

Home

Stores & Services

## Quick Poll



What are your customers snapping up for their summer vacations?



Total Votes: 2425

## Features

[Back to School Cheat Sheet](#)

[Share your Stories](#)



**Kids' Service Specialist Training**

## More News



### Back to School Pictures

July 19, 2013



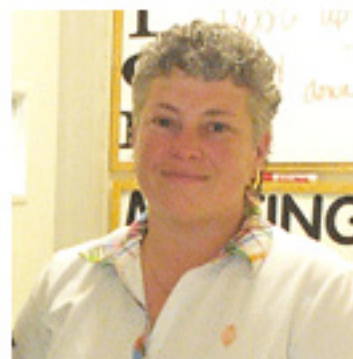
### Associate Shopping Event July 19-21

July 18, 2013



### Fashion 411: Nina Garcia on Yammer

July 18, 2013



### Made the Save: Nita Murphy

July 17, 2013











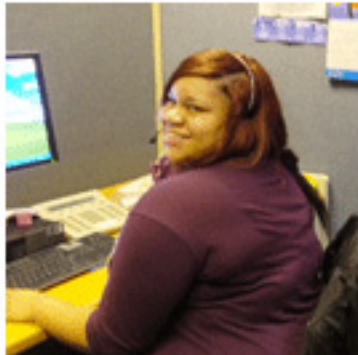
jcpenny



A Matter of



## News Archive

 <p><b>jcpennet</b> Assists with Disaster Relief in India July 15, 2013</p>	 <p><b>A Matter of Pride</b> July 13, 2013</p>	 <p><b>June jcp cares Round Up Results</b> July 12, 2013</p>
 <p><b>Joe Fresh Kids</b> July 11, 2013</p>	 <p><b>Open Mike</b> Q&amp;A with Mike Ullman July 16 Open Mike July 10, 2013</p>	 <p><b>Yammertime with Nina Garcia on July 11</b> July 09, 2013</p>
 <p><b>Where Credit is Due: Just Ask! Kickoff</b> July 08, 2013</p>	 <p><b>Working Toward Zero Waste</b> July 06, 2013</p>	 <p><b>Growing Support in Lenexa</b> July 05, 2013</p>

# WOMEN'S SERVICE SPECIALIST TRAINING

## Women's Service Specialist Training

jcpennney's Style Voice Nina Garcia welcomes associates to the Women's Service Specialist training. Introduced in June, it's available on the iPad and Libby and accessible through jcpnn and the jcpUniversity mobile training app.

"The training is excellent," says Kathy McDonald, talent resource leader at store 1337 in Downey, Calif. "It provides product information and helps our team understand. And the ability to use the Libby and iPad ensures we're able to schedule the team to take the training without having to take them off the floor."

Initial modules detail the women's floor layout, adjacencies and department attractions. Our customers have several reasons to shop with us, and the "Our Customer" section contains tips for customers looking for career outfits, casual/active wear, a special occasion or a gift. The "engaging your customers" video features associates sharing how they successfully interact with our customers.

Siiri Dougherty, SVP, GMM, Women's Apparel, says, "The training is a great tool that will help our associates engage with and better serve the customer—whether she's looking for a prom dress or a pair of jeans."

Associates also learn about size differences between Misses, Talls, Petites, Women's Plus and Juniors—just in time for back-to-school. In the "Servicing Our Customer" section, rich learning content covers dressing by body type, occasion dressing, color consulting, completing the look and completing the sale. And the Brands section reviews top-selling brands by category to teach associates how to share product knowledge with customers.

Women's Service Specialist Training provides everything associates need to deliver an amazing shopping experience. Check it out [here](#).

## What you need to know about Women's



THE VOTES ARE IN.  
**YOU DECIDED.**

**WE'RE  
ASSOCIATES!**

## We're associates!

The votes are in, and you've decided: Going forward, we'll call one another "associates." On June 24 we placed a Quick Poll on the jcpnn homepage, asking all jcpenny associates to vote on what we should be calling ourselves. Nearly 7,600 of you responded, and many of you told us your feelings in the comments section of the stories we published. The final tally? Seventy percent voted for "associates" and 30 percent favored "team members."

The use of "associates" has its roots in the early days of jcpenny. Company founder James Cash Penney preferred to call his people "associates" instead of "employees." He said the term best expressed his belief that people at all levels of the company worked with him, rather than for him, and that they all worked together to build the business.

"Team member and associate both express the same ideas of cooperation and shared responsibility," says jcpenny CEO Mike Ullman. "I'm glad we were able to offer everyone a chance to participate in deciding the answer."

### Comments

Submit





## talent tryouts

extraordinary talent

## Tryouts Identify Top Talent

As we enter the most important months for our business, back to school and holiday, we have to do everything we can to ensure store teams are equipped to take the best possible care of our customers—including making sure every new hire is dedicated to creating a great customer experience. Talent Tryouts is an innovative way to assess performance potential using a series of realistic job simulations. During the Talent Tryouts interview process, we expect candidates to show us—not just tell us—what they can do. Those who show us they have what it takes to be successful in our stores get an offer to join the team.

Cassandra Hunt, talent resource leader at store 2905 in Fort Worth, Texas, says she's excited about the success of the new process. "The whole foundation of Talent Tryouts is about recalibrating what is extraordinary," she says.

During Talent Tryouts, the exercises create conditions associates might experience on the job, allowing assessors to get a better idea of how candidates could perform in various roles. Candidates could be asked to perform such tasks as merchandising apparel, engaging with a customer, coaching a team member or resolving a dispute. "The tryouts give us a way to see who applicants really are," explains Lindsay Roton, talent resource leader at store 2410 in Lewisville, Texas.

Talent Tryouts also give candidates an opportunity to create realistic expectations for the role, enabling them to reassess their own interest and suitability. "This is a very, very different way to conduct an interview," explains Charlie Garcia, merchandise execution leader at store 2905 in Fort Worth, Texas. "When candidates embrace it, it's indicative of what that person can provide long-term."

"Talent Tryouts is so worth the time investment," says Jeff Fritz, store leader at store 1210 in La Crosse, Wis. "Stores will see a significant difference in the quality of their new hire talent." Talent Tryouts already has been introduced in stores for hourly store talent, and is coming soon for store leadership talent.

### A closer look at Talent Tryouts



## jcpenny Supports Superstorm Aftermath

jcpenny is committed to helping local communities recover in times of disaster through our support of the American Red Cross and our Associate Disaster Relief Fund. When Hurricane Sandy hit northeastern states in October 2012, we found an opportunity to give more personally by partnering with Public School 47 in Queens, N.Y.

Hurricane Sandy devastated PS47, and many faculty, staff and students lost everything. In a show of support for the community, jcpenny provided each of them with a \$100 gift card, which helped many families replace clothes and supplies they had lost in the storm. Many thanks to the philanthropy team, which also helped store associates get back on their feet during during the crisis.

**Click the image to watch the video.**

### Comments

Submit



## Working Toward Zero Waste



environmental resource team

During 2012, jcpenny stores and supply chain recycled 80,000 tons of cardboard, hangers, plastic, paper and metal. That's equivalent to the weight of 1,900 Boeing 737 airliners. Thank you to all of the stores that participate in this effort; to the Home Office stores operations team lead by Tom Stogner, VP, store operations; and to our partner RockTenn, who have all worked together to make jcpenny's recycling program one of the strongest in the retail industry.

"With teams like the St. Louis store, lead by Paul Lemmon, we're on our way to recycling even more materials in 2013 and achieving our goal of zero waste by 2020," says Adam Whinston, director of corporate social & environmental sustainability.

To find out more about jcpenny's recycling program, take a look at this short video on what's happening at store 1373 in St. Louis, Mo.

**Click the image to watch the video.**

### Comments

**Roach, Charlotte** 7/15/2013 12:58 PM

Veolia was tasked with electronics recycling In Maine. Who handles that task now? Thanks



## Intimate Apparel Workshops: Learning and Listening

Talent development recently facilitated all-day intimate apparel workshops in three cities. During the workshops, associates learned how to confidently bra fit, determine figure types, discover solutions and apply product knowledge to find the perfect bras for customers. Representatives from several national brand partners were on hand to talk about product by Warner's, Bali, Playtex, Barely There, Maidenform, Lilyette and Vanity Fair.

To help foster a two-way dialog between the Home Office and the field, the Home Office buying team answered questions and took notes as store associates shared their knowledge of what customers are looking for. Their requests included adding Ambrielle back to the assortment and the need for additional Underscore stock and selection.

"The feedback from all three markets was totally consistent," says senior buyer Julie Trapp-Clark. "We heard you and we're making changes." Changes so far: additional inventory arrives for Underscore this Fall; and Ambrielle returns in February 2014.

Attendees were challenged to return to their store and share what they learned with three more associates. Dallas district leader Monica Elertson says everyone came back energized and excited. "They were so appreciative that their voices were heard," she says. "I'm excited to see the results after those who attended the meeting come back and train the rest of their team."

Although talent development couldn't get to every market, lingerie training videos will be coming soon to Intimate Apparel training, which is located [here](#).

### The Perfect Fit





[Home](#) » July jcp cares partner: Boys & Girls Clubs of America



## July jcp cares partner: Boys & Girls Clubs of America

Throughout July, jcp cares will be supporting Boys & Girls Clubs of America, an organization that works in communities across the United States to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

All month long our customers can round up their purchases in stores and online to the nearest whole dollar to help Boys & Girls Clubs of America provide a safe place to learn and grow; ongoing relationships with caring, adult professionals; life-enhancing programs and character development experiences; and hope and opportunity.

Check out the video, in which an impressive cast of A-list celebs show their support, to find out more about Boys & Girls Clubs of America.

### Comments



## Congrats to the Sales Contest Winners!

jcpennney just completed its largest Home launch ever, and to stoke the competitive fires during the event, the Home division conducted a sales contest for all stores. Fifty-five winning stores — one per district — were selected as winners for their outstanding performance against their home sales plan during the Housewarming Event, June 6-16. Each of the stores listed below will get a complete "party in a box" — an assortment of MarthaCelebrations party supplies and decorations — along with \$200 to help throw a team celebration!

In addition, the first five stores were selected as the "best of the best." These stores will also receive a full break-room makeover with new jcpennney Home merchandise. Congratulations to all!

**DIST. STORE LOCATION**

### Top 5 Winners

8321	2272	Red Wing, Minn.
8332	1612	West Des Moines, Iowa
8338	1886	Wenatchee, Wash.
8339	2085	Medford, Ore.
8340	2358	Freeport, Ill.

### Region 1

8104	902	Toms River, N.J.
8109	202	Philadelphia, Pa.
8112	1161	Greensburg, Pa.
8116	2963	St. Johnsbury, Vt.
8121	2524	Wareham, Mass.





## Vacation Destinations Score Big

The jcpenny social media team treated our customers to a tour of five different vacation hot spots, complete with apparel, shoes, accessories and luggage. They partnered with our in-house photography studio and styling team to create city, country, international, beach and staycation themed images that were posted on Facebook and Instagram. The feedback from our customers has been overwhelmingly positive, with total engagement (likes, comments and shares) for three of the five looks topping 22,000. The hands-down (and thumbs-up) favorite is the country look.

Facebook fans and Instagram users are telling us they love the suggested looks and want to see more. If your customers ask for specific items pictured in any of the five images, you can find that information [here](#).

## Everything You Need for Summer Travel





## JCPenney Brands and Collections Making the News

Editors and writers across the country are singing the praises of our new home collections. Here's what they have to say:

*Huffington Post*, June 7

This story (image shown to the left) reports on the JCPenney Home launch event and shares positive reviews of many items.

<http://www.huffingtonpost.com>

*LA Times.com*, June 7

Their report covers new designer home products available at JCPenney—including a description of each collection.

*Extra.com*, June 7

Extra.com shows an edited web video shot by the JCPenney in-house team with highlights from an event that featured Martha Stewart, Jonathan Adler, Sir Terence Conran and Michael Graves.

Univision's "Noticias 41 Al Despertar", June 14

JCPenney home products were featured in a Father's Day gift guide segment on the Spanish language local New York program.

*Dwell.com*, June 7

JCPenney's new designer collections from Jonathan Adler, Michael Graves, Sir Terence Conran and BODUM are spotlighted in this story.

*Glamour.com*, June 14

The fashion-focused online outlet reports on how to dress up your home, featuring decorating tips by Jonathan Adler.

### Comments

Submit





## Team Member Makes Prom Dreams Come True

For a lot of girls at El Cajon Valley High School in California, going to prom this year wasn't an option, because they couldn't afford a dress. What these girls didn't know was that Lucia Mancilla at Store 2414 (pictured at left) was working to change that. When she learned that girls at ECVHS would be missing out on their prom, she partnered with one of the school's instructors to create a dress drive, complete with an event page on Facebook. Word spread quickly, and co-workers and friends as well as classmates at Lucia's school, Granite Hills High School, donated more than 80 dresses.

On May 23, the girls at ECVHS were invited to "shop" for their dress. More importantly, they had the opportunity to attend prom. In return, store TRL Paul Vongjalorn ensured that Lucia was treated like a queen on the day of her own prom by arranging for her to have her hair and makeup done—a fitting way to thank the girl who made others' dreams come true.

### Comments

Submit

**O'Donoghue Whitson, Kate F** 6/25/2013 2:22 PM

Lucia , Congratulations on making a difference ! Kate Whitson , Home Office



## Renewing Our Commitment to the Statement of Business Ethics

As jcpenny team members, integrity must be fundamental to our business and must drive each decision we make. jcpenny's strength is built on the talent and efforts of all of us working together with the highest ethical standards. We should treat people with dignity, respect and kindness.

Now is the time to renew your commitment to the Statement of Business Ethics by visiting the Team Member Kiosk and following the instructions to complete the process.

[All team members will have until July 17, 2013, to complete the Statement of Business Ethics tasks. Completing the Statement of Business Ethics process is a condition of employment.](#)

Thank you for your commitment to jcpenny. Now take a look at this short video on conflicts of interest.

Click the image to watch the video.

