



Spring 2011

# PARTNERS

A Quarterly Publication by the H.C.S.C. Club, Inc. for retired jcpenny National Members

# New National Board Members

## Sharon Leight

My husband Gil and I met through an organization called “Parents without Partners” and will have been happily married for 29 years this June. We have three grown children: Dana who lives in Philadelphia, PA; Adam in Kansas City, KS; and Michele in McKinney, TX. We are fortunate to have three grandchildren in McKinney with all the fun activities that being Grandma and Grandpa entail!

My jcpenny career started in 1972 when I was hired right out of college as an Accounting Trainee in the Controllers Department in the New York Corporate Office. I advanced to Payroll Supervisor in 1974 and then took a promotional transfer to the Human Resources Department as a Personnel Specialist in 1975. I was promoted to Senior Project Manager and handled many areas in the Compensation Division including the Company’s Equity Plans. Through many conversations regarding aspects of our stock option plans, I became good friends with many Store Managers, DMs and other jcpenny senior managers.

When jcpenny announced the relocation of its corporate office to Plano, Texas in the late 1980’s, Gil retired from his teaching job at Montclair State University, in New Jersey, enabling us to embark on the journey to the “wild west” in 1988. In 1989, in the midst of spiraling national (and jcpenny) medical costs, I was promoted to the new HR position of Healthcare Costs Manager. In 1992, after three years of working with healthcare providers to implement Managed Care networks throughout jcpenny, I returned to the Compensation Division as General Compensation Manager.

In 1994, I was promoted to Assistant Benefits Director where my experience grew beyond healthcare to jcpenny’s retirement plans, as well as the intricacies of the benefit plans’ financial statements. I became Benefits Director in 1995 upon the retirement of the Benefits Director.

After a reorganization in the HR Department in 2004, I was promoted to V.P. Compensation and Benefits. I retired in January, 2010, after 37 and a half wonderful years as a jcpenny Associate.



# Larry Noble

I have been happily married to my wife Cheryl for 33 years this November. We have one child together, Christie (29), and two older sons, David (44) and Timothy (39) who are both happily married.

Cheryl and I are both very active in our local church, serving on the deacon board and teaching early childhood Sunday school classes.



My jcpenny career started in 1963 at store 1642 in Reseda, CA. I was promoted to open store 1614 in Montclair, CA in 1969 as Men's Department Manager and was promoted to Personnel Manager there in 1972. In 1976, I moved back to the merchandise side as General Merchandise Manager in San Bernardino, CA.

In 1980, I was promoted to Store Merchandise and Marketing Manager at store 1418 in Northridge, CA and in 1984 to a new test position as Los Angeles Area Visual Marketing Manager. In 1986 I went on special assignment to store 1614 in Montclair, CA to serve as Store Modernization Coordinator for their major expansion and remodel. While on special assignment, I also helped open store 2480 in Moreno Valley, CA store and spent nearly a year at store 1218 in Azusa, CA running a closeout operation and then closing the store.

In 1992, I was promoted to Store Manager of store 0955 in Huntington Park, CA store. On the day of my scheduled arrival as Store Manager, the rioters from the Rodney King incident had already looted the store. What a first day as manager! What started out as a disaster, ended up as probably my most favorite time with jcpenny. The store crew pulled together and we reopened the store 6 days later and ended the month with a gain.

In 1995 I was transferred to store 1773 in Hawthorne, CA and then to store 1811 in Torrance, CA in 1998. I retired at the end of 2003, after 40+ great years with jcpenny.

# Mile High Denver Chronicle



Ed Trujillo and Chuck Linn presenting Larry Feilmeier with his 50 year pin.



Lou Marsilio making a few remarks regarding 2011 tentative schedule.

Our Christmas luncheon was held on December 1st at The Inn at Palmer Divide. The Inn is located between Denver and Colorado Springs, nestled in a spectacular outcropping of sandstone pillars at the foot of the Rocky Mountains.

President Chuck Linn welcomed everyone and had some opening remarks. He also provided an update of the Convention in Seattle. Guests Ed Trujillo, District Manager, and his wife Mary Beth were introduced and Ed later gave us an exciting update of jcpenny.

After lunch Chuck and Ed awarded 50 Year Pins to Norm Prince and Larry Feilmeier. A resumé of their positions with the company were mentioned. Ron Jagers was also awarded his Pin, however he was not able to attend the luncheon.

The election of officers for 2011 was held. Lou Marsilio is the new President, Norm Prince is Vice President and Bonnie Marsilio is Secretary. Lou spoke briefly about the tentative schedule for 2011. We extended a huge thank you to Chuck and Marina Linn for their excellent leadership during the past year.

To close our luncheon Genie Enders led the group in a Christmas Carole sing-along that filled everyone with the holiday spirit.

*Attendees: Doris Anderson; Bob & Mary Brown; Bob & Genie Enders; Larry Feilmeier and his guest Nina; Bruce & Gloria Hand; Chuck & Marina Linn; Jim & Jan Malone; Lou & Bonnie Marsilio; Norm Prince; Ivan & Margie Stewart; District Manager Ed and Mary Beth Trujillo.*

# Mike Ullman Honored at Bowery Mission Gala

On February 14, Mike Ullman was honored for his invaluable support of the Bowery Mission at the 12th Annual Valentine Gala in New York. Mike received the award on the 100th anniversary of the night that James Cash Penney found renewed faith inside The Bowery Mission that forever changed his life.

JCPenney's long history with The Bowery Mission began in the early days of James Cash Penney's business success. Mr. Penney was confronted with a personal tragedy when he, at the age of 35, unexpectedly lost his wife and mother of his two children. As he struggled to deal with this dark period in his life, he wandered into The Bowery Mission and took comfort by anonymously and quietly participating in a service at the new chapel that had recently been dedicated by President Taft. While at the Bowery, he renewed his faith and rediscovered the personal strength and determination that inspired him to transform his chain of stores to become JCPenney. Ever indebted to The Bowery Mission, he went on to serve as its Chairman of the Board and generously supported the charity with multi-million dollar contributions from his personal wealth.

