



Destination D. C. ■ National Convention ■ September 26-29, 2013
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Fall 2011

PARTNERS

A Quarterly Publication by the jopenney National H.C.S.C. Alumni Club, Inc. for Retired jopenney National Members

Vyda J. Bridwell

Vyda Bridwell certainly enjoys life to the fullest. This “Dancing Lady” is the Secretary and Treasurer for the North Central H.C.S.C., as well as the Secretary for the Valley of the Sun H.C.S.C. Meeting Groups.”

Vyda’s husband, George, was Central Regional Construction Services Manager. She and George attended their first North Central H.C.S.C. gathering in Door County in 1993. George received his 50 year pin in 2002 at the National Convention in Dallas. When he was asked to take on the role of President for the North Central H.C.S.C. Local Meeting Group, little did Vyda know that there was something afoot as it related to the secretarial/treasurer position. She was nominated and elected to fill that position in 1996 and she has just been re-elected for another term. Her responsibilities will include traveling to the midwest to assist President Tom Hellmann and Vice President Dave Jensen of the North Central Local Meeting Group with their tasks of arranging an event: obtaining accommodations, scheduling tours, making decisions on food, entertainment, golf courses and attempting to stay on budget. Vyda has attended many National H.C.S.C. Conventions.

In 2010, Vyda took on the role as Secretary for the Valley of the Sun group. Winter visitors in the Phoenix area are encouraged to attend luncheon meetings purposely scheduled in December and March. This local meeting group celebrated its 50th anniversary in March of 2010 and is highlighted in this issue of Partners. Vyda maintains members’ contact information, dues, attendance, retirement years, and status of National Club membership. She also recruits new members. She explains, “I try to telephone our members who are not connected to the Internet monthly. I also seek those partners/spouses who find themselves in financial circumstances wherein the H.C.S.C. Foundation application can be directed to them for completion.”





As Secretary, Vyda communicates updated information on members to the National Office. She is also on alert to identify those members who can be recognized as Century Club members. In the past she has also contacted WWII, Vietnam, and Korean War veterans and prepared biographies for the Partners publications.

George Bridwell and Vyda married in 1992 and relocated from Schaumburg and Palatine, Illinois, to a bluff overlooking the Wisconsin River, just north of Madison, Wisconsin. George took on the Planning Commission role and Vyda became a member of the Columbia County Economic Development Board, representing the town government. With this volunteer activity, Vyda was able to utilize many of her secretarial, banking, insurance, and management skills acquired over a span of thirty years from Iowa, Missouri, Texas, Illinois, California and New Jersey. Her services to the Board were secretarial but also included meeting with business entrepreneurs and



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potential new businesses desiring a move to town and Columbia County. She also designed and implemented the Columbia County Manufacturer/Business of the Year program which afforded those winners to be further nominated to the Wisconsin State program.

After George's passing in February 2004, more life changes presented themselves to Vyda. She decided to permanently relocate to the winter abode in Mesa, Arizona, where she is active in ballroom and country dancing. She enjoys the senior life and all of the many Penney People that she has had the pleasure of knowing these past twenty years. Vyda reflects that "I don't know if I would have survived George's passing without the friendship and support of all those that I e-mail or talk to on a weekly basis."

Vyda points to the uniqueness of the H.C.S.C. organization, "It is a social club. You'll see many of your former co-workers, and you'll have a wonderful time reminiscing about how crazy life was in those early days of your careers!"

Growth Brands Division Introduces Two New Brands

jcpenny is set to premiere two new brands: CLAD and Gifting Grace. Launched by jcpenny's Growth Brands Division in partnership with Hearst Magazines, these brands represent the next generation of online retail businesses. CLAD is a complete online menswear resource that provides a full assortment of designer brands. Gifting Grace is a comprehensive online resource offering unique gift items and convenient tools for the year-round-gift-giver. Both sites are set to launch in November. Visit these new online businesses at www.Cladmen.com and www.GiftingGrace.com.



North Central

President Jim Rotsch welcomed 66 members and guests of the North Central H.C.S.C. Club to this year's gathering which was held at the Breezy Point Resort in Breezy Point, Minnesota on June 5-7, 2011.

Eleven states were represented by the attending guests, including one first timer. Our membership continues to represent 24 states as we celebrate our 36th year with the H.C.S.C. organization.

Registration began on Sunday afternoon, although some early birds came in on Friday and Saturday to bike, golf and shop in the Brainerd Lakes area. Likewise, our members, Don and Marcia Isch arrived from their Arizona residence early and stayed until the following weekend when their rental summer home would be ready for occupancy. Although our attendance numbers were not the best, there were many positive comments about how everyone was able to greet one another this year. As an added bonus, the weather was super good for those of us coming from the Southwest. We were glad to see that the rains had stopped for our visit.

