

2015 Benefits Annual Enrollment Ends Oct. 15. Remember: No Action = No Coverage. ›



Birthday Bash for Children in Need

JCPenney associates from the Home division, joined by several family members, partnered with The Birthday Party Project... - [read more](#)



JCPenney Credit is Music to His Ears

Check out Topher Howard and the team at Store 1943. It won't be long before you're singing along to Topher's latest hit song! - [read more](#)



JCPenney Scores Big at Hispanic Heritage Event

28 FREE
PORTRAIT GREETING CARDS

jcpportraits.com

JCPenney | portraits

Get Your Holiday Portrait and Photo Cards

SELL THE SALE

WEEKLY PRINT ADS

PHILANTHROPY

TEMPO ON DEMAND

SHARE YOUR STORIES

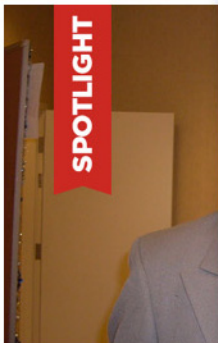
SHIRTS & SAFETY



- Associate Handbook
- Associate Kiosk
- Associate Lookup
- jcptrain
- Leader Tools
- Recognition & Reward
- Warriors
- Inclusion & Diversity
- Policies & Procedures**
- Statement of Business Ethics
- Disaster Resources & Assistance
- Other Information

- Emergency Preparedness
- Employment Verification
- Home Office Services
- Logo Resource Center
- Nationwide Offers

ER IN YOUR COMMUNITY – PLEDGE TODAY! >



SPOTLIGHT

Made the Save: Elias V

In San Antonio, Texas, Elias V always on the watch for shrink



Two Stores Honored for Joint Community Service Initiative

The Salvation Army recognized two neighboring JCPenney stores for work in their local communities. – [read more](#)



Arkansas Razorbacks Find Their Fit at JCPenney

A MESSAGE FROM MIKE ULLMAN

Marvin Ellison Named President and CEO-Designee

SELL THE SALE

WEEKLY PRINT ADS

PHILANTHROPY

TEMPO ON DEMAND

SHARE YOUR STORIES

SHIRING & SAFETY



SPOTLIGHT





Our Strategy

FITTING
THE DIVERSITY
OF AMERICA
FOR OVER
100
YEARS

HOME

I&D

STORES

SUPPLY CHAIN

BUSINESS RESOURCE TEAMS

TOOLKIT

ASSOCIATES**CUSTOMERS****COMMUNITY****SUPPLIERS**

As America's favorite place to work, we believe in building a richly diverse team. We embrace our unique differences, ideas and perspectives to better serve each other and our customers.

Engagement educate and engage current team members

Acquisition build richly diverse teams at all levels

Retention retain talent through mentoring and training

ENGAGEMENT**ACQUISITION****RETENTION**

Inclusion & Diversity

As a Company, we believe in the principles of the Golden Rule instilled by our founder, James Cash Penney. We carry on his legacy by building richly diverse teams and treating everyone with dignity and respect. Our diversity and different points of view help us fit the needs of our diverse customers and be leaders in the retail industry.

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100
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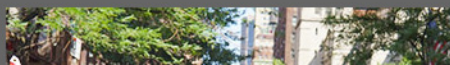
[HOME](#)[I&D](#)[STORES](#)[SUPPLY CHAIN](#)[BUSINESS RESOURCE TEAMS](#)[TOOLKIT](#)