## The Davey Dogwood Park near Palestine is a beautiful attraction

Just north of the East Texas city of Palestine, on the edge of the Piney Woods, is a flowering tribute to the season easily accessible to motorists, bicyclists and day-tripping hikers.

It looks as if a light snowfall has dusted Davey Dogwood Park as trees begin to blossom in late March. The park covers more than 200 acres and includes five miles of narrow but paved roads winding through hills. They lead to scenic overlooks, trailheads, sparkling streams and picnic areas.

Dogwood trees are particularly obliging to visitors, usually taking root at the edge of forests and making drive-by viewings a breeze. The white blooms also provide a dramatic contrast to the colors found in spring-flowering plum and wisteria, redbud and tulip trees.



*Send us an attraction near your home*

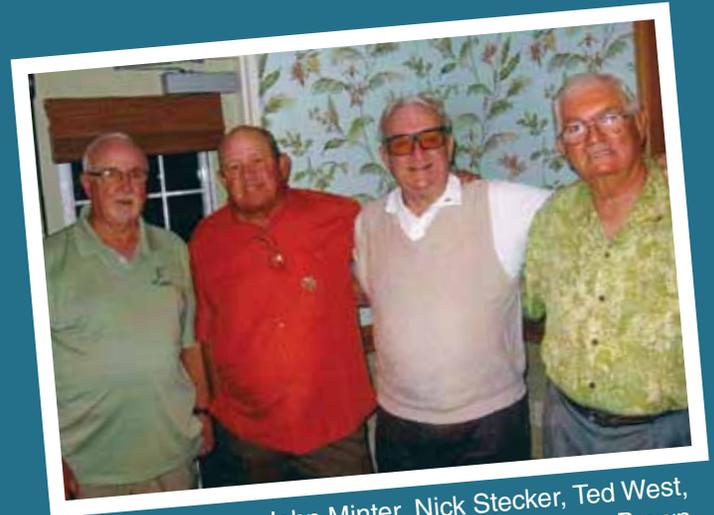
# Deep South Chronicle

The H.C.S.C. Deep South Local Meeting Group held its 21st annual meeting October 17- 20 in The Villages, Florida. There were 68 partners in attendance, including 22 first time attendees.

The meeting kicked off with a cocktail party at the headquarters hotel: "The Waterfront Inn" on the town square. Everyone enjoyed hors d'oeuvres and liquid refreshments on a beautiful evening on the Waterfront Inn lakefront terraces but, more importantly, everyone enjoyed the opportunity to visit with old friends and to make new friends.

Monday morning everyone took a guided trolley tour of The Villages and were amazed at the size, beauty and breadth of activities available to the 80,000 residents. At midday the golfers traveled to the Mallory Country Club for lunch followed by the Deep South Golf Classic organized by Jim Smith. Many of the non-golfers signed up for "Pickle Ball" lessons. FYI - Pickle Ball is a racket sport that is growing by leaps and bounds in the Villages. Others decided to explore the shopping options on the town square and, based on all of the shopping bags being brought back to the hotel, the shopping must have been fantastic. In the early evening the club hospitality room was set up in an open air pavilion located on the town square for snacks, leisurely conversations, people watching, etc. We were only a short walk to street entertainment and many eateries. A great day was enjoyed by all.

On Tuesday morning the group traveled to the Florida Carriage Museum for a guided tour. This museum houses a world renowned collection of more than 160 beautifully restored American and European carriages dating back to the 1850's. The center piece of the collection is the 1850 Armbruster Dress Chariot once owned by the Emperor of Austria. Among other pieces of interest were a restored stagecoach from the pioneer days of the American



John Minter, Nick Stecker, Ted West, Leon Brown



The group at the Florida Carriage Museum



Trolley Tour of the Village



Leon Brown at FI Carriage Museum

West, horse drawn fire fighting apparatus, and a supply wagon from World War 1. It was a fascinating day of history.

The annual business meeting was held in the afternoon where a moment of silence was observed for two members of the club who passed away during the year: Marion Brown, wife of Leon Brown and Betty Bradley, wife of Frank Bradley. New members were welcomed and the importance of everyone's involvement in recruiting new members was discussed. In addition, new officers were elected for 2011 - 12: Cathy Hurst - Madigan, President; Josh Norcross, Vice President; Ben Bjerke, Treasurer; and Paul Nelson, Secretary. Cathy Hurst - Madigan provided a preview of the 2011 meeting to be held in the fall in the historical town of Mount Dora, Florida. The combination of a historic hotel on a lake setting along with the unique old Florida downtown district has the makings of a fun filled and interesting gathering.



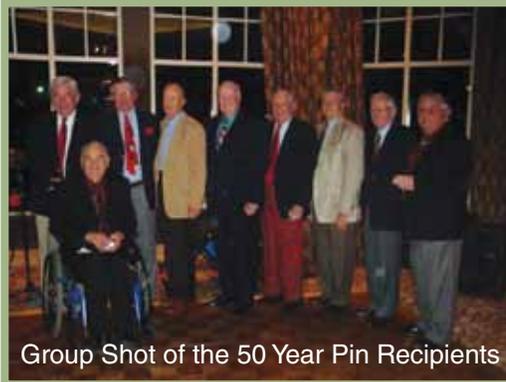
Past and Present 50 year pin holders

The final event of the 2010 meeting was the farewell dinner at The Waterfront Inn. Cocktail hour was followed by a delicious Italian themed buffet. After dinner, awards were presented to the winners of the Deep South Golf Classic: 1st Place Team ; Cathy-Hurst Madigan, Ed Madigan, Jim Boyd, and Kris Hoops. The highlight of the evening was the presentation of H.C.S.C. 50 Year Service Pins to Leon Brown, Howard Martin, John Minter, Dick Stecher and Ted West. Each of these "Partners" was able to address the group providing a little more insight into their 50 year journey. All 50 Year Pin holders from previous years in attendance were also recognized; Chester Dowdle, Fred Faulkner, Bob Hagerman, Tom Jewell, Ted Knopf, Ted Seaman, and Jim Smith.



