



## **4<sup>th</sup> Annual Golden Rule Days and Community Picnic**

**Thursday, August 22, 2024**

**Kemmerer, Wyoming**

***The 4<sup>th</sup> 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.***



*Pictured: Marcia Strom at the HCSC Alumni Club reception in Triangle Park.*

***The event began with a HCSC Alumni Club reception at 2 pm in Triangle Park hosted by HCSC 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,***

**President Elect 2025 of the HCSC Alumni Club, President of the Mr. Penney Home and Museum Board, Cindy Miller, JCPenney Mother Store #1 Manager, Linda Slovernick and a number of HCSC Alumni Club members including two Century Club members, Jim Sivelle and wife Leigh Ann, of Polson, MT and Jerry Castleton, of West Bountiful, UT. Other HCSC Alumni Club attendees included Tom Ashmore of Fairview, TX, Steve Jebbia and wife, Tona of Park City, UT, Glenn Wiesjhan and wife, Linda of Owatonna, MN. and Mark Unsworth of West Bountiful, UT.**



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

**At 4pm, David Kruger, conducted a tour of the three historical Mr. Penney buildings that are on the National Register of Historic Places including the 1<sup>st</sup> and 2<sup>nd</sup> 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 Slovernik, has many historical mementos.**



*Pictured: 2<sup>nd</sup> Golden Rule Store 1903-1929; Mr. Penney Home and Museum.*



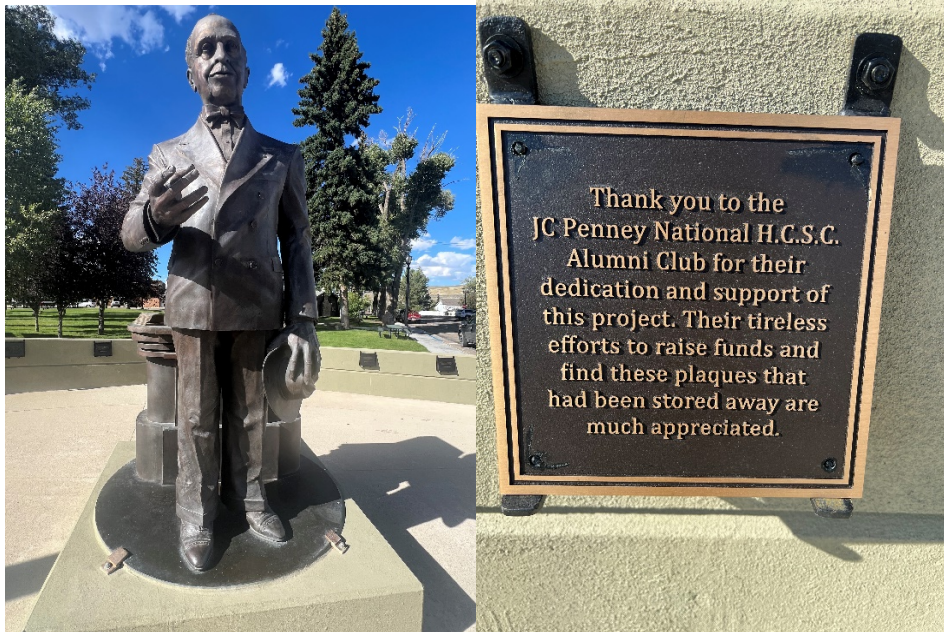
*Pictured: Some of over 220 Lincoln County residents attending the program and picnic.*

***The official program began at 5:30 pm 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.***



*Pictured L-R: JCP Head of Govt Relations, Angela Marshall Hoffman, Mother Store Manager Linda Slovernik, Mr. Penney Home and Museum Board President, Cindy Miller, Denise Sergent, Board Vice President, HCSC 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 \$10,000.00 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.***



*Pictured: New plaque wall with 6 bronze plaques recovered from the base of Mr. Penney's statue from the former Home Office in Plano, Texas.*

**Steve Strom, National President of the HCSC Alumni Club, spoke next and thanked Mayor Thek and the residents of Kemmerer for their hospitality and their great relationship with the HCSC 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.**



*Pictured: Angela Marshall Hofmann, JCP Head of Govt Relations, Trista Gordon, Kemmerer Special Events Director, and Steve Strom HCSC 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.**



*Pictured: HCSC Alumni Club reception attendees in front of Mr. Penney's statue which is 9 feet tall and weighs 4,000 lbs!*

***Save the Date! The 5<sup>th</sup> Annual Golden Rule Days were held Thursday, August 21, 2025 in Triangle Park in Kemmerer, WY! All HCSC Alumni Club members are welcome to attend. Information about next year's event will be communicated via national email in May 2025!***