Sunday evening's social hour was most pleasant and the picnic buffet dinner was great! The blessing was given by Gerry Joyce. After dinner announcements were made and the presentation of 50 year pins was done by Ras Rasmussen and John Henderson. The retirees and their spouses were asked to participate in the award ceremony. They were Jim & Marianne Edwards, William & Myrthis Griffith and Bill & Carol Huhner.

Our *John Show* was once again performed by our very own John Kleinschmidt, who has now been retired for 25 years. He brought everyone to tears with his humor and ability to keep us all informed about the health, dental and welfare programs that we can expect in the future as announced by the government. His message alerted us all to the fact that we should be receiving the 2,000 page document which will surely explain all the benefits that we'll be entitled to receive! A few random questions were selected and presented.

Jim Rotsch was roasted by John who advised that in Jim's early years he had some issues even though he had a gift of gab in his later years. His 5th grade reading assignment included



Jim & Marianne Edwards with John Henderson

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Bill & Myrthis Griffith with Ras Rasmussen

the story of “Cinderella.” We’re not sure if it was because of dyslexia or he just couldn’t read – but it came out Rindercella. Jim Rotsch prepared everyone for the golf outing at Breezy Point. Joel and Carol Meade once again agreed to be hosts for the Breezy Point Paddle Wheel boat tour around Pelican Lake and Joel didn’t have to pay the bill this year!

Monday evening’s banquet was served and was preceded by a beautiful blessing by Merv Cihlar. After dinner, we enjoyed the entertainment by the Norman’s Bait and Tackle Choir. This group was originally a group of service club men, who enjoyed Northwood’s Music and Humor! They perform in the Brainerd Lakes region and, more often than not, ask for audience participation. This event was no different with Jerry Sorum and C.O. Wilson agreeing to help. Paul Rooney, Paulette Wilson and Secretary Vyda Bridwell helped to show off some of their great dance moves! Golf and door prizes were distributed.

Tuesday morning’s business meeting was called to order by President Jim Rotsch. A warm round of applause was given when President Jim asked for general comments on the gathering. The Treasurer’s Report was given by Vyda Bridwell along with a report showing the solvency of the Club.

Vyda gave the membership report, asking for everyone’s help in identifying newly retired jcpenny partners, and the maintenance of the Roster of Members so that the annual publication is continued.

John Brennan conducted our traditional memorial service for our deceased partners and spouses who passed away during the past year. We continued the practice of ringing a bell after each deceased partner or spouse’s name was read. A moment of silence for each individual was peaceful and respectful.

A motion was made by John Brennan and seconded by Tom Clarke to make a \$500 contribution to the H.C.S.C. Foundation in memory of those partners and spouses who passed away after our gathering in 2010 and those who passed in 2011. Motion carried.

Tom Clarke, the club’s representative to the National Board and Foundation, gave a brief review of the National Convention that was held in Seattle in September 2010. Some of our members received their 50 year pins at the convention. They were Gil Canchola, Jim Carney, Richard Ehrenberg, John Henderson, Jerry Pierret, Ras Rasmussen and Donald



Bill & Carol Huhner with John Henderson

Waltman. Other members will be receiving their pins by mail soon.

President Jim then thanked Susanne, John Kleinschmidt, Tom, Mary Hellmann and Vyda for all their help and support. President Jim turned the meeting and gavel over to Tom Hellmann, President Elect. President Tom asked for nominations for Vice President 2012/ President Elect for 2013. Tom Clarke, with a second from Jim Edwards, rendered a rousing unanimous nomination speech for Dave Jensen. Motion carried.

A motion was made by Joel Meade and was seconded by Gerry Joyce, that Vyda Bridwell be re-elected Secretary/Treasurer for 2011/2012 by a unanimous ballot. Motion carried. President Tom Hellmann had placed brochures from The Concourse Hotel in Madison, Wisconsin on each table prior to the meeting and made the announcement that the dates for the 2012 gathering will be June 3-5, 2012. More details will be forthcoming in the North Central Chronicles to be published this fall which will continue our North Central Club's motto, "You'all Come and Bring a Buddy!" Watch for this reminder in the coming months. With our membership aging and the economy taking its toll, attendance at our gathering has dwindled accordingly. So you'll be asked to call on a friend and try to get them to attend. We're working hard to keep costs down by negotiating with facilities to get the very best prices and extending the number of days so you might have your family members join you for a reunion of sorts or even a mini-vacation.

With the great distance many traveled, attendance for a Tuesday event did not materialize. However, some air travelers did stay a few more days and enjoyed some beautiful weather.