### Comments

Submit

**Pham, Cam-Van H** 7/23/2013 3:35 PM  
complete

**Olsson, David** 7/17/2013 12:08 PM  
Awesome, great job!

**Tjoeng, Billy** 7/16/2013 3:43 AM  
One of Heritage from our co founder, which I am personally great appreciated it





## Live Mannequins Focus on Fashion

Fashion is at the forefront at jcpenny store 355 in Greenwood, Ind. Recent events included a prom event and a fashion show—both featuring live mannequins.

The live prom event showcased Urban Decay makeup and our Prom Ticket promotion that included freebies from Sephora and salon, a free Flirtitude party and discounts for special occasion shoes and handbags and in our portrait studio. Four live mannequins posed while team members greeted customers and promoted Prom Tickets to customers. Fashion expert Zoe Renee Huse put it all together. Led by salon manager Julia Ewing, the salon styled hair for both events, with makeup by Sephora manager Karen Combs and Sephora product consultant Sarah Gilbreath.

"It was so much fun to watch our clients surprised reactions when the live mannequins shifted their poses," says Karen. "They looked so real."

The fashion show a few weeks later showcased such exciting brands as Pearl by Georgina Chapman of Marchesa, Joe Fresh and Duro Olowu. Women's lead expert Brianna Featherson assisted with choosing models and designing the flier for the event—produced and styled by Zoe Renee Huse—and which featured 14 models, including team member Tori Mason. Merchandise execution leader Susan Pavelka served as emcee; family footwear expert Martina Dolce selected shoes; and talent resource leader Emily Haas kept the music playing.

These two events were a great way for the store 355 team to energize their store and use models and live mannequins to put exciting brands in front of jcpenny customers.

### Fashion events excite customers





latest news and inspirational stories



## Volunteer Central: New my jcp cares Site

The philanthropy team is excited to announce the launch of "my jcp cares", a new online portal through which all team members can log volunteer hours, plan team activities, get rewarded for volunteerism and participate in our Change for the Better annual campaign. It's a one-stop shop for all of our amazing community programs.

"jcpennney has always been committed to caring for the communities where we work and live," says Miki Woodard, VP, philanthropy. "This exciting new platform allows all of us to continue to participate, and makes it easy to give even more to the organizations where we volunteer our time."

Log in today through the [Team Member Kiosk](#). Just select "my jcp cares" under the Associate Self Service menu. Be sure your computer allows pop-ups, because the site opens in a new window. Go thru the one-page security check and you're in and ready to enter your volunteer hours.

### Comments

Submit





## Intimate Apparel Training

Did you know eight out of 10 women are wearing the wrong size bra? The new Lingerie Service Specialist training was developed to help team members change that for jcpenny customers. During the Lingerie Service Specialist training, team members learn about silhouette, size and solutions—and build the confidence it takes to sell intimate apparel.

In the Size module, team members practice their bra-fitting skills. Because a woman doesn't wear the same size bra all her life, she should be measured often and especially with every change in life: weight gain, weight loss, illness, pregnancy and post-surgery.

"I loved the diagram that showed how to measure," says Tiffany Hammontree, a service specialist at store 2870 in Independence, Mo. "I also loved the part where it explained the benefits of the different bras and what they do for the customer. It's a great reference to use out on the floor with the Libby while helping the customer."

The Silhouette section includes the various features, such as underwire/non-wire or seamed/seamless, as well as different styles like demi, plunge, full coverage, padded and push-up. And the Solutions topic covers a broad range of fit concerns and how to solve them. What should you do if her straps are sliding off her shoulders or if the bra rides up in the back? This quick list of solutions provides an easy reference tool when helping customers.

"The course gave some great advice on how to assist women who have had—or who were battling—sensitive issues such as breast cancer," says Dina Quick, service specialist at store 1590 in Wichita, Kan. "It gave me confidence in approaching these women and on which products to choose."

## Intimate knowledge





## Welcoming Customers to Our New Home

It's here! Our **biggest home launch ever** starts today, and to celebrate, all jcpennney stores are hosting a nationwide Housewarming Sale (through June 16), with 20 percent to 40 percent off items throughout the home department, plus even more savings on select items.

And in 500 markets, we're inviting customers to experience our completely re-designed Home store. It's an inspiring new environment for shopping our affordable, high-quality collections from some of the world's most recognizable designers and trusted brands. Many stores are featuring live product demonstrations, along with light-learning videos that give customers tips for the kitchen. We're also offering convenient new services, like \$4 gift-wrapping and available monogramming for towels, pillowcases and other home items.

And then there's the array of outstanding gift-with-purchase items that customers will crave, like a Michael Graves picture frame (free with any in-store home purchase of \$25 or more).

You can read all about those — as well our featured designers, services and special Housewarming offers — in the gorgeous, 72-page Housewarming Sale mailer, which you can also browse [online](#) at jcp.com.

### Comments

Submit

**Roy, Allison J** 6/12/2013 3:12 PM

I visited the Stonebriar location -Frisco, TX at the start of the event and they were pumped and ready for business! The team was engaged and the store looked fantastic! Way to go Sherie and team!

### Exciting Weekend in Store





## Ellen and jcpenny Home Makeover

In celebration of jcpenny's Home Launch, Ellen presents part two with Jeremy and Holly Goss. Ellen recently surprised this deserving Hawkinsville, Georgia, family by informing them they had won a home makeover, courtesy of jcpenny! Next, Jeremy and Holly visited store 0699 in Los Angeles, Calif., to shop the new home department. Then, while they were away from home for a week, their living room, master bedroom and dining room were transformed into new, fresh spaces—filled with beautiful products by Happy Chic by Jonathan Adler and Design by Conran. And Ellen had yet another surprise for the family.

Watch the clip to see the amazing before and after transformation.

### Comments

**Ranton, Gail** 6/17/2013 10:55 AM

How cool is that!!! So happy for such a deserving couple.

**White, Christopher** 6/17/2013 10:53 AM

Looks really great

**Richie Borre, Michelle M** 6/10/2013 2:54 PM

so cool!!!!



## On Memorial Day, We Remember

Each year, on the last Monday of May, we celebrate Memorial Day and honor the men and women who have died in our nation's service. Originally known as Decoration Day, Memorial Day was first observed on May 30, 1868, when flowers were placed on the graves of Union and Confederate soldiers at Arlington National Cemetery; and it became an official federal holiday in 1971.

In 2000, Congress passed "The National Moment of Remembrance Act," which encourages all Americans to pause wherever they are at 3 p.m. local time on Memorial Day for a minute of silence to remember and honor those who have died in service to the United States.

jcpenny is committed to supporting our military, veterans, and their families. This year, we've partnered with Carry the Load, a nonprofit organization dedicated to restoring the true meaning of Memorial Day. This Memorial Day, the HEROES business resource team and other jcpenny team members are participating in the Dallas Memorial March.

"There are a lot of heavy hearts on Memorial Day," says director of veteran and military initiatives Tim Shubzda. "Sharing stories during the walk, interacting with families of the fallen and letting emotions out eases the pain. The Memorial March helps us move forward knowing those who made the ultimate sacrifice have not been forgotten."

### Comments

Submit





## Congratulations to our two finalists!

The Professional Beauty Association has announced the finalists for the 2013 North American Hairstyling Awards (NAHA). Two jcpenny team members, Dilek Onur Taylor from store 1368 in Illinois and Hope Doms from store 241 in New Jersey, made the list! "This is like being nominated for the Oscars of hair," said Nick Stenson, salon artistic creative director, "and it positions our salon design team as an industry leader."

Dilek (whose work is pictured on the jcpnn home page) is nominated in the Texture category and Hope (whose work is pictured on this page) is nominated in the Contemporary Classic category. The 2013 NAHA Awards Ceremony will be held on Sunday, July 14, at the Mandalay Bay Resort in Las Vegas. Good luck to both of our finalists!

### Comments

**Cantrell Fernandez, Jacqueline A** 5/31/2013 10:49 AM

What an honor! Congrats on being finalists, and good luck in July, we are all pulling for you!!



## Building a New Home — In a Hurry

More than 500 stores have weathered weeks, even months, of construction as their home departments have been completely transformed. Now we're getting set to show off our newest attraction — and share our amazing new assortment of home merchandise from some of the world's best brands and designers — as we invite customers to the company-wide Housewarming Sale kicking off June 7.

Remodeling more than 11 million square feet of floor space is an enormous task, and construction teams are still working to finish the job in some stores. So what does it take to rebuild and restock an entire home department from floor to ceiling? Here's a *very quick* glimpse: This video captured in the Frisco, Texas, store compresses weeks of hard work into 90 supersonic seconds. So don't blink!

### Comments

Submit





## Response to Oklahoma Disaster

We are all deeply saddened by the destruction and loss of life caused by the tornadoes yesterday in Oklahoma. A number of jcpenny team members, their families and friends have been directly affected by this disaster.

Our store in Moore, Okla., was about a mile away from the tornado's path and remains closed today due to a lack of power. Many of the store's 102 team members have been affected, up to and including loss of their homes. (The photo at left was taken by salon leader Dawn Gomes, showing where her house once stood near the white car.) Efforts are now under way to contact individual team members to ensure they are accounted for and that their immediate needs are being met.

Please note that this situation is still unfolding and we will continue to provide information on our efforts to help this community.

### **Team Member Relief Fund**

jcpenny Philanthropy is accepting individual, personal donations from across the Company to help fellow team members devastated by the tornados. Only personal checks can be accepted currently. Please make your tax-deductible donation payable to: "JCPenny Company Fund, Inc." and send to:

Miki Woodard, Vice President, Philanthropy  
jcpenny  
6501 Legacy Drive, MS 8101  
Plano, TX 75024

If you have questions, please email [Dee](#) or [Mac](#).

### **Other Ways to Help**

Team members who would like to help the recovery efforts have a variety of options for donating. The American Red Cross, Salvation Army and Americares are on-site providing emergency relief support.



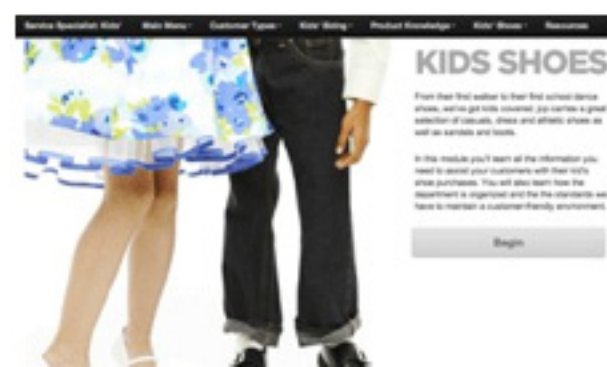
## Kids' Service Specialist Training Now Available on iPad and Libby

Kids' Service Specialist Training, launched in early July, is an essential tool to prepare Kids' service specialists and Kid's service lead experts for back-to-school. Four main modules—plus a floor layout plan with subdivisions—deliver the knowledge needed to help associates build confidence, assist customers and drive our back-to-school business:

- The 10-minute **Customer Types** module explains the four customer types and provides tips and resources to assist grandparents, new moms, parents and gift givers.
- **Kids' Sizing** is 15 minutes of solid information about multiple lifestyle ages and the challenges of sizing for baby, little kids, big kids and special sizes (husky, slim and plus). There's even a section on what sizes we carry!
- The **Product Knowledge** module provides 45 minutes of comprehensive information from Arizona to school uniforms and everything in between. Filled with visual imagery and key callouts, it also includes a denim fit guide for all our key brands.
- **Kids' Shoes** details floor layout, fitting and selling and shows size charts to assist associates in putting it all together.
- A final section, specifically designed for service lead experts, includes a "Resources" section that pulls all activities together in one spot. And a "Coaching the Experience" section includes selling points specific to each of our brands.

Kids' Training is an essential training resource, as well as a great go-to for inspiration about our Children's neighborhood. Check it out on your iPad or Libby [here](#) in the Learning section of jcpnn.

### Take a look at the training







## Dear Team Members:

It's been a pleasure to return to jcpenny. I've enjoyed seeing so many friends as well as meeting many who've recently joined our team. Over the past six weeks, I've met and spoken with a broad cross section of people, both inside and outside the Company, to assess the state of our business in order to develop a plan and actions to return to profitable growth.

It's no secret we face a number of challenges. I was pleased to see that our fundamental business processes are intact, especially in the areas of merchandising, planning and allocation, and store leadership. We also have a strong and capable leadership team, and I can say with confidence we are looking forward – not back – and have new strategies to ensure we all share in a successful future.

Last week we delivered our 2013 first quarter earnings report and held our annual stockholders' meeting in Plano. As we reported our results, we also identified the key priorities for our return to profitable growth:

**Stabilizing the business financially.** We have already taken some steps to stabilize our financial position. We have drawn \$850 million on our \$1.85 billion revolving credit facility and secured a commitment for a five-year, \$2.25 billion loan facility, which together will strengthen our balance sheet and support our business needs for the remainder of this year. And after the completion of our home launch next month, we will be finished with most of our major capital expenditures for 2013, freeing us up to focus on attracting customers and driving sales growth.

**Reworking our marketing and messaging.** One of our top priorities is to restore traffic and improve conversion in our stores. To do this, we are taking steps to reconnect with our core customer through effective marketing and messaging aimed at increasing excitement and loyalty. To get a better return on our investment, we will focus our marketing efforts on the 20 or so key shopping occasions that the customer values most — as we did with Mother's Day. Our next big opportunities will come at Father's Day and Back-to-School.

**Balancing our merchandise assortment.** There are three pillars to our merchandise offering. First, we have core private brands like St. John's Bay, Worthington, Stafford and



## Feels like fall in NYC

On May 8, nearly 100 editors from print and online outlets like *Vogue*, *Lucky*, *GQ*, *Seventeen* and *Refinery29.com* attended jcpenny's 2013 Fall Press Preview in New York City. The event created big buzz around our women's, men's and juniors fall fashion and accessories collections. That's good news for us, since products featured in these magazines will generate excitement for our customers and help drive store traffic.

Editors were treated to previews from Joe Fresh, Pearl by Georgina Chapman of Marchesa, nicole by Nicole Miller, L'Amour Nanette Lepore, Olsenboye, I Heart Ronson, Liz Claiborne, Worthington, Bisou Bisou, Cosabella Amore, MNG by Mango, Levi's, Stafford, William Rast, The Tourist by Burkman Bros and jcp brand apparel.