Ed Madigan, Cathy Madigan, Jim Boyd and Kris Hoops

We were blessed with great weather and terrific activities, but most importantly we had three days of fantastic fellowship with the opportunity to renew old friendships and to make new friends, which is the primary purpose of H.C.S.C. clubs.



# Southwest Christmas Party

The H.C.S.C. Southwest held its annual Christmas Party on Wednesday, December 1, 2010. The event was held at the Stonebriar Country Club. The evening began with hors d'oeuvres followed by dinner. Prior to dinner, eight members received their 50 Year Pin from Al Bell. The recipients were Dick Best, Keith Brooker, Don Christensen, Bernie Gomon, Jack Price, Chris Sears, Dick Spiers and Rod Williams. An invocation was given by Phil Esch.

After our delicious dinner and socializing, the evening continued with musical entertainment provided by the Nelson Miller Group.

The Christmas Party was attended by 85 H.C.S.C. Southwest members who had an enjoyable time visiting with old and new friends.

*Attendees: Dick & Sandy Anderson, Tom & Sue Ann Arthur, Don & Gretchen Barber, Al & Dee Bell, Dick & Carol Berge, Keith & Pat Brooker, Richard & Carol Best, Mike & Kim Bragg, Don & Dorothy Brown, Bill & Lorraine Burns, Robin & John Caldwell, Angelo Cerilli and guest Marilyn Stewart, Don & Barbara Christensen, Tom & Sandra Clarke, Howard & Ann Couch, Louise & Jack Duncan, Susan Dunseth, Phil & Bunny Esch, David & Antonette Espen, Bernie & Bev Goman, Pat & Betty Groeniger, Jim & Carol Hailey, Donna Howell, Joe & Pat Jackson, Al & Barbara Ladwig, Sharon Leight, Dave Lenz, Bill & Carole Mangham, Gerry & Linda Mayer, Tom & Patricia McGurren, Glenn & Teri Mieritz, Chuck & Ronni Mitchell, Norma Mobley and Janet Bracken, Gerry & Barbara Montgomery, Del Nelson and Arwin Bailey, Jack & Marg Price, Dennis & Shelia Radabaugh, Warren & Sandra Richards, Chris & Mary Ann Sears, Jeanette Siegel, Dick & Marlene Spiers, Ted & Sonja Spurlock, John & Wanda Summers, Walt Sunday, Rod & Sue Williams and John Wright.*





Dick Best



Jack Price



Don Christensen



Bernie Gomon



Chris Sears



Rod Williams



Dick Spiers

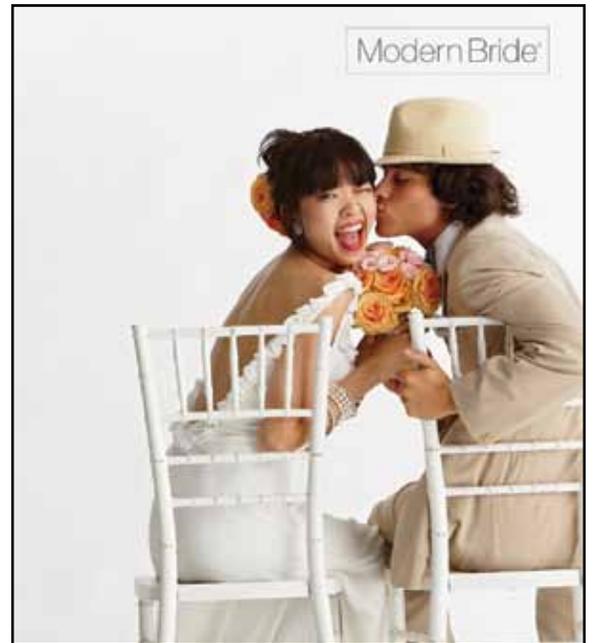


Keith Brooker

# jcpenny Transforms Bridal Business Through Unique Collaboration

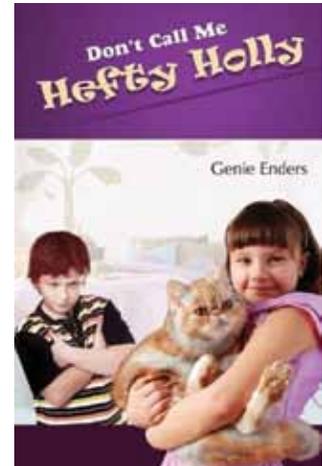
Moving boldly to transform our bridal business and become the preferred destination for today's brides, jcpenny has entered into a unique collaboration with Conde Nast Publishing Group to launch Modern Bride, a concept devoted to providing trusted quality, timeless style and outstanding customer service in a special department store setting. Modern Bride - a brand name that resonates strongly with young, stylish brides - marks an exciting opportunity for jcpenny to increase its existing stake in the growing U.S. bridal market and build a lasting, emotional connection with existing as well as new customers.

