical knowledge about the Company came to rival that of the legendary Virginia Mowry.

Joan was known for her quirky sense of humor. She was known for saying, "I'm a New Yorker, not a Southern belle." She had a passionate love for rubber stamping, which she used to create imaginative birthday and Christmas cards for friends. She loved Asian cuisines. She and her husband always celebrated their anniversaries in a Chinese restaurant.

Joan is survived by her husband Craig, whom she met when they both served as volunteers for a Public Television fundraising drive. They married just before making the move from New York to Plano in 1988.

JCPenney National H.C.S.C. Alumni Club
P.O. Box 261978
Plano, Texas 75206-1978

PRSRT STD
U.S. POSTAGE
PAID
SAN ANTONIO, TX
PERMIT NO. 744



JCPenney

At Your Fingertips

Get the latest National H.C.S.C. or Regional Meeting Group news and other information online at:

JCPALUMNICLUB.ORG