They also got a sneak peek at accessories from Lulu by Lulu Guinness, nicole by Nicole Miller, Olsenboye, Betseyville, Cosmopolitan and jcp men's. Bijoux Bar designers Kara Ross, Doris Panos, Dominique Cohen and John Zarazoga of Diego Massimo were on hand to talk with members of the press.

There was a lot of love for our fall collections, and editors were full of praise for the high-quality, fashion-forward, affordable clothes and accessories. Watch for pieces from the preview in your favorite magazines!

### Comments

Submit





## Team-up Takes Down Theft Ring

In July 2012, Chicago Police got a tip that a small Chicago retail store was buying stolen goods—including Sephora fragrances from jcpenny. jcpenny investigators, other retailers and the Chicago Police Organized Crime Asset Forfeiture Unit conducted joint surveillance on the store; and they also discovered three more stores involved in the operation.

In November, Chicago police, in partnership with jcpenny investigators and other retail partners, executed search and arrest warrants on eight suspects, four business locations, four private residences, three safety deposit boxes and five vehicles. They recovered more than \$57,000 in Sephora merchandise and jcpenny home items, five vehicles and more than \$125,000 in cash. According to seized financial records, the multimillion-dollar fencing operation had been operating since the early 1990s.

“Organized retail crime impacts the communities we live in, the pricing strategies in our stores and the team members who work there,” says Rob Gibson, senior manager, jcpenny market investigations. “This was a great example of how public and private partnerships can work together to accomplish a common goal.”

On May 7, the jcpenny Chicago market investigations team recognized the extraordinary partnership of Chicago Police Officer John Bartuch from the Organized Crime Division. Pictured from left to right, front row: Eric Carter, Deputy Chief of Organized Crime Division, Chicago Police; Karen Konow, Lieutenant, Organized Crime Division, Chicago Police; Rob Gibson, senior manager, jcpenny market investigations; John Bartuch, Officer, Organized Crime Division, Chicago Police; Nicholas Roti, Chief, Organized Crime Division, Chicago Police; Dan Ensing, Safeway Investigations. Back row: Doug Ronspies, jcpenny investigator; Kenneth Angarone, Commander of Organized Crime, Chicago Police; and Carlos Johnson jcpenny investigator.

### Comments

Submit

**Kiehn, Stephanie** 5/24/2013 11:58 AM  
Great job!



## Diversity dynamite

This past week a customer visited store 2770 in Provo, Utah, to buy shoes. This customer happened to be visiting the United States from Zimbabwe, and he was nervous about going into the store knowing he would likely not be able to communicate well with anyone.

Fortunately, the customer soon met family shoes service specialist Bridger Rawlings, who had spent his childhood in Zimbabwe and returned recently from a humanitarian mission there. Bridger asked the customer where he was from and if he spoke a particular dialect, and then began to converse with the customer in Shona, his native language. "Mahatma Gandhi once said, 'Be the change you wish to see in the world,'" says Bridger. "That's what I like to think I was doing—helping another in his moment of need and doing my part to be that change."

The customer wrote: "Your associate listened to my concerns and queries and knew exactly what shoes would work well for my comfort and price range. Thank you for being so culturally minded and (for) having friendly multilingual associates in your store. *Maitabasa* Bridger! *Tafara nuku kusivai ... Simudzai Murezai wedu we Zimbabwe!*" (It was great to meet you, Bridger. Blessed be the land of Zimbabwe!)

### Comments

**Anderson, David** 5/20/2013 10:55 AM  
Awesome



## Company Reports First Quarter 2013 Earnings



# NEWS

For the fiscal first quarter ended May 4, 2013, we reported a net loss of \$348 million or \$1.58 per share. Excluding restructuring and management transition charges and non-cash primary pension plan expense, adjusted net loss for the quarter was \$289 million or \$1.31 per share. Total sales in the first quarter were \$2.635 billion, a decrease of 16.4 percent from \$3.152 billion in the same period last year. Comparable store sales decreased 16.6 percent for the quarter and were negatively impacted by the ongoing transformation of the home department.

CEO Mike Ullman said: "Our objective is to put jcpenny back on a path to profitable growth .... We are looking forward, not back, and undertaking initiatives to ensure we have a successful future. We are intensely focused on renewing customer excitement and loyalty through a combination of new attractions and long-beloved brands, with a promotional cadence that customers can appreciate and count on. There is a good deal of work ahead, but by listening to our customers and providing the shopping experience they want, we are confident we will deliver for them and improve performance for the benefit of our suppliers, associates and shareholders."

*For more details, read the full press release [here](#).*

### Comments

Submit



## A Century of Style

Dolly Lundy has been visiting the salon at store 2433 in Pineville, N.C., for more than 15 years. When she recently celebrated her 101st birthday, the salon team gathered to throw her a birthday bash with balloons, flowers and cupcakes—and Dolly's family and other jcpenny customers joined the party.

Stylist Cindy Pavao started styling Dolly's hair two years ago, after Dolly's stylist retired. "Everyone knows and loves Dolly," says Cindy. "She lights up the room when she walks in, and I love working with her."

Dolly's daughter, Judy, says Dolly (pictured with stylist Cindy Pavao, at left, and salon leader Sue Todd) always insists on coming to jcpenny to see Cindy. "Even on her slow days, she hops right out of bed when it's time to come in to get her hair done," Judy says.

### Comments

Submit





## jcpenny a Strong Finisher in the Battle of the Buildings

The results are in from the 2012 Battle of the Buildings, the U.S. Environmental Protection Agency's annual ENERGY STAR National Building Competition. For the 100 jcpenny stores we entered in the competition, we saved \$1.1 million in 2012 compared to 2011 and reduced energy consumption by 8.5 percent.

Four stores were energy savings standouts: store 2647 in Peabody, Mass., with an energy savings of 24.7 percent; store 2949 in Waxahachie, Texas, 23 percent; store 2864 in Maplewood, Minn., 22.2 percent; and store 2530 in Avon, Ohio, also 22.2 percent. These four stores reduced greenhouse gas emissions during the year by 920 metric tons.

"All participants in the competition are finding more and more ways to cut energy use, saving millions of dollars and reducing greenhouse gas emissions," says Jean Lupinacci, director of ENERGY STAR for commercial buildings and industrial plants. "Congratulations to jcpenny for helping lead the way."

jcpenny reduced its energy use through a variety of strategies, including replacing older heating and air-conditioning equipment, adding variable-frequency drive packs to control rooftop HVAC units, LED lighting retrofits, replacing T12 fluorescent lighting with more energy-efficient T8 lights and employing a sophisticated storewide energy management program.

### Comments

Submit



## Who knows what Mom wants? She does!

Self-gifting during the holiday season is nothing new. Now, the trend is catching on at other times of the year. This Mother's Day, more and more Moms will be spending part of their day enjoying a little "me" time (as in, shopping without the kids). This will be her time to relax, shop and indulge with a special gift. Senior styling director Ken Curtis shows us 10 things on her list:

### 1. Dresses

From solids to prints and maxi to short, we have dresses that are (almost) as pretty as Mom.

### 2. Fragrance

Spritzing on a new fragrance is all part of helping her feel as great as she looks!

### 3. Skincare

Shopping without the kids? That's her time to try out new makeup and skincare.

### 4. Summer whites

"Summer's coolest color is white, of course," says Ken.

### 5. Sandals

For the next few months, she'll live in her sandals. All the more reason she should have a little time to pick out the perfect pair (or two).

### 6. Blue/Watercolor prints

The kind of blues Mom wants? Dresses, peplum tops, sandals, and handbags in every shade.

### 7. Handbags

Mom totes a lot in her purse. She deserves one that she'll love to carry around.

### 8. Jewelry

We offer a lot of great jewelry options (she's worth her weight in gold, after all). She can choose from fine jewelry, fashion jewelry and the brand new Bijoux Bar.

### 9. Swimwear

"Trying on swimwear requires time—it's not a split-second decision," says Ken. "She'll want to try on lots of options to find the perfect suit."



[Home](#) » [A Special Flag for jcpenny](#)



## A Special Flag for jcpenny

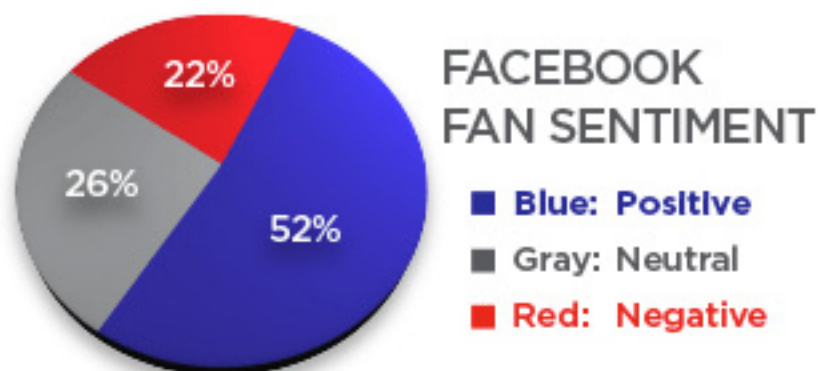
All through July, which is Military Appreciation Month, a distinctive flag has hung near the escalator in the main rotunda of the Home Office. Sloan Gibson, president and CEO of the United Service Organizations Inc. (USO), personally delivered the special memento to jcpenny as a thank you for our generous support. In July 2012, jcp cares selected the USO as our national round-up partner, and our customers enthusiastically responded, donating more than \$1 million.

"Troops in Afghanistan allowed us to present you with this unique flag," Sloan says. "The stripes were made from their battle dress uniforms, and the stars are unit patches." Sloan says the flag was created in Southwest Asia and signed by service members. And each flag is one of a kind.

jcpenny is proud of our long history of supporting America's heroes. If you visit the Home Office, be sure to stop by and see the creative way our troops have thanked us.

### Comments

Submit



\*Based on a Facebook sampling of 4,000 fan wall posts and comments.

## A positive reaction on social media

Last week, we began airing a national television ad titled "It's No Secret" to reassure our customers that "We learned a very simple thing, to listen to you." We also encouraged them to come back and see that the things they love—trusted brands, great style and affordable prices—will be a part of every shopping experience at jcpenny. The ad was hugely popular online, registering more than 1.2 million views on Facebook and YouTube.

Our social media team closely monitored reaction to the commercial and stayed in constant communication with our customers. They noted that more than 50 percent of wall posts and comments on Facebook were positive.

### Comments



## Gifts to make mom feel right at home

This Mother's Day, more and more Moms will be spending part of their day enjoying a little "me" time (as in, shopping or relaxing without the kids). From plush bath towels to accessories for sprucing up the patio, styling director Stephanie Parkhill shows us some ways to help her do that without ever leaving the house.



### Mother's Day is May 12



jcp Everyday™ Little Fish set of 4 salad plates  
\$32



#### Comments

Submit



## Customers Bring Us Back to St. John's Bay

Our customers asked — or begged, or pleaded, or demanded — and we listened. And now they're cheering, because St. John's Bay has returned to our women's apparel assortment, re-joining our mix of exceptional private brands such as Worthington and a.n.a.

It was only a brief departure, but it didn't take long to discover that the St. John's Bay customer is very loyal — and vocal. Thousands told stores they missed the brand and posted their thoughts on [our Facebook page](#).

"We got hand-written letters from customers pleading with us to bring it back," says Charlotte Singleton, buyer of Misses' Casual Sportswear. "They were asking for it by name: 'I want my St. John's Bay!'"

The decision to bring it back was made in late December, and merchandise began hitting the floor in March. The brand's official "re-launch" was April 26. SJB's return is announced in our Mother's Day TV commercials and will be featured in a mailer to millions of customers later this month. Updated looks and fabrications are being planned for fall.

While the jcp brand became our go-to brand for core casual basics last year, it's a classic modern brand with fitted shapes and lower-rise bottoms. St. John's Bay caters to a traditional customer with a more relaxed fit and high quality at a great price. The good news is, says Charlotte, "We realized we can have both the new and established brand on the floor, and both are working. We don't have to walk away from one customer to attract another."

### Comments

Submit



## The World's Best Designers are at jcpenny



We've created a place unlike any other for our customers to find fashion jewelry from designers who are known and loved around the world. It's called The Bijoux Bar, and it features "something for women of every age, for every occasion and for every sense of style," says Pam Mortensen, senior vice president and general merchandise manager of fine and fashion jewelry. Here are some of the designers that everybody will be talking about:

### **KJL by Kenneth Jay Lane**

Kenneth Jay Lane, known for helping celebrities look even more beautiful, has a simple philosophy: glamour is always in season. For his KJL by Kenneth Jay Lane collection, he designed more than 80 styles of necklaces, bracelets, earrings and rings that can be worn every day. His designs are priced from \$35 to \$150. He will also offer a special occasion collection, CZ by Kenneth Jay Lane, priced from \$55 to \$395.

### **Dom by Dominique Cohen**

Influenced by the Art Deco era of the 1940's, '50's and '60's, Dominique Cohen has created a collection that celebrates luxury design at an affordable price. Her jewelry can often be seen on film and television. Customers can choose from more than 60 styles of necklaces, bracelets, earrings and rings—all priced from \$30 to \$95.