Modern Bride launched in the fine jewelry department in January, just in time for Valentine's Day – a key fine jewelry shopping period. Since then, customers have discovered an elevated and expanded assortment of bridal fine jewelry collections under the Modern Bride brand – including I Said Yes and True Love Celebrate Romance – offering a selection of engagement rings, wedding bands and gifts for the wedding party – all at exceptional quality. Additionally, the department features a distinctive Modern Bride area, creating a specialty store feel with special signage and in-case lighting displays and staffed with Associates trained as Modern Bride Diamond Professionals – the department's highest tier of training. As a final touch, customers take home their purchases in distinctive Modern Bride packaging.



# A Salute to Our Talented Partners

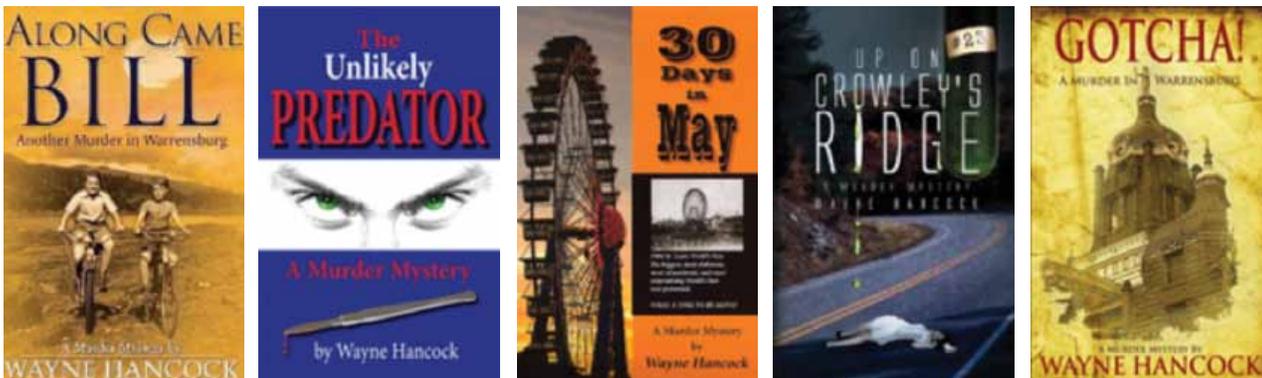
**Genie Enders** and her husband, Bob, are members of H.C.S.C., in the Denver area. Genie told us her first (maybe only) book was published last year. It's about an 11 year old girl called Holly. Holly's been eating too many of her mother's wonderful Oatmeal Delights and has put on a few pounds, so a mean kid called Toddie Teeter starts teasing her about being fat. Then she loses her beloved cat, Delia. Her parents are getting a divorce. Nothing seems to be going right, except for the fact that Holly gets the lead in her sixth grade production of H.M.S. Pinafore.



Writing the book was a lot of fun, and talking to people who liked it was ego boosting. Bob was one of the members who received his gold pin in Seattle last September. Genie was there to cheer him on! Don't Call Me "Hefty Holly" can be purchased from Amazon.com

## **Wayne Hancock's** new book Along Came Bill

This new book is a sequel to the author's best seller "Gotcha!" sub-titled "A Murder in Warrensburg." Another murder takes place in this small college town, Buck Petit, the Chief of Police, brings the same group of volunteers together to help solve it.



Wayne's books are available on Amazon.com

Let us know about your talent!



Barbara & Fred Faulkner, Sally Scott, Bart & Evelyn Hammons



Jerry Hart, Bob Gravatt, Bernie & Mary Jo Derencin



Jim Stahler, Tom Hutchins and Tom Jewell



Walt Haleski, Ron Silva, Bob Steinmetz, Nancee Dixon, Bob Pollitte, Jerry Hart

# Florida Suncoast Local

Sarasota, Florida is the home of H.C.S.C Suncoast. We conduct our H.C.S.C Suncoast Local Meeting Group was established in 1972 and serves the Southwest Florida.

Thirty five to forty members attend our functions held this year in Duncas. The experiences are shared and enjoyed by all.



Jim McLaughlin, Gil Neely, Don Guilmette, Tom & Nancy Hutchens, Earl Land



Jane Guilmette, Beth Ann Haleski, Anita Kishbaugh, Bob Gravatt, Bob & Sylvia Hagerman



Lynn Meskey, Carla & Fred leads us in song



mens



Bob Gravatt, Dick Powell, Jerry Hart



Diana Florence, Robin Neely, Nancee Dixon, Sally Scott, Terry Florence

# Meeting Group

our gatherings from Tampa to Venice on Florida's Suncoast. The  
 and today we are 50 members strong residing in Central and

December, February, and April. Fellowship, fond memories, and



Norraine McLaughlin & daughter, Grace Lutes, Doris Pollitte, Carla Silva and Peggy Hart



Ron Silva



Robin Neely, National representative  
Fred Faulkner, Diana Florence



Barbara Faulkner, John  
& Lynn Meskey

# Back Home Again in Indiana

We had our November meeting, a luncheon meeting, in Indianapolis, at LePeep's restaurant on November 11, 2010. The meeting was conducted by our new President, Jack O'Brien.

Karen Willis, from our nearby Greenwood store, attended and gave an overview of jcpenny. She was accompanied by a Manager/Trainee, Heather Hewitt who comes to us from Von Maur Stores.

Our usual contest, guesses on the price of jcpenny stock on November 1st, was won by Bob Wells. His guess was \$32.40 and the price as of November 1st was \$31.13. We had some closer guesses, but one must be present at the meeting to win. Guesses were made for May 1, 2011.

Future meetings were discussed, hoping for some "original" ideas. Our next meeting will be May 12, 2011. Fifty-Year Pins were presented to those eligible who were present, and the other Pins will be mailed out. Jim Carney, who was present at the Convention and received his Fifty-Year Pin, told us about the convention.