Attendees: Dave & Maureen Anderson, John & Carol Brennan, Vyda Bridwell, Earl Caudill, Bob Chapman, Merv & Jean Cihlar, Tom & Sandra Clarke, Jim & Marianne Edwards, George & Dorothy Gray, William & Myrthis Griffith, Larry & Betty Gunderson, Roger Hellerud and guest, Betty Halverson, Tom & Mary Hellmann, John & Carol Henderson, Harriet Henrich and daughter Holly, Bill & Carol Huhner, Don & Marcia Isch, Gerry & Mary Joyce, John Kleinschmidt, Fred Klokonos and guest Karen Petersmeyer, Joel & Carol Meade, Jim & Adrea Miles, Dale & Beverly Myhre, Audrey Nelson, Jean Neuman and daughters Polly Cevula and Beth Neuman, Ras & Carolyn Rasmussen, Paul & Annette Rooney, Dick & Delores Rose, Jim & Susanne Rotsch, David & Gail Scoates, Jerry & Harriet Sorum, Don & Kay Smykowski, John & Marjorie Uitermarkt and guests Charles & Mary Ann Mulford, and C. O. & Paulette Wilson.



Stanton C. Newton

Stan was born in Huron, South Dakota on May 20, 1937. He graduated from Huron High School and continued his education at St. Olaf College in Northfield, Minnesota, where he received a BA Degree in Economics.

During his senior year, Stan was interviewed by several companies and was impressed by JCPenney. Gordon Peterson, the Store Manager of the Rochester, Minnesota store invited Stan to a second interview in Rochester. Gordon took Stan to a bar for lunch and asked him if he would like a beer or martini with lunch. Stan remembers that he replied, "May I have milk, please?" He was offered the job. Back in the store, Gordon unfolded a map of the United States and told Stan that if he accepted JCPenney's offer, he could be placed in the location of his choice. Stan selected Southern California.



Hudnalls and Newtons

In June 1959, Stan began his jcpenny career in store 125, San Bernardino, California as a trainee under Store Manager, Chet Pyle. After training, Stan was promoted to Department Manager. Ray "Moon" Mullins was the Store Manager at that time. Upon Ray's retirement, Jim Seville was named Store Manager of 125. Jim had a profound influence on Stan's career goal of working in the personnel area. Along with Stan's merchandising responsibility, Jim involved him in some of the store's personnel duties. It was Jim Seville who was instrumental in Stan's promotion and relocation to Hawaii in January 1968. Stan became the Personnel Manager of the Ala Moana store in Honolulu where Ed Mills was the Store Manager. Needless to say, Stan's wife and two children were ecstatic about the move.

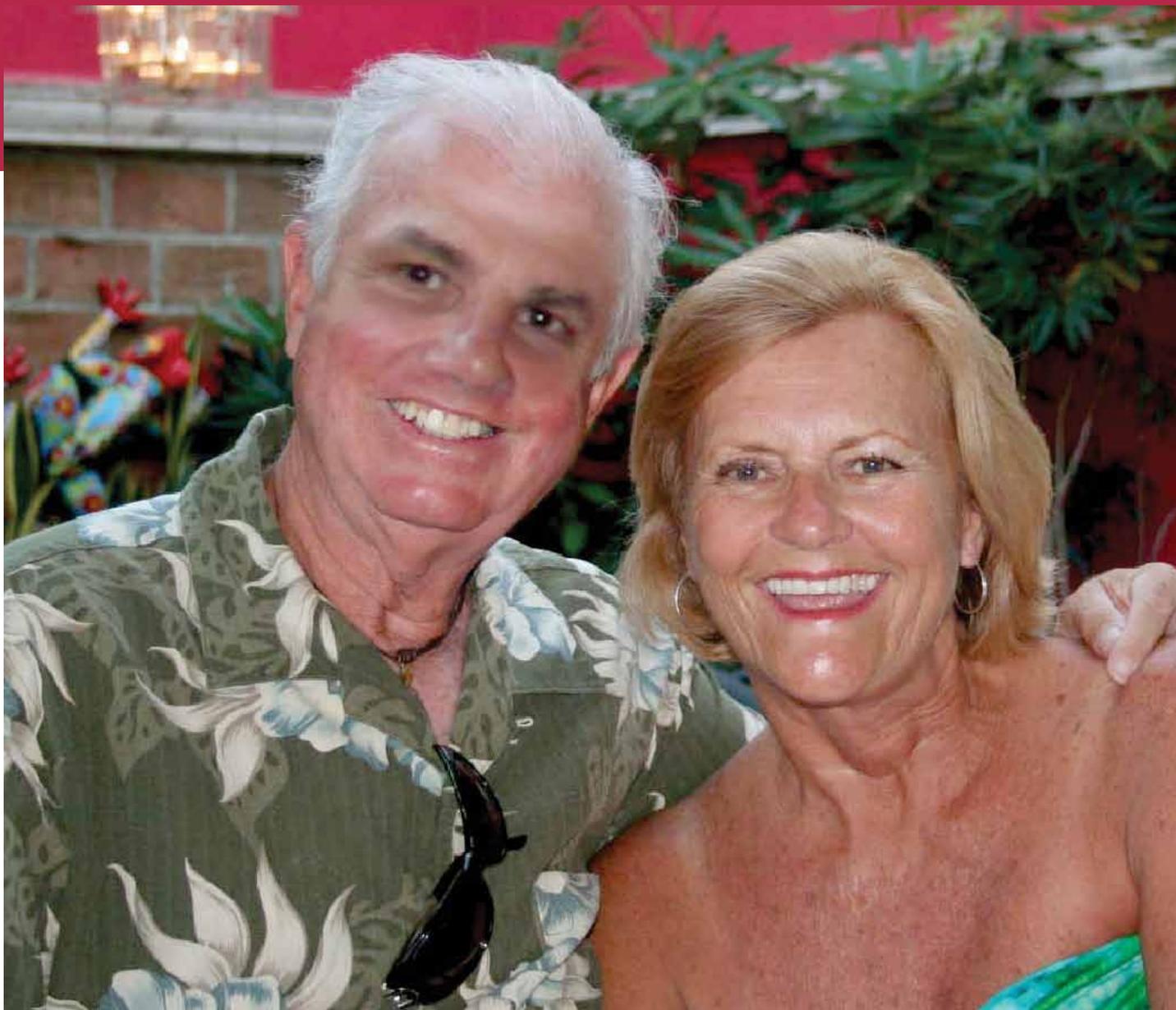
In 1968, Stan had the great pleasure of meeting and posing for a treasured picture with Mr. Penney. Stan will always cherish that moment.