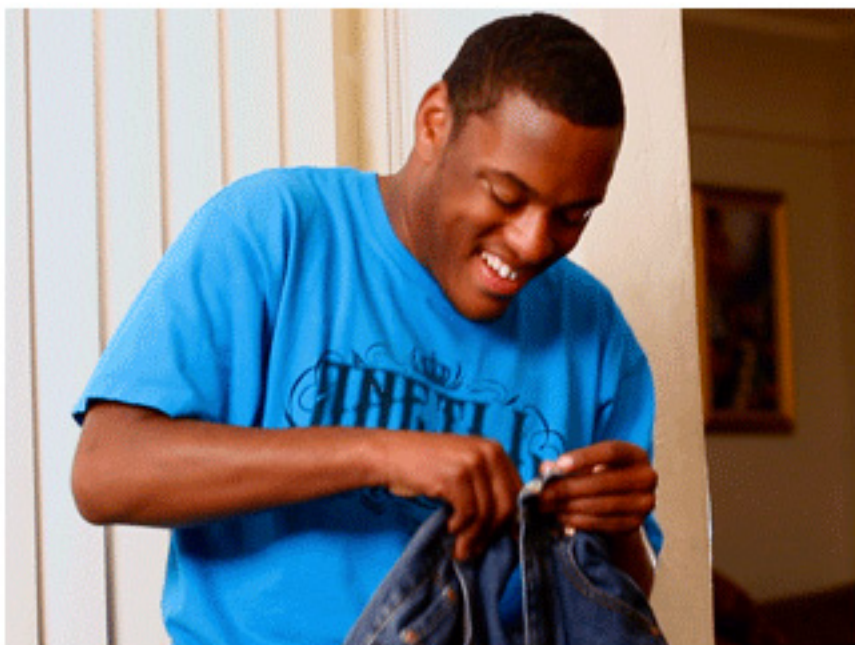
### **10021 Kara Ross**

Kara Ross' designs feature 18-karat gold-plated brass, resin and glass infused with a fun, playful spirit. She draws inspiration from all forms of beauty: gemstones, art and even architecture. Her collection offers more than 40 styles of necklaces, bracelets, cuffs, earrings and rings priced from \$45 to \$225.

### **Downtown by Lana**

This collection "is inspired by women I have met from my favorite cities who take street style to a whole new level," says celebrity favorite Lana Bramlette. Her necklaces, earrings and bracelets are priced from \$30 to \$75.

## The Bijoux Bar Jewelry



## Two Snaps and a Smile

Not long ago Sharon Harris and her son, Matt, met Levi's specialist Brenda Gutierrez at store 1572 in Culver City, California. Sharon's son is autistic with special needs. Unlike many autistic children, Matt functions much like any normal young man his age: holding conversations, dancing, shaking hands with new friends and having fun. In fact, he shares that he loves rap music, and his favorite artist is Jay-Z. But one thing Matt cannot do is use the button closure found on most jeans for teens.

Sharon and Matt had come to jcpenny to find a pair of cool jeans for Matt with a snap closure, so he could get dressed without Sharon's help—something he's depended on all his life. Sharon had been to many tailors to find a solution, but had come up empty. And after searching the store's inventory, there was nothing available with a snap closure.

Levi's merchandise coordinator Christina Caputo happened to be there that day, and stepped in to assist Brenda. After hearing Matt's story, Christina made a promise to try to help. Matt's story gained momentum at Levi's, and employees across the organization stepped in to problem solve. Two months later, Matt received two one-of-a-kind pairs of Levi's 505 jeans with snaps made just for him.

"Matt has a sense of freedom he's never experienced before," says Christina. "As a young man who is full of life, this newfound accomplishment has encouraged him to conquer life just a little bit more."

The cooperation between everyone involved is a great example of team members working in partnership with one of our suppliers to make a very special customer happy. "Brenda joined our team in October 2011 as seasonal help," says store leader Matthew Taylor, "and became a Levi's specialist in May 2012 because of her great knowledge and passion for customers."

### Matt Harris and his new jeans





## Irresistible Jewelry at The Bijoux Bar



The Bijoux Bar, a curated selection of jewelry from some of the world's best designers, is almost here. At the end of April—and just in time for Mother's Day—it will open as a specialty shopping environment inside the fine jewelry area of nearly 650 stores and on [jcp.com](#).

With modern, sophisticated collections from well-known designers like Kenneth Jay Lane, The Bijoux Bar will have something for every woman at every age and for any occasion. There will also be something for every taste—from fun, fashion-forward designs with European crystals to luxe looks with beautiful stones and 14-karat gold. Most items will range from \$30 to \$75, with some pieces priced up to \$225.

For our customers, this means an exciting new experience. "The Bijoux Bar at [jcpenny](#) will be unlike anything we've ever offered. For the first time, [jcpenny](#) customers will be able to shop an affordable selection of high quality fashion jewelry from designers who are typically found in high-end department stores," said Pam Mortensen, senior vice president and general merchandise manager of fine and fashion jewelry.

### Comments

Submit



## New Sephora Shops Now Open!

We're familiar with Sephora's bright lights, black tile, and extraordinary service and product knowledge – all of which have made fabulous additions to the jcpenny experience. That's why we're so excited to announce the grand opening of 30 new Sephora inside jcpenny stores!

The 30 new Sijcp locations bring the total to 416 (and still growing), which means even more jcpenny customers can enjoy all that Sephora has to offer, including the captivating fixtures and displays filled with gotta-have-it products from top brands like NARS, Ole Henriksen, MAKEUP FOR EVER, and many more!

Sephora provides its clients with an amazing experience, welcoming them to test products while in store and discuss their beauty needs with a trained beauty consultant. Whether it is bath and body, smilecare, skincare, fragrance, or haircare, Sephora is the ultimate beauty destination.

### Comments

Submit



## A Message from Mike Ullman



I would like to announce several leadership changes as we focus our efforts on earning back customers through marketing and promotion that highlights the brands and styles she wants during the occasions that mean the most.

First, I am pleased to announce that Jan Hodges will become SVP, Sales Promotion, reporting to Liz Sweney. Jan will lead our efforts in creating synergy between the marketing and merchandising teams with regard to the Company's promotional campaigns across all media. Kirk Waidelich and the Divisional Marketing Strategy teams will report directly to Jan.

In addition, Jeff Herbert will serve as interim SVP of Marketing with responsibility for the development and execution of our enterprise-wide, customer-driven marketing strategy. Jeff will report directly to me. In this role, he will oversee Enterprise Strategy, Broadcast Media, Social & Mobile, Creative & Brand Synergy, Creative Production, Marketing Production & Support, Digital Marketing, and Customer Relationship Management. Chris Chapo will also work with Jeff on consumer research and analytics.

Jan and Jeff will be working side-by-side to integrate our customer-facing marketing plans and programs with our merchandising sales promotion.

Finally, I would like to thank Sergio Zyman for his leadership in the development of our new marketing and messaging strategy. His energy and creativity was exhibited this week with the launch of our first new television and print media. With our marketing direction in place, Sergio will be winding down his day-to-day relationship with the Company. Going forward, however, I am pleased that he will continue to serve as advisor to me and to Jeff as we work to increase customer visits and spend in the months ahead.

Please join me in congratulating Jan and thanking Jeff and Sergio for their continued support of our marketing efforts.

## On the bright side: fun home updates for \$30 or less



Styling director Stephanie Parkhill shows us some colorful ways to kick-start spring. Here are 10 easy ideas for brightening up every room in the house—and there's even something for Fido.

**1. Zak Designs® Gallery non-skid tray, \$20**

Whatever's on the menu, it's guaranteed to look even better on this serving tray.

**2. Happy Chic by Jonathan Adler Katie apron, \$22**

Eat, drink and be really merry in a cute apron designed by Jonathan Adler.

**3. Lotus flower tea light candle holder, \$10**

"Add a few taper candles or small vases of spring flowers and you've got an easy party centerpiece," says Stephanie.

**4. Bodum® 34-oz. Assam tea press with plastic filter, \$25**

Developed in partnership with the English Tea Council, it has a patented system that stops brewing when tea is plunged, so tea is tasty, not bitter. Tea-licious!

**5. Michael Graves Design picture frame, \$25**

Looking for a great gift idea? This turquoise frame is sure to please.

**6. Happy Chic by Jonathan Adler Katie vase, \$22**

"If you want one bold statement for spring," says Stephanie, "this is it!"

**7. Happy Chic by Jonathan Adler Elizabeth Greek key salad plate, \$12**

"This solid white pattern is classic," says Stephanie. Plus, it's the perfect setting for colorful spring salads.

**8. Zak Designs® Lotus 4-pc. bowl set, \$18**

I scream, you scream, we all scream for ice cream! (Or practically anything else you want to serve in these colorful bowls.)

**9. jcp home™ Drylon zig-zag bath rug, \$20**

Fun and candy-colored, these bath rugs make for a sweet bathroom update.





## The Why: Libby

*"The Why" is a recurring column dedicated to explaining why the things we do are important to our mission.*

Libby has been a hot topic of conversation for many weeks now. So our question is, why Libby? In a word: mobility! Our customers spend most of their time in the store browsing the merchandise. They don't expect to spend time hanging out at the register.

The Libby empowers team members to walk the floor and be there when customers need them. It offers both team members and customers alike the convenience of checking out on the spot.

Of course, there are times when tried-and-true methods are better. Use your judgment for when to use the Libby and when to use the checkout counter. Are your customer's hands full? Then it's probably best to direct or walk them to the register.

But with Libby, there's no reason to hide behind the cash wrap. It's your ticket, your hall pass, to walk freely around your neighborhood engaging with customers, ensuring they have an extraordinary experience every time they come to jcpenny.

### Comments

Submit



## Fashion 411: Nina Garcia on Yammer

"Life is too short to dress boring!" That's how Nina Garcia, jcpenny's Style Voice, opened her Thursday, July 11, Yammer session with fashion experts, interns, trainees and other associates across the company. Nina's reputation as a fashion influencer—as well as "Project Runway" judge, *Marie Claire* magazine's creative director and published author—drove associates to flood jcpenny's Yammer fashion expert group for the 40-minute frenzy.

In response to more than 50 questions sent in advance to #asknina, Nina poured out a wealth of fashion and career advice:

- Key trends include oversized coats, the return of the rocker girl, black and white, fun t-shirts, leather jackets, patterned pants, printed graphics and PLAID!
- Fashion is all about being yourself and exploring what works for you. Encourage your customer to see this as an advantage, instead of a limitation.
- Boots, both riding and biker! Simple flats and fun heels!
- Accessories create the look. You have fabulous options at your Bijoux Bar.
- A great suit worn with a polo, or even a t-shirt, can be fashionable and professional. Men don't need to be afraid of mixing it up.
- One of the most unexpected fashion trends for fall is the pajamas look.
- The little black dress is like a blank canvas. The possibilities are endless.
- Confidence never goes out of style. Don't be afraid of excess.
- jcpenny has always been about servicing the customer and the quality of its product. It's all about authenticity.

Associates who participated exited the session informed and inspired. Haun Rhoads, fashion expert at store 611 in Lubbock, Texas, shared, "Nina's feedback and her advice inspire all of us who are on the retail floor daily." Zoë Renee, fashion expert at store 355 in Greenwood, Ind., says she received great insight on upcoming fall trends that she can pass along to customers. "My biggest takeaway was Nina's advice on establishing a career in the fashion industry," says Cindy Dublin, leader in training at store 237 in Orland Park, Ill. "She explained how confidence is key and how hard work never goes out of style."

Although not everyone could join the discussion, associates were busy sharing what they learned with their teams. "It was a wonderful opportunity to share and bring to light the reason we're here: to provide an extraordinary level of service to customers," says Carmen Perez, fashion expert at store 2776 in Buford, Ga. "Nina's views of hard work and confidence were my





## Exclusive Education Benefit

Are you or a family member considering going back to school? Whether you're pursuing a bachelor's or a master's degree, be sure to check out the exciting opportunities from Academic Partnerships to help make this dream a reality. Since 2009, Academic Partnerships has worked with jcpenny team members and their direct family members to offer preferred tuition rates at state universities across the country. Some of the many benefits include:

- pay by the course, not the semester
- courses delivered year-round
- multiple start dates
- 100% online
- preferred rate for jcpenny team members
- 100% regionally accredited
- continually updating and adding universities

"This program is a great opportunity for team members or direct family members to continue or complete their education at a preferred rate," says Steve Schuller, DVP talent development.

"This partnership is a great way to invest in and develop yourself," says loss prevention senior specialist Jaleah Colon, who has taken classes through Lamar University. "It allowed me to make college fit into my schedule, rather than the other way around."

Take a look for yourself to learn more about participating universities and degree programs offered by [Academic Partnerships](#).

### Comments

Submit



environmental resource team

## Succeeding at Sustainability

At jcpenny our goal is to sell great products at a great value. Sustainability means doing that with a positive impact on the communities where we do business, and with the smallest possible environmental footprint. That means everything from recycling cardboard and hangers to selecting socially and environmentally responsible suppliers.

"Yesterday was Earth Day, a tangible reminder of the impact our business has on the world around us," says Adam Whinston, director of corporate social & environmental sustainability. "Our goal is to make jcpenny the gold standard for sustainability in retail within five years."

Today, jcpenny has industry-leading programs for company-wide recycling and energy efficiency in our stores and a robust social compliance program in private brands. But we know we can do much more, so we are creating a program focused on the three areas where we can make the biggest impact:

- **Products:** using raw materials and processes that have a minimal impact on the environment.
- **Factories:** helping our suppliers, both private/exclusive brands and national brands, to ensure their employees work in the safest conditions possible.
- **Communities:** giving people involved in the manufacturing of our products the opportunity to improve their lives through education and health programs.

Sustainability programs also make great business sense. "Customers are more aware of sustainability issues than in the past," says Adam, "and they increasingly expect the brands they choose to address environmental and social issues." Sustainability also drives cost efficiency and quality improvement, and makes jcpenny an even more attractive career choice. Look for future articles featuring the jcpenny social & environmental sustainability program.

### Comments

Submit





## jcpenney in DiversityInc's Top 50

For the fourth consecutive year, jcpenney has been selected as one of the Top 50 Companies for Diversity by DiversityInc. The DiversityInc survey is the leading assessment of corporate diversity management, ranking an increasingly competitive set of companies that are using diversity management to attract and retain a global, multicultural workforce and gain market share.

"Now more than ever, diversity and inclusion are important to our people and our business," says Kelley Johnson, DVP, diversity and emerging talent. "We need the unique ideas and backgrounds of everyone on our team, as we navigate our company's transformation and win back the hearts and minds of our customers."

As we continue to transform retail, it's important to continue to celebrate the uniqueness of our team members. We have to make bold moves to foster an inclusive culture, as well as attract, develop and retain great talent, while integrating diversity in everything we do. To learn more about jcpenney's commitment to inclusion and diversity, as well as the work of our Business Resource Teams and other resources, visit the [I&D website](#).