Associates Helped Kids Color the Skies

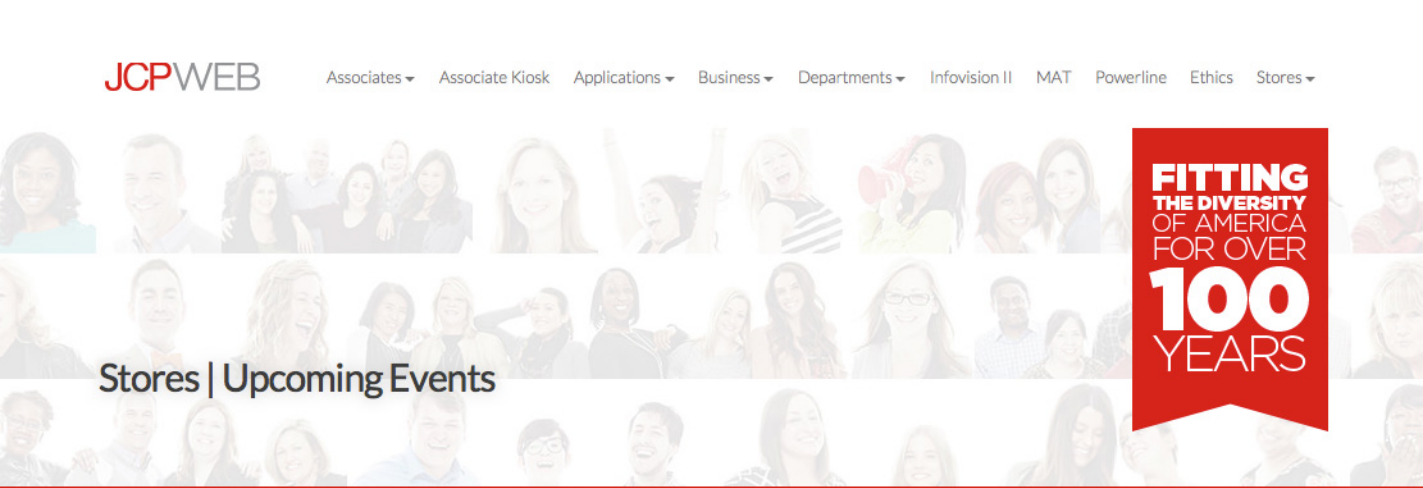
Food, fun, and balloon rides filled the Lathrop Logistic Center team's Labor Day weekend in California as they volunteered for the local Color the Skies event, benefiting the Children's Hospital Central California in Madera, Calif.

Associates from the Lathrop Inclusion and Diversity committee supported the community by cooking food

for the pancake breakfast, handing out toys for the children's toy giveaway and monitoring the balloon rides. The team was proud to show their Warrior Spirit and represent JCPenney by volunteering for a great cause!



The Pride of Being Diverse at JCPenney



Stores | Upcoming Events

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I&D Celebration

We invite you to celebrate Inclusion and Diversity in November and December! Create and capture your I&D actions and moments, including any activities supporting our Business Resource Teams (BRTs) - can be both in-store with customers and your fellow associates, as well as community service activities. We encourage Stores to devote the I&D bulletin board to these celebrations/events by posting pictures and sharing their stories. We also encourage Stores to load these stories on our [new I&D website!](#) In January, Stores will be submitting their I&D celebration actions to their District Leader for a chance to win the following:

- District winner receives a \$250 for store diversity luncheon/party
- Regional winner receives a \$500 for a store diversity luncheon/party
- National winner receives a \$1,000 for a store diversity luncheon/party
- National winner announced and recognized at the Store Leader Conference in March 2015

BRT & Field Council Operating Guidelines

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What is a BRT?

A. MISSION OF THE BRTs

- Educate associates to engage, understand and respect each other and all customers.
- Enable a culture of inclusion for all associates.
- Provide us with insights about our diverse associates and customers to help us better:
 - Recruit top talent.
 - Develop and engage our associates.
 - Market and message to customers.
 - Determine the right merchandise mix.
 - Provide a friendly customer experience.

B. BRT GUIDING PRINCIPLES

- BRTs are open to all associates who want to join.
- BRTs should serve to strengthen the JCPenney business strategy.

What is a BRT?

[BRT Leadership](#)
[BRT Resources](#)
[BRTs as
Representative of
The Company](#)
[Activity Approval](#)
[New BRT
Formation](#)

**green**

environmental resource team

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About Us

Green Team membership is inclusive and open to any interested JCPenney associate who supports the organization's environmental and sustainability initiatives.

Our Mission

To promote sustainability by championing environmental and social responsibility programs, events, and learning opportunities, as well as connecting associates that are passionate about improving their environments.