*Attendees: Lyle & Lois Backes, Jim & Amy Carney, John & Eunice Hughes, Tom & Mary Hellman, Jack & Mary Jane O'Brien, Dean & Judith Walker, Bob & Marianne Wells, and Bill & Ann Wright.*

## Salt Lake City Luncheon

We met on December 6th at the famous Lion House Restaurant. We had a wonderful time and great food. Chuck Sidwell, President, was the master of ceremonies. Our program included giving 50 year pins to four of our members: Rulon Bickmore, Dudley Doebele, Craig Rasmussen and Larry Shipp.

We then discussed the members who were having medical problems and were unable to attend our luncheon. Cards were signed to be sent to: Charles Goodliffe, Paul Henneman, and Frank Koberna.

A discussion followed about the next meeting and dates. Concluding the meeting Sperry Rueckert gave a 20 minute musical program on the piano. We were fortunate to end the program with a beautiful vocal solo by Rulon Bickmore's daughter, Janice Bickmore Warner. She sang "All I Ask of You" from Phantom of the Opera.

*Attendees: Dale & Elaine Allred, Rulan Bickmore and daughter Janice Bickmore Warner, James & Nancy Campbell, Nick & Regina Hauert, Terry & Susan Johnson, Russ & Mildred Latimer, George & Delores Miller, Ted & Yvonne Morgan, Marjorie Nelson, Craig & Joy Rasmussen, Kent & Dee Rowe Sperry & Anna Rae Rueckert, Larry & Joyce Shipp, Charles & Carolin Sidwell*

# Northern California/Nevada Holiday Luncheon

Our holiday luncheon this year was held at Logan's Roadhouse in the Natomas area of Greater Sacramento on Tuesday, December 7. Lunch was preceded by a social hour in which everyone had a chance to visit and catch up on the happenings in our lives since our last visit.

H.C.S.C. Member Richard "Dick" Warner and his wife, Karin, from Cuyahoga Falls, Ohio, were introduced. Also introduced was Sandy Sponable, manager of the now very "famous" Roseville Galleria store---you know the one on national TV with the big fire, October 21, caused by a disturbed young man. We were able to choose our lunch from a menu of five items, all of which were excellent according to comments from everyone.



Left to right: Edna and Jim McKeown, Sandy Sponable, David and Sandra Kloose, Mary and Hal Monroe.

After lunch President David Kloose gave us a brief summary of events from the National Convention. He explained the new National/Club dues program that will go into effect as of January for us. David then informed everyone that the dates of our spring meeting will be the week of June 6 in the Fort Bragg/Mendocino area on the coast. Our fall meeting will be the week of September 19 in the Avila Beach/Pismo Beach/Cambria area. Jim McKeown presented the treasurer's report.

Sandy Sponable gave us a very informative talk about the fire, or "event" as she referred to it. The immediate action taken by jcpenny in regards to the recovery operations was very interesting. The salvage operation of damaged merchandise, replacement of all merchandise that was smoke damaged, the repairs to all of the lower level interior walls that sustained water damage, carpet replacement, and the continuation of all associates' salaries during the ordeal until reopening were all addressed. The store was able to reopen on the 19th of November with 30 percent less merchandise than before the "event" and still achieved 10 percent sales increases through the "Black Friday" weekend. This was a remarkable recovery, thanks to the company's disaster recovery plan, considering the fact that early estimates were for a 12 to 16 week recovery. Sandy presented each of the ladies with a small gift from Sephora.

*Attendees: John Andrew, Brad and Charlotte Ferguson, David and Barbara Gable, Bob and Ruthe Hercher, Craig and Margaret Hurt, David and Sandra Kloose, Jim and Edna McKeown, Hal and Mary Monroe, Don and Pat LaPlante, Dick and Lois Powell, Bob and Kaye Smith, Tom and Louise Smith, Dick and Karin Warner.*

# Florida S

## DECEMBER

Thirty-six members and guests gathered at the Laurel Oaks Country Club in Sarasota to celebrate the annual Christmas party. Tom Jewell gave the invocation and all enjoyed a delicious dinner.

President Terry Florence called the meeting to order and asked for introductions. Bob Gravatt brought a guest, Anita Kishbaugh, who became the newest member.

The secretary's report was read by Don Guilmette and the treasurer's report was given by Gil Neely. Both were approved as read.

Fred Faulkner, our representative to National, gave an update on the Seattle Convention. Twelve members of the Suncoast chapter were able to make the trip to Seattle and all had a wonderful time. Earl Land made further remarks about Seattle. He praised Mike Taxter for his keynote address.

Terry gave an update on how dues would be collected at both the local and national levels starting in 2011. Birthdays this month will be celebrated by Nancee Dixon, Carla Silva and Lavon Jewell. Anniversaries will be shared by Earl & Peggy Land and Mac & Norrine McLaughlin.

Since this was our annual Christmas party, we were led in song by Lynne Meskey and Carla Silva. The drawing was held and there were many winners. Our next meeting will be held on February 3, 2010, in the Tampa area.

*Attendees: Nancee Dixon, Fred & Barbara Faulkner, Terry & Diana Florence, Bob Gravatt and guest Anita Kishbaugh, Don & Jane Guilmette, Bob & Sylvia Hagerman, Jerry & Peggy Hart, Walt & Beth Ann Haleski, Tom & Nancy Hutchins, Tom Jewell, Earl Land, Grace Lutes, Mac & Norrine McLaughlin and daughter Janet, John & Lynne Meskey, Gil & Robin Neely, Bob & Doris Pollitte, Vin & Hattie Raskopf, Ken Russo, Ron & Carla Silva and Bob Steinmetz.*

Phyllis Roman, Terri Giovingo and Anita Kishbaugh



Norrine & Mac (Jim) McLaughlin, Peggy Hart and Grace Lutes



Peggy Land, Nancy Hutchins, Brenda Watkins & Beth Ann Haleski



Thirty-four members and guests gathered at the Bayou Club in Largo, Florida for lunch and fellowship. Tom Jewell gave the invocation and all enjoyed a delicious lunch.