### Comments

Submit

**Lyons, Kathleen K** 4/25/2013 11:29 AM  
Nne

## Donations Support Victims of Explosions



This morning jcpenny Philanthropy staff reached out to Waco, Texas, hospitals — Hillcrest Baptist Medical Center and Providence Healthcare Network — to ask how donations can best support victims of Wednesday night's fatal fertilizer plant explosion in nearby West. On behalf of the company, Philanthropy is donating \$10,000 for direct support to patients and their families at Hillcrest Baptist, which received and treated over 100 patients. We are also donating \$10,000 to Providence to provide wrap-around services and counseling to patients and their families. Providence treated some 62 patients.

The American Red Cross and the Salvation Army are on-site providing emergency relief support to the many residents who have lost their homes. If you wish to donate to the Red Cross's general Disaster Relief Fund, their website is [www.redcross.org](http://www.redcross.org). The Salvation Army is cooking warm meals in addition to providing warm clothing and other support services to West residents. To support these efforts directly, go to <https://donate.salvationarmyusa.org/texas/westexplosion>.

Earlier this week, jcpenny donated \$25,000 to Massachusetts General Hospital to provide direct patient care and counseling to victims and their families of the bomb explosions that rocked the Boston Marathon.

We send our thoughts and prayers to everyone affected by these tragedies.

### Comments

Submit



[Home](#) » Instant Credit Champ Captures a Mustang



## Instant Credit Champ Captures a Mustang

Three bright red 2013 Ford Mustangs were up for grabs in the February 2013 Just Ask! Credit Campaign. During the contest, team members received one entry for each Instant Credit Application processed during February. Sponsored by jcp rewards & Credit Marketing and funded by GE Capital Retail Bank, the weekly drawings doled out more than 5,500 \$25 gift cards, and district and regional drawings offered a chance to win one of 55 \$500 jcp gift cards.

But it was the grand prizes that fueled the contest fever; and more than 26,000 store team members qualified to win. By April 4 the news was out, and three credit champions, one from each region, were the proud winners of some new Ford muscle, presented by their respective regional leader.

### **Region 3 winner: Donna Baker, Store 2341, Bend, Ore.**

Donna, a selling specialist, was thrilled to find out she'd won. "Donna is consistently a top credit champion in our store," says service lead expert Stacy Michels. "It's wonderful to see her hard work and dedication rewarded in such a big way. The entire store is still riding the high after seeing one of our own win such a phenomenal prize!"

"I'm very thankful to be a part of a company that treats and rewards its team members just as they treat their customers," says Donna, "and I'm doubly grateful to be a team member of the Bend jcpenny store."

Check out the Region 1 and Region 2 winners tomorrow and Wednesday.

**Donna Baker wins a new Ford Mustang!**





## Prom 2013: Trends from jcpenny Salon Experts

Just as important as finding the right dress for prom is choosing the right hairstyle to go with it. With more than 900 salons, we're ready to give her the special treatment she deserves. Here are five inspired looks styled by jcpenny artistic director Nick Stenson and artistic field trainer Michael Jon Maple.

### **Sequin tank dress + Straight hair**

This sequin tank dress is simple, chic and really shiny. When it's paired with sleek, straight hair, the look is no-fuss California glam.

### **Grecian gown + Updo**

The cut of this gown is great for elongating the neck. The best way to complement it? A simple, sophisticated updo.

### **Classic column dress + Chignon**

With embellished straps and flowing fabric, this classic dress is red carpet glamorous. A side swept chignon is a modern, fresh way to show it off.

### **LBD + Curls**

This little black dress has an edgy silver bodice. Soften the look for prom with loose, all-over curls.

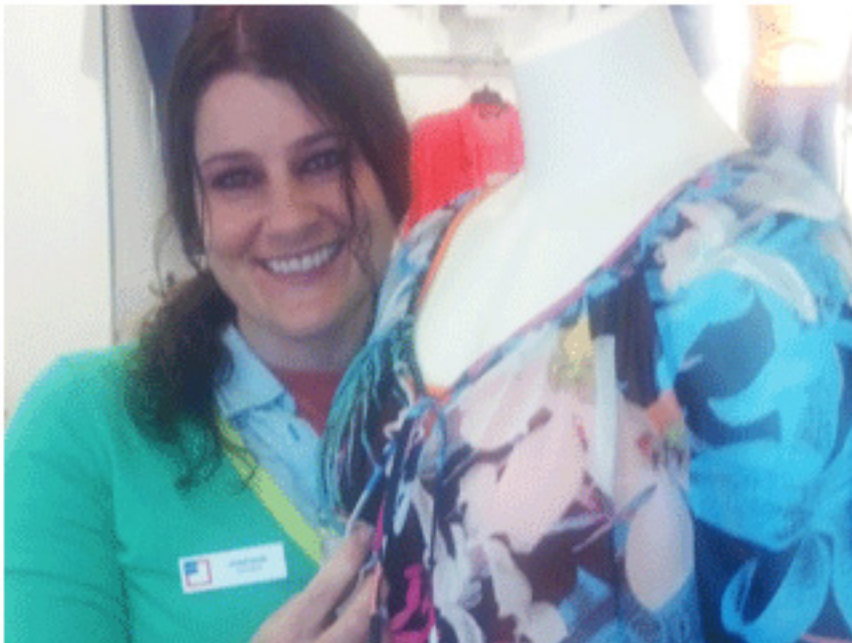
### **Romantic gown + waves**

There's nothing as fresh as a floral print! Keep hair soft and feminine with gorgeous waves.

**Gorgeous hair is the best accessory**







## Creating a Customer for Life

Two weeks ago customer Cynthia Jones prepared for her father's passing, buying a suit jacket for her son at her local jcpenny. After traveling out of state to Illinois for the service, her son put on the jacket, only to find an ink tag still attached. A smartphone search located the nearest jcpenny: store 1717 in Mt. Vernon, more than 30 miles away. Support lead expert Jennifer Dillingham answered the customer's call and quickly located visual specialist Stephanie Plumb, who volunteered right away to drive 45 minutes to another town to remove the ink tag minutes before the service began.

"I've been the team member who left an ink tag on," says Stephanie. "Mistakes happen; but we can create a bigger impression with a customer by what we're willing to do to make things right."

Cynthia has since posted her experience on her personal Facebook page, and says she is telling everyone she knows about jcpenny and her great customer service experience. "In today's fast-paced society you don't find this level of service," she says. "I am so very impressed with jcpenny. They have a customer for life."

"It just feels good to help people," says store leader Terri Calvert. "I am proud of the team for having passion for the customer and being honestly concerned for the outcome."

### Comments

Submit



## Black Tie Optional: 5 Prom Styles to Fit Every Guy

Guys come in all shapes and sizes and so does their personal style—especially when it comes to prom. Home Office senior style director Sage Onderdonk put together five looks (pictured in the slideshow below) that range from ultra-casual to black tie. Once you start a conversation with your prom customer, listen closely to the way he describes himself—he'll tell you everything you need to know about the style that fits him best!

### The Free Spirit

This guy is cool and casual. Instead of spending money on something he'll wear once, he'd rather dress up what he already has in his closet. As our model said when he put on the clothes, "I'd definitely wear this to prom!" We're betting there are lots more guys like him.

**jacket:** JF J. Ferrar® black slimfit **shirt:** i jeans by Buffalo **jeans:** Arizona skinny jeans  
**shoes:** Converse Chuck Taylor® All Star® Oxfords

### The Athlete

In his spare time, he's hitting the gym, but he also cleans up really well. "There's a definite cool factor with this look," says Sage, "no belt, no jacket, no worries." The tie and pants are simple (but still dressy) while the sneakers keep it sporty.

**shirt:** Stafford® white oxford **tie:** Wembley plaid **pants:** JF J. Ferrar® pinstripe pants  
**shoes:** Converse Chuck Taylor® All Star® Oxfords

### The Trendsetter

His style may look effortless, but he puts a lot of thought into the clothes he wears, and he's not afraid to try something new. "This is for the guy who doesn't want the formality of a tux but still wants to go the sophisticated route," says Sage. Also, notice the wingtip shoes—they finish out his dapper look.

**suit:** JF J. Ferrar® slimfit **tie:** JF J. Ferrar®

### The Romantic

A natural-born charmer, he's the type of guy who knows how to sweep a girl off her feet. He's also careful to match his date's dress in a subtle and tasteful way: his floral tie is the perfect complement to her dress.





## Need prom inspiration? Look to the red carpet

In Hollywood, awards show season produces plenty of fashion favorites. Home office senior styling director Ken Curtis picked five dresses that represent this year's best red carpet trends. Nick Stenson, artistic director, and Michael Jon Maple, artistic field trainer, styled our models' gorgeous waves, sleek straight hair and fun updos while former jcpenny model Kiley Wirtz Jennings worked her makeup magic. The result? Prom looks that our customers can achieve.

### Trend: Shine

"Take the casual comfort of your favorite tank, cover it with sequins and you're all dressed up—with someplace to go!" says Ken. Shoes should be simple (but shiny, of course!)

**dress:** jcpenny tank sequin dress **shoes:** Cosmopolitan®

### Trend: Grecian Goddess

This Grecian strapless column dress flatters lots of different body types. Since it's a longer gown and shoes won't show, pair it with metallic sandals and dance the night away!

**dress:** jcpenny Grecian rhinestone dress **shoes:** Worthington®

### Trend: Pale Yellow

"Throughout the 2013 awards season, dreamy pale shades were everywhere," says Ken. With the embellished straps on this dress, there's no need for a necklace—a simple bracelet and contrasting clutch are enough.

**dress:** City Triangles® **shoes:** Cosmopolitan® **bag:** Monet®

### Trend: Little Black Dress

The little black dress gets an edgy update with a silver corset bodice. Strappy heels work, but a short bootie would look really cute, too. As Ken likes to say, "Go ahead, express yourself!"

**dress:** jcpenny sequin bustier dress **shoes:** Worthington®

### Trend: Floral

With a floral gown like this one, keep accessories to a minimum. In fact, a statement ring and loose, cascading curls are all you need! "Plus, nothing looks as feminine as this all-over floral



## Celebrating a Century: 100 Years in Alamosa

On April 2, store 43 stirred up Main Street in Alamosa, Colo., celebrating a century of customer service and community spirit. The Alamosa store is the fourth oldest jcpenny store in the company, and has been a permanent fixture on Main Street since 1913.

This past Tuesday, local leaders and media gathered with team members past and present and throngs of customers for a ribbon-cutting ceremony in which store leader Dave Reschke joined two past store leaders, Farris Bervig and Carl Liddell, to start the clock on jcpenny's next 100 years in Alamosa.

Photographs and memorabilia going back decades decorated the tables, and team member stories of days gone by and our current company transformation provided the perfect backdrop for a cake and potluck feast. Specialist Connie Palmer expressed her excitement: "I have worked at jcpenny for six and a half years. What an incredible transformation. 100 years and going strong." And the century mark certainly made an impact on specialist Darlene Gallardo, who said, "Congratulations, store 43, on your 100 years in business in Alamosa. Let's do another 100 years!"

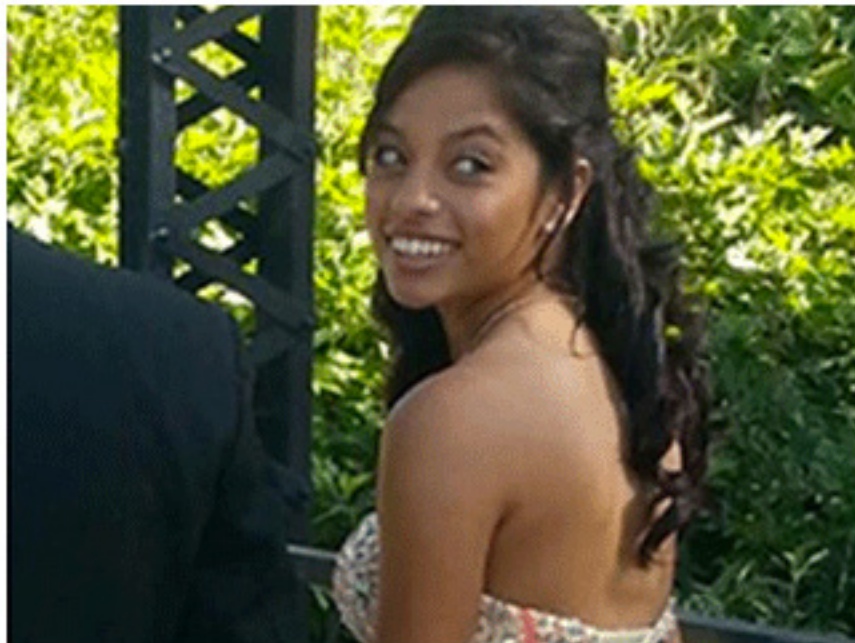
### A century of rich history



#### Succession planning

From left: store leader Dave Reschke with former store managers Farris Bervig and Carl Liddell. "It has been a privilege to share in the legacy of this great company and one of its original stores," Dave says.





## Team Member Makes Prom Dreams Come True

For a lot of girls at El Cajon Valley High School in California, going to prom this year wasn't an option, because they couldn't afford a dress. What these girls didn't know was that Lucia Mancilla at Store 2414 (pictured at left) was working to change that. When she learned that girls at ECVHS would be missing out on their prom, she partnered with one of the school's instructors to create a dress drive, complete with an event page on Facebook. Word spread quickly, and co-workers and friends as well as classmates at Lucia's school, Granite Hills High School, donated more than 80 dresses.

On May 23, the girls at ECVHS were invited to "shop" for their dress. More importantly, they had the opportunity to attend prom. In return, store TRL Paul Vongjalorn ensured that Lucia was treated like a queen on the day of her own prom by arranging for her to have her hair and makeup done—a fitting way to thank the girl who made others' dreams come true.