In November 1974, Stan was promoted to Area Personnel Manager of the Los Angeles Metro where Chuck Steinforth was Area Manager. He also served under Al Johnson, Ward Wright and Lynn Dunkley. In December 1987, Stan was promoted to Regional Personnel Administrator reporting to Wayne Moen, Regional Personnel Manager. Stan also served under Rich Macfee.

Stan relates that the highlight of his career was traveling to the stores throughout the region to counsel them in the personnel administration and control areas. Many in the company have stated that Stan had a positive effect on their careers.

Stan retired in 1997 with 38 years of dedicated service with jcpenny. Today, Stan is very active in Southern California H.C.S.C. Alumni Club. He is a past President and presently serves on the board. He also serves on the Board of Directors of the H.C.S.C. Foundation.

Stan lives in Trabuco, California with his wife, Cheryl. He enjoys golfing, fishing, and nurturing the lives of his two children and four grandchildren.



— Alan Rogers —

Alan's Career with jcpenny started in September 1963 as a part-time Associate in, Richmond California, selling shoes while attending college. While there he managed to work enough to obtain full time status.

In September 1965, Alan was offered a position of Management Trainee. His first assignment was in the Girls and Infants Department. After a brief assignment there he was offered a Department Manager assignment in Women's sportswear and Junior's.

In November 1969, Alan accepted an assignment in the Hayward, California, store as a Department Manager in Toy's, Gifts and Housewares. This was a big jump, from a soft lines downtown store to one of the largest stores in the Bay Area.



Alan & Melissa Rogers, Ross & Marilyn Willour, Jeff & Jennifer Paige

Alan's life really got interesting in 1973 when he was transferred to Riverside, California, as General Merchandise Manager. A Northern California guy going to Southern California for his first profit sharing assignment was both exciting and somewhat scary. With his Toyota packed, he headed south with all his belongings and several maps. Riverside was opened during one of the many downturns in the economy and never reached its potential. With a new management crew in place it was hoped that it would turn a profit. He was not disappointed when the comp checks were passed out in February. He did not know if he should laugh or cry - it was a whopping \$2.31. But the good news was - the store turned its first profit.

During the first year in the store, Alan purchased a house. Because he was not a natural decorator, he called upon the services of the custom decorating staff. His decorator was Melissa. She did such a good job and he was so impressed with her work that she is still decorating for him - she became his wife.

In 1976, Alan became the Assistant Manager in the new Arcadia, California store. That lasted until 1979 when he accepted the Children's assignment in the Los Angeles District office. There he held several assignments in Women's Dresses and Men's Wear. In 1986 he got what he had been working for, his first Store Manager's job in Long Beach, California. Several years later he was offered a job in the regional office as the Business Planning Manager for home division. This assignment involved a great deal of travel and challenges with home and furniture lines.