Leadership

Executive Sponsor – Scott Munker

Chair – Martin Haest

Co-Chair – Bushan Joshi

[Upcoming Events](#)[Join Green](#)

FINAL DAY: 2015 BENEFITS ANNUAL ENROLLMENT

ON OCTOBER 15, 2014



The 2015 Benefits Annual Enrollment period is October 1-15, 2014. As a result of the Affordable Care Act, there are new Health and Welfare eligibility and Look-Back rules for 2015. Learn more by watching the 2015 Eligibility Video above. We promise it's not boring! The video is an easy-to-understand overview of the new rules. You'll also learn about our newly named benefit packages, the Core and Plus packages, and who is eligible for which package — and you'll also meet Penelope, who will provide helpful tips for enrollment.

JCPenney Benefits Enrollment is only open until Oct. 15. To enroll go to PowerLine via the [Associate Kiosk](#), or call 1-888-890-8900. You can also access the Associate Kiosk@Home at www.jcpassociates.com.

Remember: No Action = No Coverage.

Home Office News

Scroll down for details on each event and for more Home Office News. Click on the calendar icon to save an event to your calendar.

	Now through Oct. 31	Change for the Better Associate Giving Campaign		
	Now through Oct. 31	Breast Cancer Awareness Month Events		
	Now through Nov. 20	Associates-Only Holiday Portrait Offer		
	Now through Nov. 21	ABILITIES Virtual Holiday Food Drive		
	Oct. 23	Give Breast Cancer the Boot Fashion Show	11:30 a.m. – 12:30 p.m.	Main Rotunda
	Oct. 23	PRIDE Social Networker	5:30–7 p.m.	Henry's Tavern
	Oct. 29	JAAG: 2014 Diwali Festival	11:30 a.m. – 1:00 p.m.	D1-A
	Oct. 30	Penney Partners Toastmasters Fall Open House	12–1 p.m.	C1-600
	Oct. 30	Salvation Army Angel Tree Lunch & Learn	12–1 p.m.	D1-BCD
	Nov. 6	ABILITY Support Group for Families with Differently-Abled Children	11:30 a.m. – 12:30 p.m.	E1-19

What's Happening

Change for the Better Associate Giving Campaign

The Change for the Better associate giving campaign is one of our Company's most important initiatives, with associates coming together to raise money for those in need. Now through Oct. 31, you can log on to My jcp cares via the Associate Kiosk (under "My Money") to make a pledge for your favorite nonprofit organizations. You can choose to donate through payroll deductions or by giving a one-time gift using your credit/debit card. This year, Home Office divisions will be competing for the highest participation rate. Also, remember that your current payroll pledges will automatically renew unless you take action. Find a way to give that fits you best, and join us in raising our goal of \$4 million for our communities! [Click here](#) to learn more.

What: Change for the Better Associate Giving Campaign

Date: Now through Oct. 31

Place: My jcp cares via the [Associate Kiosk](#)

Welcome New Hires!

New Associates – October 20

Kyle Phillips

Team Member – Remote Monitoring

James Hunt

Assistant Buyer – E-commerce

Stacey Walker

Assistant Buyer

Ben Tautfest

Design Manager

Sharmila Srinivasan

Software Engineer I

Michael Latta

Senior Director – Planning & Analysis, Financial

JCPWEB ARCHIVES

[2014 ▾](#)[2013 ▾](#)[Older ▾](#)[5 Dimensions of Fit ▾](#)

October 2014

- [10-15-2014 - Arkansas Razorbacks Find Their Fit at JCPenney ▾](#)
- [10-14-2014 - FINAL DAY: 2015 Benefits Annual Enrollment ▾](#)
- [10-14-2014 - Associates Helped Color the Skies for Children ▾](#)
- [10-13-2014 - Marvin Ellison Named President and CEO-Designee ▾](#)
- [10-13-2014 - Associates Help Break Guinness World Record ▾](#)
- [10-10-2014 - JCPenney Associates Give Breast Cancer the Boot ▾](#)
- [10-09-2014 - Responsible, Sustainable Sourcing at JCPenney ▾](#)
- [10-08-2014 - COMPANY ANNOUNCES GROWTH INITIATIVES FOR 2015-2017 ▾](#)
- [10-07-2014 - Birthday Bash for Children in Need ▾](#)
- [10-06-2014 - JCPenney Scores Big at Hispanic Heritage Event ▾](#)
- [10-06-2014 - JCPenney Credit is Music to His Ears ▾](#)
- [10-02-2014 - Get Your Holiday Portrait and Photo Cards ▾](#)
- [10-01-2014 - Change for the Better: Real Change Starts With You ▾](#)
- [10-01-2014 - 2015 Benefits Annual Enrollment ▾](#)