### Comments

Submit

**O'Donoghue Whitson, Kate F** 6/25/2013 2:22 PM

Lucia , Congratulations on making a difference ! Kate Whitson , Home Office



## Prom 2013: A Night to Remember

jcp is the perfect partner to create prom nirvana, and fashion experts have assembled some great looks for the 2013 prom season. Although Pearl by Georgina Chapman of Marchesa has been an instant hit, stores without Pearl are creating plenty of sweet style moments.

"Prom is a rite of passage, a moment in time and a memory for a lifetime," says fashion expert Carmen Perez at store 2776 in Buford, Ga. "Styling for prom is about finding items that inspire and celebrate your customer's individuality. The moment comes together when you see her eyes light up at what you inspired her to create!"

View the slideshow below to take in just a few of the many prom looks put together by jcp fashion experts.

### jcpenny fashion experts bring prom to life



#### It's all in the details

Women's Specialist Shanelle Patterson is assisted by fashion expert Dominique Garza at store 2983 in San Marcos, Texas. Shanelle's navy and aqua dress by Beata Studio, with "Abigail" navy peep-toe shoes Jaqueline Ferrar. Dominique's dress by Bisou Bisou.





## A Message from Tom Engibous and Mike Ullman

Hello. We are writing to share some important news. The Board of Directors has just announced that Mike Ullman is returning to jcpenny as chief executive officer, succeeding Ron Johnson, who is stepping down and leaving the Company. This change is effective immediately. Mike has also been elected to the Board of Directors.

Mike was chosen because of his demonstrated leadership skills and, of course, his deep knowledge of our Company, which he led from 2004 to 2011. With this background, he will be able to hit the ground running. He will immediately begin engaging our key stakeholders, including, very importantly, team members throughout the Company at every level to get their views about the current state of our business. He will also be speaking with customers, vendors, business partners, and the investment community. With the knowledge he gains from these discussions, he will work with the leadership team to determine what steps need to be taken to improve performance.

As many of you know, until the economic downturn, which began in earnest in 2008 and deeply impacted jcpenny's customers, the Company had been performing well for a number of years. It had brought in new brands, including launching the highly successful Sephora concept, gotten high marks from customers through improved marketing, and delivered solid financial results. The Board of Directors and Mike feel that with swift action, we can regain the trust and support of our customers and set a new path to create value for all of the Company's stakeholders.

For more than 100 years jcpenny has been one of America's most important retailers. That is a wonderful legacy and a valuable asset – something that can be built on. We know that you have all been working extremely hard, and the need to do so will continue. Our foremost priority is to put the Company in the best possible position for success.

Both of us would like to thank Ron Johnson for his contributions, and we wish him the best in his future endeavors.

Our sincere thanks to you for your dedication and hard work. We are committed to keeping





## A New jcp Dress Code

Our store team members are the face of jcpenny for our customers. This is a big deal. Store team members in particular have the responsibility to reflect the quality styles – at great values – available in our stores. Even more importantly, they are responsible for creating the environment to make sure the customer's experience is memorable.

For this reason it is time for the team to revisit the dress code, addressing two issues in particular. To begin with, many customers have voiced difficulties differentiating team members from other customers. We are committed to giving our customers an extraordinary experience, every time they come into the store. Our team members simply must be easy to spot.

Also, as the face of jcpenny, we must also ensure all team members maintain the high level of professionalism and polish the Customers deserve in their experience. We are all brand advocates. We should have fun with the trends we have to offer, and use them to impress the customers with our style savvy. But we need to be careful not to undermine our credibility. jcpenny helps people look better everyday. What we wear to work should fit that bill.

What we wear should also be a part of creating the best experience possible for our Customers. Think about a couple shopping for wedding bands: this is a special moment, an investment and a memory in the making. Our fine jewelry team should mirror the sophistication of the merchandise they sell. What about the person buying a suit? Or purchasing denim in young men's? Or a young woman buying an outfit for her first day of college? As America's favorite store, we have something for every style and occasion. What we wear to work should showcase both this variety and the polish Customers expect.

We invite you to help decide the best way forward. Please see below for the two dress code options available, and vote for your preference in this week's Quick Poll.

### Option 1: *jcpStyle*

- Brands sold at jcpenny in outfit combinations that match your neighborhood "style"
- Accompanied by the new Libby carriers with cross-body logo straps for easy "ID"
- Team member badges
- Once a month the Team Member Discount will be 30% for dress code specific clothing



## Editors' Top Picks from our new Home Collections



In January, editors and reporters from publications like *Country Living*, *Elle Decor*, *The New York Times Style Magazine*, *Good Housekeeping* and more than 30 others got a sneak peek at our newest home collections. Every day this week, we're breaking it down by brand to show you some of the things they loved (and why!) Here's what topped editors' lists from Pantone, the world's color authority for nearly 50 years.

### Ombre pillow:

- The pillow has a pretty faux suede finish.
- It's the perfect accent to a Pantone bedding ensemble.

### Shower curtains:

- The vivid tonal colors make a bold impression and add a modern touch.
- You can really feel the quality.

### Towels:

- From aruba blue to purple magic, these bright towels can add a shot of color to any bathroom.
- The towels also coordinate with our other bath accessories.

## Pantone



**Pillow talk**  
Ombre pillows



## Design by Conran: The Name Says It All

Meet Sir Terence Conran, a design icon in the United Kingdom who's known for skillfully crafted designs that blend a modern aesthetic with quality construction – and a hint of British charm.

His design philosophy? Good design can improve the quality of life. The result is beautiful furniture that's made to be lived in and loved.

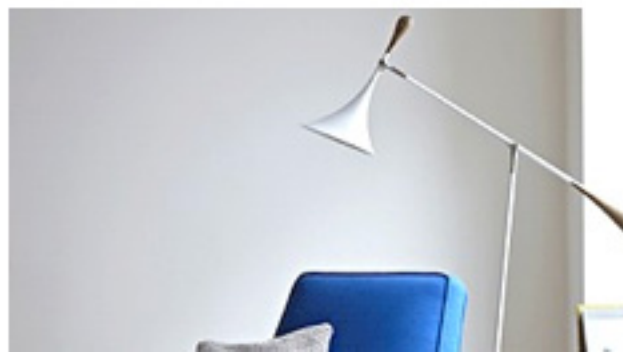
Design by Conran furniture has arrived in 290 jcp stores and is available 24/7 on [jcp.com](#).

Learn more about Sir Terence Conran and his collection for jcpennney [here](#).

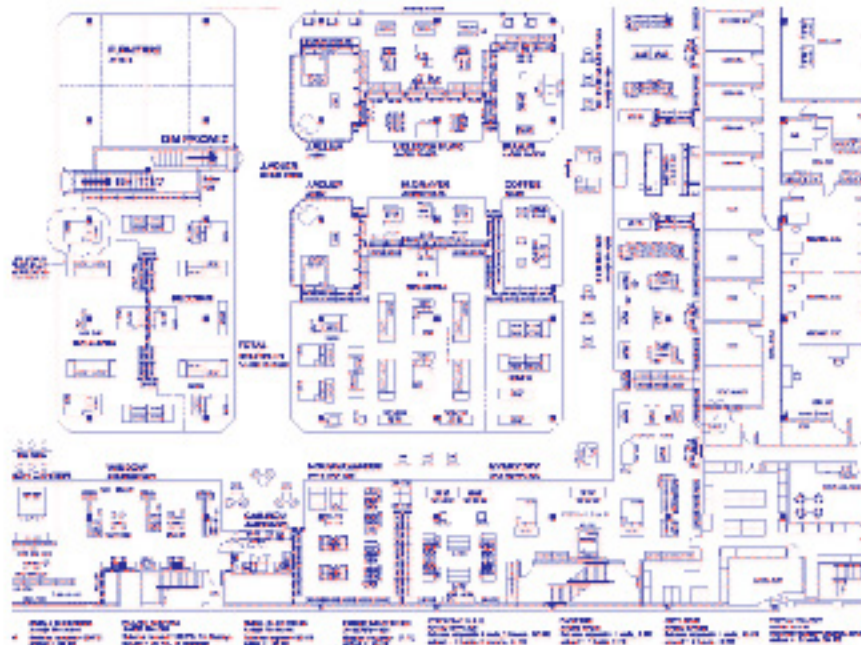
### GOOD TO KNOW: Sir Terence Conran

1. Opened his first retail shop, Habitat, in England in 1964. It grew into a large chain selling household goods and furniture and led to many other retail ventures.
2. Sir Terence is also well-known as a restaurateur, having opened a number of fine restaurants in the UK and other countries.
3. At 80, his body of work spans six decades. (He was knighted in 1983.) You can explore this rich history on the Conran facebook timeline at [www.facebook.com/weareconran](http://www.facebook.com/weareconran).

## Design by Conran







## Home Behind the Scenes: According to Plan

Before Happy Chic by Jonathan Adler and our other home brands grace the space in 290 jcpenn furniture stores, the furniture team and others throughout the company have been at work, coordinating with numerous divisions to make sure the new jcpenn Home launch happens on schedule. The challenge: making sure trailers filled with furniture arrive at stores on time, and in one evening are unloaded, assembled and picture perfect—all before dawn.

“We blitz the store and deliver every piece of furniture in one evening,” says furniture operations director Doug Richardson, “including Happy Chic by Jonathan Adler, Design by Conran, jcpenn—everything.” Doug serves as liaison for all the teams in the complex furniture chain from the merchant to the store. Building the plan started a year ago—even before all the merchandise details were finalized—with weekly meetings with supply chain, store operations, planning and allocation, the visual team, the merchandise allocation teams, training, our delivery company vendor, merchants and everyone else with “skin in the game.”

Determining the assortment each store receives and planning the logistics to deliver and assemble, on average, 350 pieces of furniture takes huge coordination. Doug says, “All along we’ve committed to doing whatever it takes to make sure when the curtain rises on Home, it’s a magic moment for everyone.”

### Terrific coordination transforms Home



#### Brilliant blueprint

Doug also gives kudos to the furniture MAT team; Ben Provencio and Bill Snow on the visual team; and so many, many other team members.



## BODUM Does It Better

BODUM arrived at jcpenny in 2012 and now has its own shop to call home in hundreds of our stores. The shop beautifully showcases a full collection of BODUM's trendsetting, timeless, innovative products, from coffee and tea brewing to glassware, kitchen electrics and gadgets.

While many of our customers are just discovering — and falling in love with — this brand, BODUM has been a global leader in housewares for decades. BODUM introduced the French press coffee brewing method to Scandinavia in the 1960s and has since sold more than 100 million of its iconic French presses worldwide.

All BODUM products are built for the kitchen enthusiast and made to last with the highest-quality materials, including heat-resistant silicone, BPA-free plastics and borosilicate glass — the same strong yet thin glass used in science beakers to withstand rapid temperature swings.

Beautifully designed, functional and affordable. That's BODUM.

*Go here to learn more about BODUM and all of our new Home brands.*

### GOOD TO KNOW: BODUM

1. Founded by Peter Bodum in Denmark in 1944, the company remains family-owned and operated. Now headquartered in Switzerland, its products are sold in 55 countries worldwide.
2. All products are designed in-house by BODUM's design team in Switzerland.
3. BODUM's core principle is that good design should be both functional and affordable.

### Comments

Submit





## The New Furniture Has Arrived

As part of the re-imagining of our Home business, we're transforming our furniture business, too, because our customers deserve to enjoy coming home to rooms they love to live in. With the introduction of exclusive furniture collections by world-renowned designers — Designs by Conran from Sir Terence Conran and Happy Chic by Jonathan Adler — and by updating our own jcp furniture assortment, we're making sophisticated style and quality craftsmanship more accessible to everyone.

In May, we'll also increase the number of jcp stores carrying furniture — from 154 to 290 — so more of our customers can experience these exciting new collections in-store.

jcp furniture, like our Possibilities upholstered group, offers customers great style and a wide range of options to customize individual pieces to fit their lifestyles, space and budgets. Rugs, lighting, a host of accessories and (coming soon) an in-store Design Bar, can help customers pull the whole room together — beautifully.

### New jcpenny Furniture



**Kaye chair**

Clean, classic lines work well in a variety of settings.





## Party Time: MarthaCelebrations Makes It Perfect

As the most-recognized celebrity in the home industry, Martha Stewart is America's home expert. Now Martha and her talented team have created a range of products exclusively for jcpenny. The MarthaCelebrations shops opening in more than 500 stores take jcp into a whole new category of products for celebrating all the special occasions in life. Or for turning an ordinary day into a celebration!

With MarthaCelebrations, party planning has never been easier. This shop is a one-stop destination for unique invitations, tableware, paper goods, candy, giftwrap, thank-you notes — all the special touches our customers need to set the stage for a memorable event, and all with Martha's inspirational style.

Go [here](#) to learn more about our new Home shops and designers.

### Coming Soon: Much More From Martha

**MarthaHome** — Starting in May, we'll make it easy to bring the refined style and simple elegance of Martha Stewart to every room in the house. MarthaHome comprises our exclusive **MarthaWindow**, **MarthaLighting**, **MarthaRugs** and **MarthaMirrors** collections, providing options to help our customers have the gorgeous homes they deserve.

**MarthaPantry/MarthaBaking** — For the first time, we'll have an offering of packaged foods, mixes, condiments and more in the MarthaPantry and MarthaBaking collections. Simple and quick to prepare, with all-natural ingredients, MarthaPantry and MarthaBaking will make it easy for families to put good, tasty food on the table anytime.

### It's Easy to Celebrate, Martha Style







## Michael Graves Design: Simply Brilliant!

Michael Graves makes the ordinary extraordinary. As an architect and designer, he's known for his ingenious designs and attention to detail.

For the all-new Michael Graves Design collection, featured on [jcp.com](http://jcp.com) and now arriving in shops inside more than 500 stores, his design team has created a range of unique products that look great and function flawlessly. From extraordinary gifts and home accessories to smart, modern kitchen appliances, gadgets and even housekeeping and organizing items, everything in this exclusive collection has style, quality and amazing value – and details that will just make you smile!

### GOOD TO KNOW: Michael Graves

1. His 1981 tea kettle for the Italian company Alessi, which included a bird-shaped whistle, became an instant design icon. A bird in flight remains a common motif in his designs.
2. The Dolphin and Swan resorts at Walt Disney World in Florida are among the most well-known buildings designed by Graves' architectural firm.
3. He believes "design is for everybody; it's not an elitist affair."