Five years later he accepted the assignment of Store Manager in the new Brea California store. A year later he was transferred to the Montebello, California store where he spent the next ten years until retirement.

In addition to his wife of thirty five years, Melissa, Alan is fortunate to have two great children, Heather and Shane and three grandchildren. Retirement seems typical of many; travel in both the United States and Europe, time spent with friends and family, and working in the yard. They have tried several retirement locations from Palm Springs to the beaches. In the end they settled for the beach and are currently in the process of relocating to Dana Point, California.



Bob Chapman, Paul Rooney, Annette Rooney,
Carol Henderson, John Henderson

Valley of the Sun

The Valley of the Sun H.C.S.C. Local Meeting Group of Arizona celebrated its 50th year anniversary at the March 7, 2010 meeting. The meeting group was organized in March 1960, in Sun City, Arizona. We were honored to have Mr. and Mrs. Penney join us for this founding meeting, but unfortunately we were unable to locate any photos of the occasion. Our first chapter President was Ray Simpson followed by 41 other Partners to serve in that capacity to date. Of those, Jay Nelson and Warren LaPlante each served as chapter President on two different occasions. Current officers are President Ken Askelson, Vice-President Sharon Lasko-Clay, Treasurer Jim Rotsch and Secretary Vyda Bridwell.

As part of its rich history, the Valley of the Sun hosted the National H.C.S.C. Convention in Phoenix, October 29 - November 1, 1978. The National H.C.S.C. Alumni Club was headquartered in Los Angeles until the early 1990s. It was subsequently moved to Phoenix when several Chairmen were elected from our Local Meeting Group and office space was available. Valley of the Sun members were actively involved during this period, holding a variety of positions with the National H.C.S.C.



Ron Knies, John Henderson,
Lew Langer, Jay Nelson, John Elliott



Chuc Quinn

Alumni Club. The following Valley of the Sun members served as National Chairman from 1985 - 2005: Leonard C. Scales, J. Monty Montgomery, Chuc Quinn, Jay Nelson, Lew Langer, W.J. "Pap" Paprocki, John Henderson and George Scott.

Sun City was the location of most of our early Local Meeting Group meetings as most members lived in this area. Later, the luncheon meetings were held in various restaurants in the Phoenix area. By 2000, we were having three luncheon meetings yearly; we currently meet in December and March, including a golf outing usually held in April.

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George Scott, John Henderson, John Elliott



Laurie Page, Sam Page,
Judie Elliot, John Elliott

Our meeting programs have varied. December is usually reserved for a local charity presentation which we support with donations. These charitable organizations included Papas School for the Homeless, Gift of Life, Sunshine Acres, school choirs, and others through the years. We also have presentations by current jcpenny Managers who have been outstanding in keeping us informed on current programs and activities.

A big part of our meeting is the social time to get reacquainted with jcpenny partners along with meeting new retiree members. We always welcome the snow birds who flock to Arizona in the winter and look forward to their visiting our Local Meeting Group often and sharing news of their home H.C.S.C. Local meeting Group.



Vyda Bridwell, Sharon Lasko-Clay, Jim Rotsch



Ron Knies

In With the New

Store Renovations Introduce Customers to ‘New’ jcpenny Stores in Familiar Locations

It takes only months to erase years, even decades, of wear and tear on a retail store, and 69 aged jcpenny stores get the opportunity to undergo major renovations this year. While the economy has slowed the opening of new retail stores nationwide, the company is investing in updating older stores to stay competitive and re-introduce customers – both current and new – to jcpenny’s great style at compelling prices.

The interior of a jcpenny store takes on entirely new look after a renovation. New carpet, tile, paint, fitting rooms and rest rooms, plus brand-new Sephora inside jcpenny, MNG by Mango and Call it Spring shops, are all essential undertakings of a renovation. The company recently completed the largest store renovation in jcpenny history at the Roosevelt Field Shopping Center in Garden City, Long Island, New York. The 18-month, \$30 million makeover completely changed the look and feel of the store.

jcpenny’s Store Environment team is on a mission to bring all stores in the top 50 markets up to like-new standards. With jcpenny stores averaging about 25 years of age, there is much work to do. The improvements make shopping more convenient for customers and serve to enhance the great brands and industry-leading customer service that jcpenny offers.





Sandra Kloose, Mary Monroe, Jamesa Schulle, Lois Powell, Judy Mayhew, Pat La Plante, Helga Miller

Northern California

Our spring meeting was held in the historic city of Fort Bragg located on the coast of Northern California.

We gathered for our reception Tuesday evening in the breakfast area of the Best Western Vista Manor Lodge for wine and hors d'oeuvres. Don La Plante, our resident wine connoisseur, chose the wine and provided the wine glasses. David and Sandra Kloose shopped at the local Safeway for a great selection of hors d'oeuvres. Even though we had a small turnout we all enjoyed getting to know each other much better than if we had been in a larger group setting.