President Terry Florence called the meeting to order and asked for introductions. Anita Kishbaugh brought two guests. Terri Giovingo and Phyllis Roman who became our newest members.

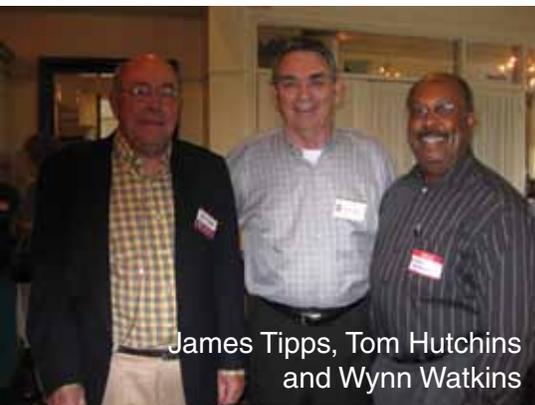
The Secretary's report was given by Jerry Hart and the Treasurer's report was given by Gil Neely. Both were approved as read.

Walt Haleski gave us an update on our Secretary Don Guilmette, who has had a stroke. Earl Land updated us on Dan Unger and asked us to keep him in our prayers. Earl also stated that Pat and Betty Groeniger asked him to say hello to all their SunCoast friends, they are missed. Tom Jewell updated us on Lois Powell's leg surgery; she is doing well and she and Dick will be at our next gathering. Tom also shared a few jokes with us.

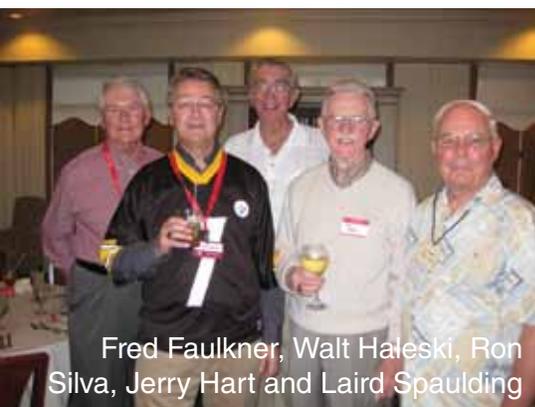
Terry gave an update on how dues would be collected at the local and National levels. Terry also advised us that all board positions were up for election this year and volunteers were needed. Birthdays this month will be celebrated by Joyce Spaulding, Mac McLaughlin, and Anita Kishbaugh. Grace Lutes shared that 60 years ago she became engaged.

Drawings were held and the winners were Carol Tipps, Pat Bremer and Joyce Spaulding. Our next gathering will be held on April 7, 2011 at Palm-Aire Country Club in Sarasota, Florida.

*Attendees: Fred & Barbara Faulkner, Terry & Diana Florence, Bob Hagerman, Dot Bremer, Bob Gravatt, Walt & Beth Ann Haleski, Jerry & Peggy Hart, Tom & Lavon Jewell, Anita Kishbaugh, Terri Giovingo, Phyllis Roman, Earl & Peggy Land, Grace Lutes, Mac & Norrine McLaughlin, Gil & Robin Neely, Ron & Carla Silva, Laird & Joyce Spaulding and guest Libby Ivy, Jim & Carol Tipps, Tom & Nancy Hutchins, Wynn & Brenda Watkins.*



James Tipps, Tom Hutchins and Wynn Watkins



Fred Faulkner, Walt Haleski, Ron Silva, Jerry Hart and Laird Spaulding



Libby Ivy, Carla Silva, Barbara Faulkner, and Joyce Spaulding



The H.C.S.C. Foundation welcomes and appreciates donations made in memory of any jcpenny partners passing. All donations to the foundation are tax deductible.

Your donations to the H.C.S.C. Foundation have been used to help retired associates in need in a few of the following ways:

- Replace a water heater
- Repairs to a washer and dryer
- Several roofs repaired
- Emergency payments
- Help with medical bills
- Help with Care Facility bills

A letter of acknowledgement is sent to the donor and a memorial card is sent to the surviving spouse or family member, the amount donated is not mentioned in the memorial card.

**Mail donations to:**

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

**Recent memorials received at the H.C.S.C. Foundation:**

**Donor**

Paul Simons  
Fred Smith  
H.C.S.C. Deep South  
H.C.S.C. Deep South  
H.C.S.C. Southern Cal  
H.C.S.C. Southern Cal

**Honoree**

Harvey Clark  
Harvey Clark  
Marion Brown (Wife of Leon)  
Betty Bradley (Wife of Frank)  
A R Johnson  
Jerry Marks  
Michael O'Grady  
Harvey Clark  
William Hatch  
Fred Andriano



**Let's welcome Larry Noble**

In December of 2010 Larry was elected to the Board of National H.C.S.C. and also became the Secretary/Treasurer of the H.C.S.C. Foundation.

After 40 great years with jcpenny Larry retired from the Torrance, CA store. He and his wife Chryl have been married for 33 years, have three children and are very active in their local church. Larry is a great addition to both the National Club and the Foundation.

# Foundation News

With great respect and admiration the H.C.S.C. Foundation accepted Fred J. Smith's resignation from the post of Secretary/Treasurer. Fred affectionately recalled the many years since 1992 he served on the board and the wonderful rewards he felt for helping many jcpenny retirees and spouses. He felt it was time to pass the torch since he has served in that post since 1993. He will continue to serve on the board as a voting member.

He has served under five chairmen during his years to help guide the Foundation dedicated to help those jcpenny retirees in financial need. The first chairman Fred worked under was Kirk Kirkaby, then Chet Allumbaugh, later Martin Doviak, followed by Doyle Stoops, and presently Paul Simons.