See the complete Michael Graves Design collection at [jcp.com/michaelgraves](http://jcp.com/michaelgraves). Meet Michael Graves and learn more [here](#).

## Michael Graves Design





## Made the Save: Nita Murphy

Honest Tea is the best policy at store 1853 in Canton, Ohio. There, loss prevention lead expert Nita Murphy found a creative way to drive the July Shrinkage Awareness topic "Honesty Rocks," a program to increase shrinkage awareness and emphasize the importance of working honestly every day.

When Nita noticed bottled Honest Tea at a local grocer, she freshened up the shrinkage awareness board and created a plan to take a proactive approach to the conversation about shrinkage during store team meetings. Associates volunteer to respond to the question, "What do honesty, integrity and respect mean to you; and how do they relate to how you conduct yourself every day?" Every associate who contributes to the discussion receives a bottle of Honest Tea.

Store leader Jennifer Chochola says the response has been inspirational, and associates look forward to Nita and her Honest Tea each morning. "Asking the simple question, 'What does honesty, integrity and respect mean to you?' has sparked valuable team discussions," says Jennifer. "In addition, associates seem to be more comfortable with sharing concerns with loss prevention."

Pictured from left: associate Denise Sharp, store leader Jennifer Chochola and loss prevention lead expert Nita Murphy.

### Comments

Submit





## C'mon, Get Happy Chic!

Happy Chic by Jonathan Adler, the new home collection available exclusively at jcpenny, perfectly reflects the world-famous designer's philosophy: Your home should make you happy.

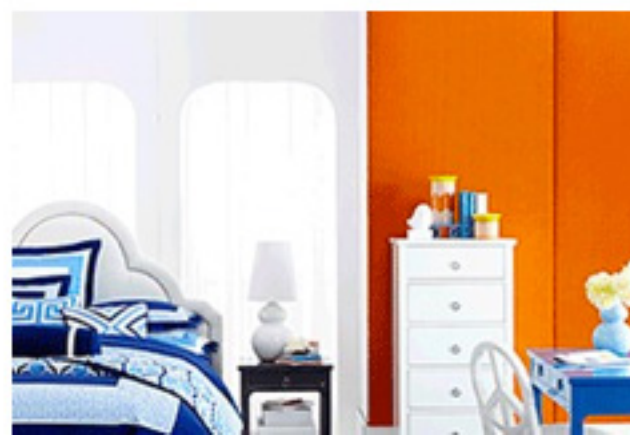
The glamorous Happy Chic shops debuting in more than 500 stores feature this bright, bold and colorful collection of home décor, bedding, bath accessories, kitchenware and lighting, plus an assortment of amazing gift items. And Happy Chic's furniture collection — a sophisticated blend of classic design and modern trends — brings the "wow" factor to any room.

Whether re-doing an entire room or completing it with a single item, Happy Chic by Jonathan Adler makes it easy and fun for your customer to make her home a happy place and discover her inner chic.

### **GOOD TO KNOW: Jonathan Adler**

1. His company's motto is, "If your heirs won't fight over it, we won't make it."
2. Adler's first love was pottery. He launched his first line of furniture and accessories in 1993.
3. You and your customers can explore everything Happy Chic at [jcp.com/happychic](http://jcp.com/happychic).

### **It's Chic to Be Happy**







## Say Hello to Our New Friends

Everyone deserves to live in a home that's comfortable and well-designed. That's why we're busy transforming more than *11 million square feet* of store space across the country: to fill our new Home department with amazing products from some of the world's best designers and brands, and incredible options to help our customers' homes both *look* better and *live* better every day.

We'll see the first fruits of this unprecedented effort this month as we unveil four new Home shops in more than 500 stores. These bright, bold spaces introduce amazing new collections by MarthaCelebrations, Happy Chic by Jonathan Adler, Michael Graves Design and BODUM.

"Our customers work hard and they should be able to enjoy style and quality at an affordable price," says Paul Rutenis, SVP of Home. "That's what our new Home store will offer them. This will be a new way for our customers to shop, and it's a game-changing moment for our Home business."

In addition to the new shops, our furniture assortment has been completely re-invented – including exclusive collections from Happy Chic by Jonathan Adler and renowned British designer Sir Terence Conran. And by May, we'll nearly double the number of stores featuring furniture, to 290.

Still to come for jcpennney's new Home: more amazing new brands and The Street, with exciting events, interactive experiences and new services to surprise and delight our customers.

Stay tuned!

[Learn more about our new Home designers and brands here.](#)

## Our New Home



## Say hello to jcpnn!



There's an exciting way to communicate and collaborate at jcpenny. jcpnn is the new interactive, dynamic news and collaboration network—keeping you connected to jcpenny's transformation.

jcpnn puts the world of jcpenny in your hands, so you can do your best work every day. It stands for:

- 24/7, real-time news
- a 360-degree pulse on our business
- one powerful voice making a difference—yours

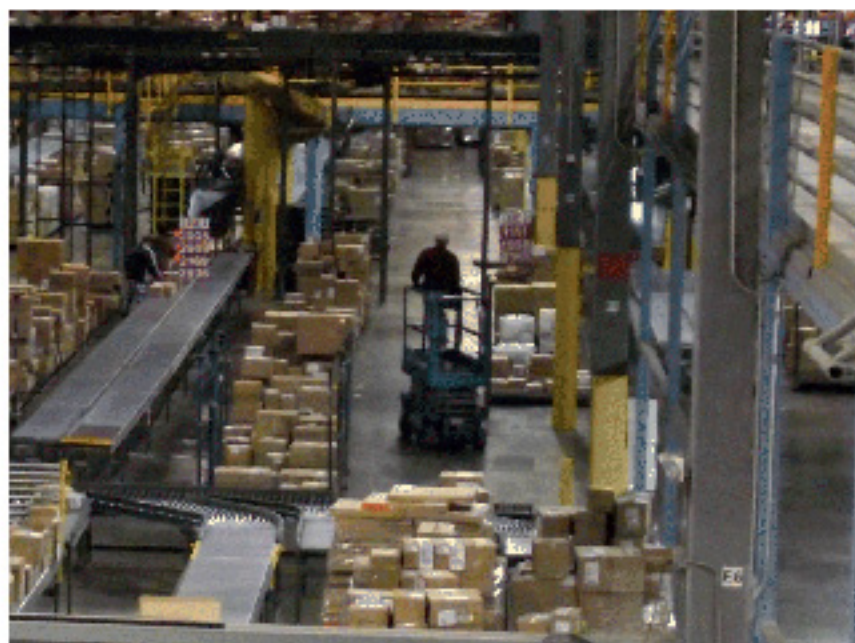
Now you can get the news you need wherever you connect to the Internet—your desktop, laptop, tablet, Libby or computer at work, or even on your personal smartphone. This initial phase of jcpnn is targeted to the stores team. With the launch of our new home department, it is very important that store team members have the latest tools and information to take care of our customers and drive growth. Over time, jcpnn will be the preferred source for all jcpenny news and information, with exciting experiences and collaborative tools.

Video will be available in the coming weeks, and we'll launch an expanded version of jcpnn later in the year.

We know you're ready for jcpnn; and we want you to be an active voice in our transformation.

### Comments

Submit



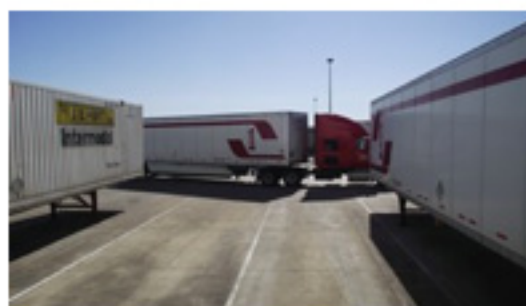
## Home Behind the Scenes: Supply Chain Enables Just in Time Delivery

Our new Home neighborhood debuts in just a few days, and soon jcpenny stores will be showcasing such great brands as Bodum, Michael Graves and Martha Stewart to customers everywhere. By May 13 the Home relaunch will include more than 100,000 pieces of furniture beautifully set in more than 1.7 million square feet of transformed store space in 290 jcpenny stores.

Receiving, storing, staging and shipping the furniture pieces—350 pieces per store—to support Home is an exercise in patience and flexibility for the company’s supply chain team. Adjustments for construction end dates, a constant stream of assortments and execution in a whirlwind timetable have created numerous opportunities for the team to shine.

Coordination is tight, and supply chain is on the job, making sure everything is ready to go when it’s time to send the goods to stores. When it’s communicated that a store is ready to receive product, supply chain gets the merchandise out the door and on the road. It’s a complex process with numerous variables that have to be aligned through constant communication, and it’s this teamwork that has resulted in a strong execution.

### Home Behind the Scenes: Supply Chain



**Keep on trucking**

On the road again. The beautiful new home assortment is on its way to jcpenny stores.





## Joe Fresh is Here!

We know you're excited about Joe Fresh, and if the media buzz is any indication, so are our customers. Known for its vibrant colors and bright orange logo, Joe Fresh was founded in Canada in 2006 by designer Joe Mimran. Now Joe Fresh is here at jcpenny in nearly 700 stores.

"Our store is very excited to launch Joe Fresh," says Dyanna Vanatta, merchandise execution leader at store 2984 in Richmond, Ky. "The price points and the quality are unmatched. This will take jcpenny to a whole new level."

The Joe Fresh shops—which range in size from 1,000 to 2,500 square feet—feature women's dresses, tees, silk blouses and denim priced from \$4 to \$69. The irresistible collection makes it easy to mix, match and infuse the bright, high-quality pieces into any wardrobe—all at a terrific value. Joe Fresh: now on [jcp.com](#) and in nearly 700 stores.

### Joe Fresh at jcpenny



#### 03-15-2013 Joe Fresh 4

For clean, simple design paired with life-enhancing orange, Joe Fresh is a style standout.



## Lulu Guinness Wows Style Editors

On January 29, more than 20 editors from key fashion, news, lifestyle and entertainment outlets joined us to preview the first Lulu by Lulu Guinness delivery for jcpenny. Then, after a London-inspired dinner, guests were treated to a sneak peek of the May delivery. Known for her love of retro glamour, British designer Lulu Guinness brings her colorful, cheeky style to Lulu by Lulu Guinness. Her collection of handbags and fashion accessories are full of energy and charm. Playful design motifs and color patterns allow for plenty of flirt and whimsy, and a look that is uniquely Lulu.

Attendees included such fashion influencers as Charles Manning, fashion editor for *Cosmopolitan*; Bryn Poulos, Associate Accessories Market Editor for *Marie Claire*; and Pandora Amoratis, Fashion Director for *OK! Magazine*.

"I am so thrilled to be working with jcpenny on my new Lulu by Lulu Guinness line," says Lulu. "The heart of the brand is a fabulous line of unique fun prints that offers American customers a chic but affordable way to dress up any outfit." Look for Lulu on jcp.com and in more than 500 stores on Feb. 22.

### Lulu by Lulu Guinness at jcpenny



#### A lulu of an event





## Red Carpet Ready

When they want to make an entrance, celebrities like Penelope Cruz, Blake Lively, Jennifer Lopez, Cameron Diaz, Halle Berry and Sandra Bullock ring up Georgina Chapman. On March 1 we introduced special occasion gowns, prom and party dresses designed by Georgina Chapman in more than 500 jcpenny stores.

Now savvy style devotees can turn to our exclusive Pearl by Georgina Chapman of Marchesa collection for red-carpet-worthy looks at very attractive price points. Pearl's gorgeous gowns and party dresses range from \$50 to \$250, and are just right for holiday parties, black-tie events and summer soirees. Partygoers going more casual can find mini and tea-length dresses, as well as shorts and pants sets. Pearl by Georgina Chapman of Marchesa: now on jcp.com and in more than 500 stores.

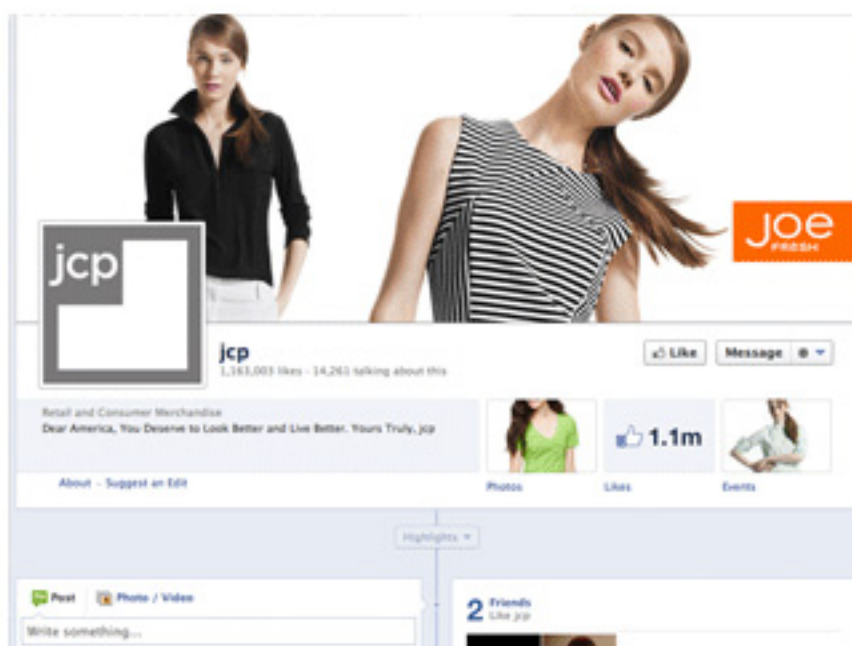
### Pearl by Georgina Chapman at jcpenny



**03-04-2013 2**

Dreamy design. Pearl is perfect for the customer who always wants to look beautiful and elegant.

[Home](#) » [jcpenny's new face on Facebook](#)



## jcpenny's new face on Facebook

On February 1, jcpenny launched a new Facebook page with a new URL: [www.facebook.com/jcp](http://www.facebook.com/jcp) is the go-to page for jcpenny on Facebook. Most jcpenny Facebook fans liked our old page when we were a coupon-heavy, discount-driven store. The new page is all about the new jcpenny: the hottest brands, beautiful new shops and our new way of doing business.