Later on that evening we gathered at the Cliff House Restaurant for dinner and more lively conversation.

Wednesday morning everyone departed on their own to explore the sights along the northern coast while many of us ran into each other in the historic city of Mendocino. Time was spent visiting all of the interesting and unique shops and stopping for lunch at some of the quaint restaurants. In the afternoon some of us ended up at Cowlick's Ice Cream Café to sample their delicious ice cream.



David Kloose, Dick Powell, Don La Plante, Milt Schulle, Hal Monroe

Later that evening we gathered again to polish off the wine and hors d'oeuvres left over from Tuesday evening. We actually did a fairly good job of that. During the reception, David Kloose led a discussion on upcoming meetings and what we can do to encourage better attendance from our membership. Later that evening we gathered at Silver's on the Wharf for dinner.

Thursday morning the sun had disappeared and a light fog had moved in, which did not discourage several of us from traveling along the coast on Highway 1 on our way home.

Our plans are to meet in Solvang in late September. Our holiday luncheon is planned for December 6 in Sacramento at Logan's Roadhouse restaurant. Details for this luncheon can be found on our Local Meeting Group page and the Local Meeting Group page on the new National H.C.S.C. website.

Attendees: David & Sandra Kloose, Don & Pat La Plante, Helga Miller and her guest Judy Mayhew, Hal & Mary Monroe, Dick & Lois Powell, and Milt & Jamesa Schulle.

Mason Dixon



Karl Leuffen (l) receives his 50-year service pin from president Harry Smart.



Touring statehouse (l to r) Ben Preston, Betty Leuffen, Charma Long, Karl Leuffen, Jere Long, & Gerry Smart.

Thirty members of the Mason Dixon Club convened on historic Richmond, Virginia, May 9-12, to enjoy the sights and to renew old friendships.

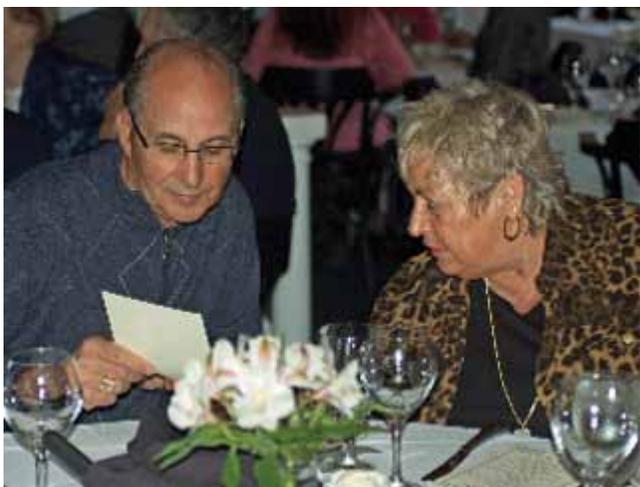
On Tuesday, May 10, seven golfers hit the links at Belmont Golf Course, home of the 1949 PGA Championship which was won by Sam Snead. Golf prizes were awarded at the hospitality meeting on Wednesday evening to Harry Smart, John Head, Bernie Scott, Bill Van Voorhis, Hank Rusman, Andy Ferrone and Ben Preston. Everyone wins in our club! Non-golfers had a beautiful day to tour the Lewis Ginter Botanical Gardens.

Wednesday was a full day starting with a visit to the beautiful capital building, followed by a bus tour of historic Richmond which is filled with charming pre and post-civil war history. After a relaxing lunch at the hotel, everyone enjoyed a canal boat tour.

Wednesday evening's hospitality was special in that two new members to Mason Dixon were introduced, Joe & Mary Ann Gagner and Steve & Patrice Cason. Two special guests were also introduced, Charlie Haygood and Bob Cote. Charlie and Bob, both members of H.C.S.C. Dixie Club, reside in Richmond and were former District Managers of the Richmond, Virginia district.

Just prior to a short business meeting President Harry Smart presented Karl Leuffen with his 50 year pin. A grand dinner was enjoyed by all at the famous Richmond restaurant, The Tobacco Company.

Attendees: Steve & Patrice Cason, Bob Cote, Andy & Pat Ferrone, Joe & Mary Ann Gagnier, Charlie Haygood, John & Carolyn Head, Don & Judy Hurst, Karl & Betty Leuffen, Jere & Charma Long, Ben & Marcia Preston, Hank & Pat Rusman, Bernie & Dee Scott, Kim & Nancy Shults, Chuck & Elaine Slupe, Harry & Gerry Smart and Ed & Alice Smida.



Bernie & Dee Scott review "Tobacco Company" menu.