Fred started with jcpenny in 1943 working in a stock room during high school. After serving in the Air Force in WW II, he continued with jcpenny for a short period having been called back into the service during the Korean conflict. He returned to jcpenny and moved up through the ranks from department manager to store manager. He was promoted to manager of Pasco, Washington in 1968. He served as manager of several stores in Oregon and California through the years. In 1987 he became Administration Manager, Western Regional Office, in Buena Park, California. He retired from jcpenny in 1990. From 1991-1993 he worked as a consultant for jcpenny with the regional Ride-Share Program.

His services will be remembered as honorable and trustworthy. He provided the very best example of integrity and humility.

Paul Simons  
Chairman, H.C.S.C. Foundation

## How to plant a successful butterfly garden:

- Locate your garden in a sunny area. Flowers that need sunlight attract more butterflies.
- Landscape your garden in an area with flowers butterflies prefer. Many butterflies prefer plants with clusters of short tubular flowers.
- Use large swaths of color. Butterflies are attracted to flowers by their color, so planting in masses of flowers makes it easier for them to find that single plantings.
- Provide continuous blooms throughout the growing season. Butterflies are active from spring into late fall, but mid-to late-blooming season flowers are when butterflies are most active.

# Southern California

The Southern California H.C.S.C. Local Meeting Group launched the Holiday season with their annual Christmas luncheon and party at the Howard Johnson Hotel and Conference Center in Fullerton, CA. The arrangements were established by Howard Wiese, Vice President of Activities.

The gathering took place on November 30 with a social hour at 11:00 am and luncheon at 12:00 pm. Old friends embraced and buzzed about their past summer and fall activities. Lunch was preceded by an invocation given by Paul Simons, Foundation Representative. Over 60 members and guests heard Ron Rhoads, President, welcome them. Rhoads reviewed upcoming events for the coming year starting out with the Spring Fling in Palm Springs, CA, in early February. It includes a luncheon, evening entertainment and golf over a 2 to 3 day period.

A drawing for prizes including gift cards to jcpenny stores was mastered by Jeff Paige, Vice President of Hospitality. Several members were treated by having their names called as winners!



# Memories

## *jcpenny Partners & Spouses we will miss*

**Robert F. Anderson** (November 2010) Bob started his jcpenny career in 1939 and Retired as Manager in Boulder, CO in 1979. He and his wife Donna are lifetime members of H.C.S.C. National Club. Bob was honored as a Century Club Member and was a member of the Valley of the Sun Local Meeting Group. Condolences may be directed to Donna and the family at:  
8505 Flying Cloud Drive, Unit 439, Eden Prairie, MN 55344

**Harvey William Clark** (November 3, 2010) Harvey was born Jan. 21, 1927 in Poplar Grove, IL. On July 1, 1949 he married Hazel Ralston, his wife and companion of over 61 years. They were proud parents of their children Cheryl and Douglas. Harvey had a 38-year career with jcpenny and retired in Thousand Oaks where he and his wife Hazel have lived for the last 32 years. He was a dedicated volunteer and board member at MANNA and active member of Emmanuel Presbyterian. He enjoyed playing golf and family reunions. Harvey and Hazel are members of both H.C.S.C. National Club and Southern California Local Meeting Group. Condolences may be sent to Hazel at:  
462 Thunderhead Street, Thousand Oaks, CA 91360

**Edward W. Haywood** (November 2010) Ed began his jcpenny career in 1959 and retired in 1992 as Manager of Advertising in the Plano Home Office. He and his wife Grace are life members of H.C.S.C. National Club and members of both Dixie and Deep South Local Meeting Groups. Condolences may be sent to Grace at: 218 Cedar Ridge Lane, Conway, SC 29256.

**Harry J. Hughes** retired in 1998 from Hannibal, MO. He is survived by his wife Jean & three children. Condolences may be sent to the Hughes Family at: 2425 Hyacinth Avenue, Hannibal, MO 63401.

**Lora Smith-Mentzer** (March 2011) Lora is the widow of Russ Smith a former president of the North Central H.C.S.C. Local Meeting Group. After Russ's passing Lora married Tye Mentzer who retired from jcpenny as store Manager in Newton, Iowa. Condolences may be directed to Lora's family at Dr. Margaret Devick, 420 N. Milwaukee, Canton, SD 57103 and to Tye Mentzer and family at: The Park Center, 500 1st Street N., #67, Newton, IA 50208.

**Marvin Vernon McCutchen** (February 1, 2011) Marvin served in the U.S. Army during WW II, and received the Purple Heart. He started his jcpenny Career in 1946 and retired as Store Manager in Richmond, VA in 1983. Marvin and Frances are life members of National H.C.S.C. club and the Dixie Local Meeting Group. He is survived by his wife of 64 years, Frances, two sons, four grandchildren and two great-grandchildren. Condolences may be sent to the family at:  
306 Forestland CT, West Columbia, SC 29169.

**Janet McLarty** (January 2011) Janet is the wife of Bruce McLarty. Janet's career was in education. Bruce's career with jcpenny was in the Denver market and in Marketing at the Plano Home Office. Bruce & Janet have two daughters. The family loved tennis and travel. Janet and Bruce could be seen in their leather jackets riding motorcycles. Condolences may be sent to Bruce at:  
155 Creekside Drive Lewisville, TX 75077-8225

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**Jim Moore** (September 2010) Jim retired in 1976 as an operations manager. He and his wife Dulce, who passed away in 2009, were members of the H.C.S.C. National Club and Southwest Local Meeting Group.