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September 2014

- [09-30-2014 - Pulling Together in Paramus ▾](#)
- [09-30-2014 - Made the Save: Ashley Gass and Christine Steed ▾](#)
- [09-29-2014 - Salon Throws Boot Scootin' Birthday Bash ▾](#)
- [09-26-2014 - Round Up: Change that Makes Real Change ▾](#)
- [09-25-2014 - Glendale Stylists Hit the Stage for jcp salon ▾](#)
- [09-25-2014 - Mike Ullman Receives Woodrow Wilson Award ▾](#)
- [09-24-2014 - Check out the New Issue of JCPLIFE! ▾](#)
- [09-23-2014 - Special Shopping Spree Helps Kids Get Set for School ▾](#)
- [09-23-2014 - Are You Ready to Vote? ▾](#)
- [09-22-2014 - Coming Soon: 2015 Benefits Annual Enrollment ▾](#)
- [09-22-2014 - Address Your Co-Manager's Great Expectations ▾](#)

DEPARTMENT HOMEPAGES & RESOURCES

Corporate Communications & Investor Relations ›

Finance & Support Services ›

Home Office ›

Human Resources & Administration ›

Information Technology ›

Legal ›

Marketing ›

Merchandising ›

Property Development ›

Stores ›

Supply Chain ›

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CORPORATE COMMUNICATIONS & INVESTOR RELATIONS

Investor Relations	Yvette Contreras	1-5419	ycontre4@jcp.com
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Investor Relations Sharepoint

JCPenney Archive & Museum

JCPWEB	Edward Pittman	1-4085	ecpittma@jcp.com
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Media Relations	Carter English	1-5363	jcpnews@jcp.com
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Meeting Services	Julia Benedict	1-1212	meetings-sm@jcp.com
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FINANCE & SUPPORT SERVICES

Controller's	Sally Johansen	1-2891	smjohans@jcp.com
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Credit Store Services	Grant Moore	1-4657	gkmoore@jcp.com
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Internal Audit Services	Dawn Hodes	1-5988	dhode1@jcp.com
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JCPSSC (Salt Lake City Office)	Nathan Versaw	801-350-2336	nvers1@jcp.com
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Procurement & Strategic Sourcing	Reggie Overton	1-2901	roverto1@jcp.com
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Risk Management	Denise Moore	1-2071	dmoor15@jcp.com
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Tax Services	Judy Fulton	1-2269	jlfulton@jcp.com
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Treasurer	Denise Moore	1-2071	dmoor15@jcp.com
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HOME OFFICE

Audio & Web Conferencing	Dawn Adams	1-2848	conferencing-sm@jcp.com
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Fitness Center - Home Office	Lisa Horn	1-8585	lhorn2@jcp.com
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Home Office Services

2014 ASSOCIATE SURVEY: FEEDBACK THAT MATTERS

ON NOVEMBER 7, 2014

THE 2014 JCPENNEY
ASSOCIATE SURVEY

THANK YOU FOR MAKING YOUR VOICE HEARD

You spoke up and we heard you! More than 40,000 associates completed the Survey this year. Thanks for taking time to share your opinions and ideas. Your feedback helps JCPenney keep improving.

And speaking of improvements, our survey scores show we've made progress in every area. Overall, our associate engagement score rose nine points, to 71 vs. 62 last year – a significant increase! Compared to other retailers, JCPenney scored higher than average on 85 percent of the questions.

Leaders have been sharing the survey results with their teams and are now identifying priorities for action. In the months to follow, the Company will be focusing on the key areas identified by the survey as needing improvement.