Sharing a laugh at a pre-dinner gathering: (l to r) Harry Smart, Carolyn Head, Nancy Shults (seated), Pat Rusman, John Head, Gerry Smart (seated) & Kim Shults.



Attendees gather to board tour-bus.



New member Steve Cason (l) is greeted by Harry Smart (c) & Marcia Preston.



Bill VanVoorhis (l) gets golf award from John Head.



Dining out at The "Tobacco Company".



HONOR, CONFIDENCE,
SERVICE, COOPERATION

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

The Foundation

The H.C.S.C. Foundation has been busy helping retired jcpenny associates who have found themselves with unexpected needs. Twenty recipients from across the United States have received aid totaling more than \$260,000 this year. Recipients, associates in need, come from California, Florida, Georgia, Illinois, Iowa, Minnesota, New York, North Carolina, North Dakota, Oregon, Texas, Utah, Washington and Wisconsin. Your donations have been used for many different things and in many different ways; repairs, replacement appliances, emergency payments, medical payments, one-time payments, and monthly payments, including payments from \$500 to \$1,400 per month.

With low interest rates and a very tough economy, the Foundation needs your help in replenishing these funds in order to continue to help jcpenny associates with real needs. Many people give Memorials to the Foundation and are recognized in each edition of Partners. Others include the Foundation in their wills or trusts, and Local Meeting Groups have also made contributions.

We would appreciate any support you can give. Your donations are tax deductible and can be mailed to:

Larry Noble, Secretary/Treasurer
H.C.S.C. Foundation
15220 Green Valley Drive
Chino Hills, CA 91709

Procedures and the Foundation application can be found on our website,
www.jcpalumniclub.org for those who want to apply.

Donor

Don Clark
H.C.S.C. in Indiana
Bruce Hill
Jim Sivelle
Jim Sivelle
H.C.S.C. North Central
W.R. Howell

Honoree

Wally Brooks
Matthew O'Brien (son of Jack & Mary Jane O'Brien)
Billie "B.K." K. Delph
Mike O'Grady
Wally Brooks
All deceased members and spouses
Don Franklin

earn a grant for your favorite charity

Volunteer for as few as 15 hours a year and you can apply for a James Cash Penney Award Grant for your favorite charity!

It's easy to apply. Simply visit www.givingtogether.jcpenney.com and bank your volunteer hours throughout the year. Then in January, revisit the site and apply those volunteer hours toward a grant benefitting your favorite charity.

Here are some great things to know:

- You can volunteer at several different organizations and accumulate your hours toward a grant.
- Your grant does not have to benefit the organization you volunteered for; another organization may receive the grant.
- You can take all of your banked volunteer hours and divide them up between a maximum of two charities per year.

Visit www.givingtogether.jcpenney.com to get started.

For questions, please call 1-877-298-1394 or email at jcpenney@easymatch.com



jamescashpenneyaward

Memories

We need your help. If you hear that a member is ill or passes away, please let us know. Due to privacy and HIPAA laws, jcpenney Human Resources cannot disclose any information to the National H.C.S.C. Alumni Club. We rely solely on information about our members from our members and their families.

Please send a copy of the obituary or information regarding the member along with the address of the family for condolences.

Please send your information to Ellen Baker at jdphoto4@sbcglobal.net or write to:

Ellen Baker
403 Suncreek Drive
Allen, Texas 75013

Thank you!

Memories

jcpenny Partners & Spouses we will miss

George W. Gish, Jr. (May 24, 2011). George began his jcpenny career as a trainee in the Pasadena, California store. He was soon transferred to Pomona, California as an Assistant Store Manager. He was then transferred as Assistant Manager in Norwalk, California, to the Stockton, California stores. In 1964, he was transferred to corporate headquarters in New York City as Sales and Merchandising Manager of the Treasury Stores. George's last position for jcpenny was as Manager of the Meriden, Connecticut store from 1982 until his retirement in 1991. George took great pride in providing his employees every opportunity for advancement within the company. He was forever grateful for the training and mentoring he received from Jack Behrendt. Throughout his career, George was determined to pass these invaluable lessons on to the next generation of jcpenny partners. In 1994, George and his wife of 60 years, Georgia, moved to Boiling Springs, Pennsylvania. He was very active in the Cumberland County Historical Society. In 2008, the Society awarded George the Volunteer of the Year award. George is survived by his wife Georgia and their three children; son Jim Gish, daughter Shirley Schargorodsky and daughter Nancy Casella. He was predeceased by their daughter Diane Turner. He is also survived by seven grandsons, three granddaughters, a great grandson and great granddaughter. George will be greatly missed by everyone who knew, loved and respected him. Condolences may be directed to the family at: 29 Orion Road, Boiling Springs, PA 17007.