We want our 2.8 million Facebook fans to join us on the new page, so we let them know how to find us on February 1 and 2. By starting fresh with a new page, we'll build a real relationship with our fans based on the brands they want to buy. During the next several months, we'll be targeting fashion-savvy, Joe-Fresh-loving, Jonathon-Adler-buying Facebook users who will want to engage in all the news we have to share.

### Comments

**Dunn, Debbie** 4/1/2013 5:01 PM  
Test2

**Dunn, Debbie** 4/1/2013 5:01 PM  
Test 1



[Home](#) » Lots of Love for the L'Amour Nanette Lepore Launch



## Lots of Love for the L'Amour Nanette Lepore Launch

Nanette Lepore teamed up with jcpenny this past Thursday at the Hudson Hotel in New York City to launch L'Amour, her first juniors collection. The designer's teen daughter (and inspiration for the line) Violet modeled the neon-hued middle- and high-school-friendly goodies.

Media mentions: Instyle.com highlighted the event—including a photo of Shay Mitchell on the red carpet; Glamour.com focused on price and included five look book images; and Examiner.com noted Vanessa Hudgens was dressed head-to-toe in L'Amour at the launch event, and included quotes from her complementing Nanette's designs.

Celebrity attendees included actors Vanessa Hudgens and HBO's always "Shameless" Emma Kenney. "Pretty Little Liars" star Shay Mitchell wore two pieces from the new line, available for pre-order now on jcp.com, and in our stores on February 1.

### L'Amour Nanette Lepore Launch



#### Center of it all

Nanette Lepore finds the calm in the storm at the Jan. 24 jcp L'Amour Nanette Lepore Launch event at the Hudson Hotel in New York City.

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## Editors and Influencers View Duro Olowu for jcpenny

On Feb. 9 and 10, jcpenny hosted approximately 475 journalists from key fashion, entertainment, lifestyle and news outlets to celebrate the Duro Olowu for jcpenny seasonal collection. Held during New York Fashion Week, the Feb. 9 cocktail celebration offered guests a sneak peek at the collection and featured music from DJ Brazilia. The next day, jcp transformed the space into a gifting suite for influencers to select a piece from the collection, take a break from shows and relax with Duro Olowu and enjoy jcpenny custom manicures and refreshments. Notable attendees included Nick Wooster, fashion icon Iris Apfel, *Vogue* editors Sally Singer and Mark Holgate and fashion personalities Phillip Block and Robert Verdi.

"This collection is fantastic," said *Vogue* contributing fashion editor Lynn Yaeger. Colin Stark, creative development director for *Details*, agreed. "The price points for the quality of the collection are incredible," he said, "and I love the style and influence. So unique."

Look for Duro Olowu for jcpenny on jcp.com and in more than 500 stores on March 1.

### Duro Olowu for jcpenny



#### Dibs on the vase

Iris Apfel points out her favorite Duro piece.



## jcpenny Assists with Disaster Relief in India



During the week of June 17, the northern Himalayan region of India, including Uttarakhand, endured what are thought to be the heaviest rains in more than 80 years. The rains caused massive flooding and landslides—washing away roads, bridges, houses and entire villages. Tens of thousands of people have been evacuated by military helicopters, and as of this past week more than 4,000 individuals have been declared missing.

jcpenny cares deeply for the victims and their families of this disaster. In response the company has made a \$6,000 donation to Habitat for Humanity International's IndiaBUILDS campaign. jcpenny is supporting Habitat's immediate response, addressing the basic needs of 2,000 families through the purchase and distribution of emergency shelter kits. Habitat for Humanity will remain in the region long-term, providing temporary housing support and assisting with rebuilding.

Although our office in India was unaffected, associates there have expressed concern and are assisting where they can. If you'd like to donate to the disaster response effort, the below organizations are accepting contributions.

[SEWA Intentional USA](#)

[Global Giving](#)

[Save the Children](#)

[AmeriCares India](#)

### Comments

Submit



## Life in the Rast Lane

William Rast is coming to jcpenny. Combining the heritage of American denim culture and biker attitude with a touch of old Hollywood, William Rast is just right for the romanticized rebel. Think James Dean with a dash of Brando topped with a heaping helping of Timberlake swagger. Engineered and highly stylized, with signature iconic details utilizing premium denim, fine yarns and genuine leather, William Rast's color palette includes indigos and military neutrals with pops of fashion colors.

The man who wears William Rast wants to test the boundaries of fashion, creating his own distinct style with a blend of iconic and edgy pieces. His ideal look is tailored and pulled together, yet effortless and adventurous. And innovative fits, fabrics, washes and techniques create trend-forward pieces just right for the next counter-culture hero. William Rast: on [jcp.com](#) and in stores on February 1.

## William Rast at jcpenny



### COUNTER-CULTURE

The man who wears William Rast initiates emerging trends and rebels against traditional, mainstream fashion.





## Stafford Prep

Stafford Prep is taking on the classics. Youthful, fun and spirited, uncomplicated. That's how Stafford Prep celebrates the classic American lifestyle—with an innovative, timeless and versatile take on men's apparel rich in details.

A refreshing twist at an exceptional value, Stafford Prep effortlessly makes the switch from office to game night or date night. It's an inspired mix of prints and patterns featuring clean plaids and stripes, re-inspired tartans and madras with dashes of paisley, geos and foulards. And it feels so right: soft poplins, heathered combed cotton sweater yarns, sueded cotton twills and a look that's washed but never worn.

An American heritage brand with a youthful, relaxed attitude and compelling prices, Stafford Prep is sold exclusively at jcpenny. Stafford Prep: on [jcp.com](#) and in stores now.

### Comments

**Qa Admin, Spo** 3/28/2013 4:00 PM  
This is the best article eveh!



## Live Mannequins Focus on Fashion

Fashion is at the forefront at jcpenny store 355 in Greenwood, Ind. Recent events included a prom event and a fashion show—both featuring live mannequins.

The live prom event showcased Urban Decay makeup and our Prom Ticket promotion that included freebies from Sephora and salon, a free Flirtitude party and discounts for special occasion shoes and handbags and in our portrait studio. Four live mannequins posed while team members greeted customers and promoted Prom Tickets to customers. Fashion expert Zoe Renee Huse put it all together. Led by salon manager Julia Ewing, the salon styled hair for both events, with makeup by Sephora manager Karen Combs and Sephora product consultant Sarah Gilbreath.

"It was so much fun to watch our clients surprised reactions when the live mannequins shifted their poses," says Karen. "They looked so real."

The fashion show a few weeks later showcased such exciting brands as Pearl by Georgina Chapman of Marchesa, Joe Fresh and Duro Olowu. Women's lead expert Brianna Featherson assisted with choosing models and designing the flier for the event—produced and styled by Zoe Renee Huse—and which featured 14 models, including team member Tori Mason. Merchandise execution leader Susan Pavelka served as emcee; family footwear expert Martina Dolce selected shoes; and talent resource leader Emily Haas kept the music playing.

These two events were a great way for the store 355 team to energize their store and use models and live mannequins to put exciting brands in front of jcpenny customers.

### Fashion events excite customers





## Where Credit is Due: Just Ask! Kickoff



Earn more, help your store win incentives and get even more credit when you Just Ask! Because our jcp credit card is such an important part of our business, we're introducing Just Ask!, a special campaign that runs through Aug. 3, and includes fun activities, giveaways and incentives for associates.

Just Ask! creates big payoffs for everyone. During the campaign, instead of receiving \$2, associates receive \$3 for ICAPS taken every Friday and Saturday in July. And stores, districts, markets and regions that meet their app goal and achieve 50 percent associate participation will be eligible for a drawing to receive a variety of incentives. Winning stores will receive funds for such activities as breakfasts, luncheons and other events.

"It's important to ask every customer, 'Can I put this on your jcp credit card?' or 'Would you like to apply for a jcp credit card?'" says Tim Nichols, EVP, director of stores. "When you do, you're providing great service to jcpenny customers."

The jcp credit card provides rewarding benefits to customers, associates, our stores and the company. Approved cardmembers are eligible to receive their new account discount for a daylong shopping spree at a jcpenny store, or on a single purchase at jcp.com. And as part of the jcp rewards loyalty program, every month they can earn up to 10 \$10 jcp rewards certificates for using their jcp credit card on qualifying purchases. So starting today, with every customer, Just Ask!

**Click the image to watch the video.**

### Comments

Submit



## Customer checkout is on the move

To make sure we're offering our customers the checkout experience they've been asking for just in time for Back to School, we've rolled out mobile point of sale (MPOS) stations to our top 685 jcpenny stores. In addition to traditional checkouts and terminals at kitchen/service bars, three versions of the MPOS provide a range of checkout options:

- **The workstation.** For customers who prefer an email receipt, this MPOS works great with a Libby.
- **The print station.** For use with a Libby to complete transactions and print fast receipts.
- **The full terminal.** This one has it all: a full register, keyboard and printer
- Each version of the MPOS includes all the supplies needed to complete transactions: an ink tag remover and ink tag bin, bags, a hanger bin and gift cards.

The MPOS stations are Libby friendly, and let customers check out in the department—and with wayfinders pointing the way they're easy for customers to see. These mobile checkouts can go where the action is during peak events to check out customers snapping up hot items or shopping one of our latest attractions.

Want to know more? Check out the Point of Service Experience [here](#), where our associates can learn how to interact with our customers and make the checkout experience more than a transaction.

### Comments

Submit



BIG SAVINGS JUST IN TIME FOR BACK-TO-SCHOOL

2 DAYS ONLY! SALE STARTS FRIDAY | OPEN 9AM SATURDAY

# jcpenn

**NIGHT & DAY DOORBUSTERS**  
IN STORE FRIDAY 3PM TO CLOSE | SATURDAY 9AM TO 1PM

COUPON GOOD FOR ONE-TIME USE  
 IN STORE ONLY, AUGUST 2-3

**\$10 OFF**

your purchase of \$25 or more on select  
 school, work, accessories & this party



## “Holiday” Shopping Heats Up This Weekend

Tax-free shopping offered in many states gives families a break on their Back-to-School expenses – and results in some of the biggest shopping days of the year in jcpenn stores. Sales tax “holidays” on Back-to-School merchandise are taking place this year in 16 states, including 12 states this weekend (Aug. 2-4).

The good news is, we’ve just revitalized our children’s department and lined up some enticing offers to attract those shoppers into our stores, such as:

- \$10 haircuts for kids throughout August.
- \$25 eyeglasses throughout August for kids 16 and under through jcpenn Optical.
- Free #MakItYours customization kits with every shoe or backpack purchase, providing everything kids need to customize their new purchases at home.
- Doorbusters and other great offers to add to customers’ tax-free savings.

And there’s more. Customers heading to jcpenn for some tax-free shopping will find the new [Joe Fresh Kids](#) collection, now in about 700 of our stores. They’ll also see expanded assortments of great brands like Levi’s, Nike and Converse, along with new denim styles, fits and washes from Arizona and Total Girl, and school uniform styles from IZOD and French Toast. (See the essential Back-to-School items in our handy [“CheatSheet”](#) guide.)

Meanwhile, our stores are geared up to maintain first-class customer service throughout Back-to-School. A big assist will come from nearly 3,000 mobile checkout carts that deployed to larger stores; they’ll be stationed in high-traffic areas to give customers more opportunities for a speedy checkout.

### Comments

Submit



# WOMEN'S SERVICE SPECIALIST TRAINING

## Women's Service Specialist Training

A video message from jcpenny's Style Voice, Nina Garcia, introduces associates to the Women's Service Specialist training. Launched in June, it's available on the iPad and Libby and accessible through jcpnn and the jcpUniversity mobile training app.

"The training is excellent," says Kathy McDonald, talent resource leader at store 1337 in Downey, Calif. "It provides product information and helps our team understand. And the ability to use the Libby and iPad ensures we're able to schedule the team to take the training without having to take them off the floor."

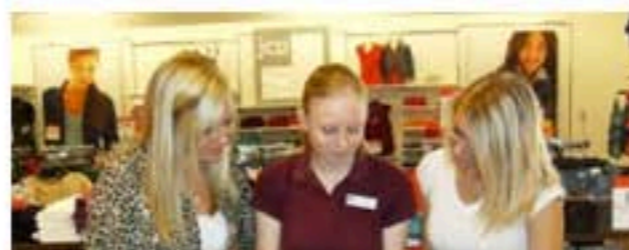
Initial modules detail the women's floor layout, adjacencies and department attractions. The "Our Customer" section covers several reasons why customers shop with us and contains tips for customers looking for career outfits, casual/active wear, a special occasion or a gift. The "engaging your customers" video features associates sharing how they successfully interact with our customers.

Siiri Dougherty, SVP, GMM, Women's Apparel, says, "The training is a great tool that will help our associates engage with and better serve the customer—whether she's looking for a prom dress or a pair of jeans."

Associates also learn about size differences between Misses, Talls, Petites, Women's Plus and Juniors—just in time for back-to-school. In the "Servicing Our Customer" section, rich learning content covers dressing by body type, occasion dressing, color consulting and completing the look. And the Brands section reviews top-selling labels by category to teach associates how to share product knowledge with customers.

Women's Service Specialist Training provides everything associates need to deliver an amazing shopping experience. Check it out [here](#).

### What you need to know about Women's







## August jcp cares partner: Adopt-A-Classroom

Throughout August, jcp cares will be supporting Adopt-A-Classroom, an organization helping underserved local classrooms obtain materials and supplies that students need to succeed.

While mentoring a student at a school for physically and mentally delayed children, Adopt-A-Classroom founder James Rosenberg was astounded by the lack of resources in the classroom—especially in contrast to the wealth in corporate America he witnessed in his professional life. James left his law career in 1998 to launch Adopt-A-Classroom and has devoted his full time to the mission ever since.

All month long, our customers can round up their purchases in stores and online to the nearest whole dollar to help Adopt-A-Classroom, where 100 percent of donor contributions go directly to classrooms.

Check out the video to find out more about Adopt-A-Classroom.

### Comments

Submit