CHANGE FOR THE BETTER: REAL CHANGE STARTS WITH YOU

ON OCTOBER 22, 2014



Thanks to our associates' contributions, we've raised \$1 million through the Change for the Better Giving Campaign! Our goal is to increase participation to 40 percent and reach \$4 million by the end of October, and with your support we can reach that goal and impact our communities. Only you can make change happen!

Find a way to give that fits you best and support the nonprofit organization of your choice by following these three easy steps:

1. Select **Associate Kiosk** in the top menu bar.
2. Go to "My Money" and select "My jcp cares". Make sure your computer allows pop-ups; the site opens in a new window.
3. Select **Donate Now** or **Pledge for 2015!**

JCPENNEY ASSOCIATES GIVE BREAST CANCER THE BOOT

ON OCTOBER 10, 2014



Associates at the Lakeland Store Support Center are wearing pink on Fridays and hanging pink ribbons in the break room in memory and support of those whose lives have been affected by breast cancer.

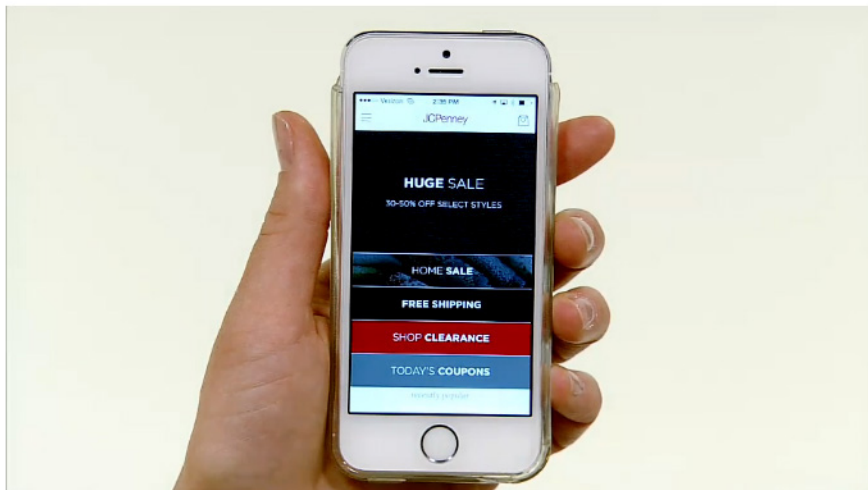
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From pink merchandise benefiting Susan G. Komen® to free pink highlights and walks, JCPenney associates have a lot to "pink" about in October during Breast Cancer Awareness Month.

During the "Give Breast Cancer the Boot" campaign, our customers are invited to round up their purchases to the nearest dollar this month, and donate the difference to [JCPenney Cares](#). Contributions will directly fund programs focused on breast cancer education, research, prevention and early detection.

APP-SOLUTELY FABULOUS: CHECK OUT WHAT'S NEW FOR IPHONE!

ON OCTOBER 20, 2014



There's a brand new way for associates and customers to connect with JCPenney. The JCPenney app for iPhone is now available at the App Store. Here are some of the great features you'll be able to access when you download it:

Fast browse and shop

A clean, simple design lets customers navigate with ease, and Ferris Wheel browsing is fun, fast and unique. Swipe up or down to see the latest fits, styles, events and offers.

Coupons and offers

Find coupons and apply them to orders with the tap of a finger.

GET READY FOR A BIGGER, BOLDER BLACK FRIDAY!

ON NOVEMBER 4, 2014



|| 00:34

01:50



Yesterday we announced to the world — via Twitter — that our stores will open at 5 p.m. on Thanksgiving Day. That's an hour earlier than a number of our key competitors, making JCPenney the key first stop for many customers as they blaze through their holiday gift lists on Black Friday weekend.

We know we can pick up a lot of business this year by opening earlier, and we'll win by providing great service as we help customers find their perfect fit. Our 5 p.m. opening is just part of the plan; we've also got great gift items on the way and some very attractive special offers.

As the video demonstrates, our Warrior spirit is building for a great holiday season. Let's all work together to make Thanksgiving and Black Friday a huge success!