John McCoy (July 30, 2011). John passed away just one week after celebrating his 95th birthday. John began his career on a part-time basis with jcpenny in 1937 while attending the University of Wisconsin in Oshkosh, later transferring to Marquette University in Milwaukee. He met his wife to be, Cleo Healy, while participating in choral groups at Marquette. His first full-time assignment was at the Milwaukee Vliet Street facility from 1938-1941. Rather than be drafted in World War II, he enlisted in the Army Air Corp, now known as the U. S. Air Force, and served from 1941 to early 1946. He returned to jcpenny after the war, and was in Quincy, Illinois; Hannibal, Missouri; Burlington, Iowa; Jennings, Missouri and because of Cleo's health issues, transferred to Tucson, Arizona. He retired in 1976 from Store #255. John's family includes 9 surviving children, 19 grandchildren and 7 great-grandchildren, along with two sisters. His wife, Cleo, one daughter and one grandchild predeceased John. Condolences may be directed to: McCoy Family, 28 Strafford Drive, St. Peters, MO 63376.

Robert E. Northam (August 23, 2011). Bob joined the jcpenny company in 1974 as Vice President, Controller and before his retirement in 1996 became Chief Financial Officer. Bob was an avid reader and loved sports. His move to Texas in 1988 inspired him to root for the Dallas Cowboys, Texas Rangers, Dallas Stars and Dallas Mavericks. He is survived by his wife of 57 years, Barbara, children - Steven, Robert, Susan and Nancy, 10 grandchildren and 3 great grandchildren. Condolences may be sent to the family at: 5808 Bridle Bend Trail, Plano, TX 75093.

Memories

jcpenny Partners & Spouses we will miss

James (Jim) A. Reiss (June 12, 2011). Jim was an avid golfer, a volunteer at Good Neighbor Shoppe and for the Tellico Village Book Sale. He also enjoyed playing cards and spending time with family and friends. Jim worked for jcpenny beginning in 1953 as a Salesman while in high school. He was promoted to Department Manager in Coshocton and transferred to Charleston, West Virginia; Xenia, Ohio; Newark, Ohio and Richmond, Indiana where he also served as a Department Manager. He was promoted to Store Manager and transferred to Lebanon, Indiana. He later served on the district staff working out of Indianapolis and on the regional staff in Schaumburg, Illinois before his final post as a Store Manager in Marion, Indiana, retiring in 1997. He is survived by his wife of 50 years, Nancy, his daughters Shelley Hendricks and Amy Laughner and son Andrew Reiss and 6 grandchildren. Condolences may be sent to Nancy Reiss at: 113 Kenosha Lane, Loudon, TN 37774.

Allen Max Richardson (April 18, 2011). Max was born in Parkersburg, West Virginia on July 17, 1948 to the late Robert Richardson and Elva (Lathey) Richardson of Clearwater, Florida. He married Maria "Mia" Theresia VanVianen Steinhelfer-Richardson on April 6, 2006 and she survives him. He retired as a Store Manager for jcpenny after 36 years. Max was a member of St. Peter's Catholic Church, Mansfield. He served in the Air Force during the Vietnam War. He was a life time member of the Amvets in Mansfield, a member of Patriot Guard, North Erie Communication as a flagger at Mid-Ohio Race Track. He was also President of jcpenny H.C.S.C. Ohio Local Meeting Group. Condolences may be directed to the family at: 5800 County Road 29, Mt. Gilead, OH 43338-9734.

J. A. Whitaker (November 2, 2010). A devoted father and husband, Jay always saw to it that his family was provided for. Jay is survived by Phyllis Murzicos Whitaker, his devoted wife of 52 years and his two daughters, Stephanie Mingarelli and Deborah Cooper. Jay was blessed with four grandchildren. At the young age of 14 Jay began working in the oil fields as a shooter. He then joined the Air Force in 1954 and was stationed in Texarkana, Texas where he met and married Phyllis in 1958. While serving in the armed forces he also attended Junior College and later transferred to The University of Texas at Austin in 1960. While in Austin he began a 31 year long career with jcpenny, working his way from the sales floor to Store Manager. He managed stores in Baytown, Texas; Boulder, Colorado and back to Texas retiring in San Marcos. Throughout his life Jay was happiest serving in some civic capacity. He was a lifelong Rotarian, where he prided himself on perfect attendance and was also named a Paul Harris Fellow. He served on the Board of the United Way and the vestry of the Episcopal Church. After retirement, Jay enjoyed working in his yard and garden but his grandchildren brought him the most joy, always making time for them. Condolences may be sent to the family at: 616 Dale Drive, San Marcos, TX 78666.

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Ellen J. Baker, Secretary

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