**Lydia Nelson** (November 2, 2010) widow of John Nelson who passed away in 2009. Lydia was born in Brooklyn, NY and graduated Packer Collegiate Institute, Brooklyn and Wilson College Chambersburg, PA. She married John Nelson in 2002 who retired from jcpenny in 1996. Lydia and John were life members of H.C.S.C. National Club as well as long standing members of both Dixie and Deep South Local Meeting Groups.

**Michael O'Grady** (December 29, 2010) Michael began his career in 1961 and retired as Store Manager from El Cajon, CA in 1998. Michael & Glenda are members of H.C.S.C. National Club as well as the Southern California Local Meeting Group. Condolences may be sent to his wife Glenda at: 2029 Port Cardiff, Chula Vista, CA 91913.

**James C. Paterson** (July, 2010) James began his jcpenny career in 1968 and retired in 1998 as a Merchandise field Representative in Pittsburgh. He and his wife Barbara are members of the H.C.S.C. National Club and Florida Suncoast Local Meeting Group. Condolences may be sent to Barbara at: 1050 McNeilly Rd Apt 542, Pittsburgh, PA 15226-2558

**Harold Rusher Schilling** (2010) Hal was a store manager for jcpenny in Frederick from 1965 until his retirement in 1978. He also served with jcpenny in 13 locations and six states prior to moving to Frederick, MD. He was active in many nonprofits and civic organizations during his working career. He was a devoted member of Christ Reformed United Church of Christ, Middletown, and over the years had served on many boards of the church. He also traveled to Honduras with the church when he was 80 years old. He was a U.S. Army veteran of World War II, serving in the European theatre in the Rhineland campaign, attaining the rank of sergeant. He is survived by two children, Lou Ann Lushbaugh and Donald R. Schilling, five grandchildren, three great-grandchildren, He was predeceased by his wife Gloria.

**Richard W. Scott** (January 23, 2011) Richard was a store manager and regional sales and merchandise manager before retiring in 1978 after 32 years with jcpenny. Richard served in the Navy during WWII. He served his community by serving as chairman of the Lake County Chamber of Commerce and president of the Board of Trustees of the Presbyterian Church of Barrington. He is survived by his wife, Mary, two children and two step-children. Dick and Mary are members of National H.C.S.C. club and also members of both the North Central and Valley of the Sun Local Meeting Groups. Condolences may be sent to the family at: 2121 South Pantano Rd. No 194, Tucson, AZ 85710.

**Frederick Stanton Shelton** (February 3, 2011) Fred began his jcpenny career in 1941 and retired in 1973 as manager in St Louis Park. He and his wife Hildur are life members of H.C.S.C. National Club and of North Central Local meeting Group. Fred was a member of the Century Club. Condolences may be sent to his family at: 7500 York Ave. No.619, Edina, MN 55435

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**Dan Unger** (February, 2011) Dan retired in 1996 as District Manager in Jacksonville, FL. His career of 46 years covered positions in Kansas, Colorado, Nebraska, Utah, Washington and Georgia. Dan and his wife Darleen are members of H.C.S.C. National Club and Deep South Local Meeting Group. Condolences may be sent to the family at: 7801 Deerwood Pointe Court, Jacksonville, FL 32256

**Irene Wells** (August 18,2010) Wife of Reuben Wells, Reuben began his jcpenny career in 1952 and retired in 1987 as Manager in Dublin, Georgia. Condolences may be sent to Reuben at: 454 Country Club Road, Dublin, GA 31021-0100.

**Joseph C. Yarbrough, Sr.** (July 8,2010) Joseph Coleman Yarbrough, Sr. died July the 8th at the age of 99; 3 weeks short of his 100th birthday. When he was 16 he began working part time at the jcpenny store in Burlington. After high school he began working full time. He was promoted to Store Manager in 1935. After managing two stores in North Carolina, he was offered the Anderson store. He managed the jcpenny store on the square for 31 years. During this time the store doubled in size. His hobby was participating in community service projects such as the United Way, Chamber of Commerce, YMCA, Head Start, School Board, Chairman of the Living Endowment of Anderson College, Anderson Hospital Board. He was a longtime member of the Kiwanis Club of Anderson and a past president. After his retirement he worked with SCORE (service corp. of retired executives) assisting people who were planning and starting new businesses. Joseph was a member of the H.C.S.C. National Club and honored as a member of The Century Club. He is survived by his son, Joseph C. Yarbrough, Jr. and wife, Harriet of Isle of Palms, SC; and his daughter, Ann Yarbrough Reeves.

We need your help. If you hear that a member is ill or passes away, please let us know. Due to privacy and HIPPA laws, jcpenny 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](mailto:jdphoto4@sbcglobal.net) or write to:

Ellen Baker  
403 Suncreek Drive  
Allen, Texas 75013

**H.C.S.C. Club Inc.**  
Ellen J. Baker, Secretary  
403 Suncreek Drive  
Allen, Texas 75013

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## jcpenny Taking Bold Step with New Logo



Over the past few years, we've been on an exciting journey to transform the jcpenny brand. To symbolize our progress, we're celebrating the introduction of the most meaningful update to the jcpenny logo in 40 years.

The jcpenny logo puts greater visual emphasis on a new, lowercase "jcp" by positioning it slightly off-centered in a red box while still featuring the Company's signature red color and Helvetica font. The logo was designed to evoke a sense of movement and discovery as the letters appear to break out of the box, symbolizing an emergence into an exciting, new future. Extensive research revealed that customers overwhelmingly endorsed this logo by viewing it as modern, clean and inviting. For jcpenny it clearly represents our evolution as a company poised for growth.

You will begin to see the new logo appear throughout our marketing materials, online at [jcp.com](http://jcp.com), and over time, across our store fronts. Internally its arrival presents a critical opportunity to streamline our branding so that we become fully aligned to the virtues and legacy embodied in a single company identity.

It's a new day at jcpenny and our logo represents an emergence into an exciting future.