

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 Sivelse 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!