

# The Joshua Tree

February 2, 2021

## THE PARALLEL OF ROTARY AND JC PENNEY

**Stew Anderson** has had a very long career at JC Penney. In fact that career lasted 33 years! Stew began at working there in 1964, but the story of the store began 62 years earlier.

**James Cash Penney** was born in 1875 and was number seven of twelve children. In his younger days he worked for a local retailer in Missouri, but relocated to Colorado at the advice of a doctor. James suffered from TB, and his doctor felt the better climate would help him.

James then opened his first store, "The Golden Rule" on April 14, 1902 and soon after opened two more shops.

In 1909 he moved operations to Salt Lake City, and 3 years later had a whopping 34 stores! The stores were then consolidated into a new name, "JC Penney", and it was at that time James became a Rotarian.

By 1917 there were 175 stores in 22 states, and in 1924, the 500th JC Penney was opened in his hometown of Hamilton, Mo. In just 4 more years there were 1,000 locations across the country.

Another interesting piece of history to note, was in the year 1940. In a JC Penney in Des Moines, Iowa worked a clerk named



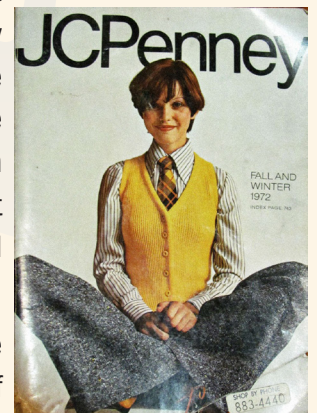
Sam Walton. Many years later Sam opened up his own little store called Walmart, maybe you've heard of it?

JC Penney continued to flourish throughout the mid 1900's. In 1941 there were 1,600 stores in 48 states, and in 1959, credit cards were first issued. James was not a fan of credit cards, as he worried that they would cause people to fall into heavy debt, which he was correct!

In 1961 JC Penney opened its first "Full Line" Department Store in New Jersey which also included an auto department, furniture and much more. James regretted having to open his stores on Sundays, as he was a deeply religious man, but it had to be done to stay ahead of his competition, Sears and Wards.

But with all of this success, there is also failure. In 1962 JC Penney entered into the Discount Store arena with "Treasury". There was one in San Bernardino which many High Desert residents shopped at, but alas it was not a profitable effort and all Treasury stores closed by 1981.

JC Penney truly became in the public eye with the first issue of their iconic catalog in 1963, and in 1966, opened the first store in Hawaii. By the time James Cash Penney passed away in 1971, there were 2,053 JC Penney stores across the country.



### This Week's Functionaries

**Invocation:** Bill Edwards

**Flag Salute:** Steve Orr

**4-Way Test:** Steve Orr

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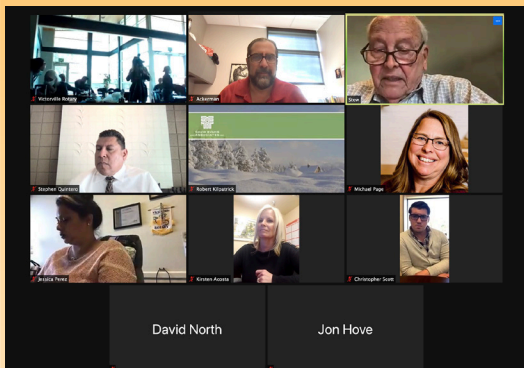
# ORR'S ROARS



Thank you to our own Stew Anderson for sharing not only the complete history of JC Penney, but his legendary career with them! It is always great to hear the lives of our members and I am so glad I was able to hear your

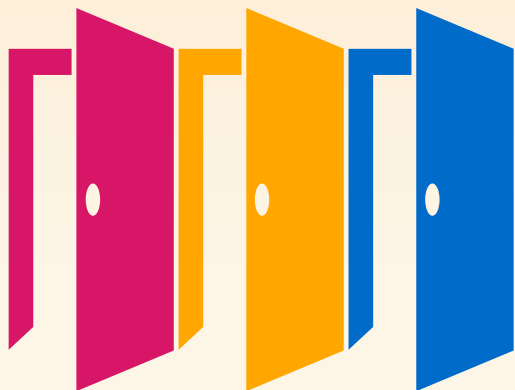
story. I think I will go shopping at JC Penney this weekend!

Thank you to all who showed up at Midway Home Solutions for the Photo Opp, as our Victorville Rotary Foundation donated a Washer and Dryer to the West Winds Warming Center. Thank you Bill Edwards for pointing out the need and for all of you for your generous donations to the Foundation to make it happen!



Finally, I am excited to announce that next week, our District Governor Greg Jones will be joining us as our special guest and speaker. Please mark your calendars and be at El Pescador or on Zoom for this special meeting.

*Steve*



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## THE STORY OF JC PENNEY

*Continued from page 1*



There was something special about James and how he ran his company, but even though the stores continued to enjoy success throughout the 70's and 80's, in the later years it started to fall apart. The first event was in 1990, when the company moved operations from New York to Texas, which didn't sit well with some sellers, and in 2011, the JC Penney Catalog saw its last issue, as its sales were dwindling. A new CEO, **James Johnson**, came

in and began a new campaign to try to change the image of the store from a conservative 50 and over demographic to a young hip demo and it did not work. The hipster kids did not come in and the conservative group left. In 2014, 34 stores were closed and another 39 shut their doors the following year. By 2019 the stock for JC Penney was less than a dollar. By comparison, in the 60's stock in JC Penney sold for \$98 a share! They went through two more CEO's, but in 2020 the company filed Chapter 11 Bankruptcy and was sold for \$800 million, with \$3 million in cash and over \$500 million in debt. And Stew Anderson was there for both the highs and lows.



As mentioned earlier, Stew started in San Jose in 1964, but that was only the beginning. In 1970 he moved to the Fullerton, CA store as Sales & Marketing Manager, and then back up to Concord as Sales Manager. In 1974 he came back to So Cal as the Regional Merchandiser with the Buena Park headquarters. Three years later he went back up north all the way to Tacoma Washington as the General Merchandise Manager.

If you are wondering if Stew ever got his own JC Penney to manage, well, he did. In 1980 he became Store Manager for the first JC Penney in Hawaii! After eight years there he came back and became the Store Manager in Hemet, and that was where he followed in James Cash Penney's footsteps and became a Rotarian.

*Continued on page 3*

# Rotary Opens Opportunities



## Big Blue Dice



*President Orr had a chance to grab the Blue Dice, but he drew a white one and gave his \$5 back into the Polio Pig.*

*We will continue next week with 10 dice and \$300 for the Rotarian who can pick the Blue Dice out of the bag.*

## Foundation Event



Rotarians joined together this week in addition to Victorville Mayor **Debra Jones** at Midway Home Solutions, when President **Steve Orr** presented a check in the amount of \$1,777.63 from the Victorville Rotary Foundation to **Don Lager**, for a brand new Washer and Dryer, that will be delivered to the West Winds Warming Center. West Winds only has one washer and dryer and this will help them, help others quicker and more efficiently.

## Rotary Guests

We welcomed **Chris Scott** on Zoom who is an field rep for Jay Obernolte and **Coleen Luque** who once again shot our marketing video and photos.

Our Stand-in this week was **Stefanie Montoya**, who was in attendance for **Bryan Gillespie**.

## JC Penney

*Continued from page 2*

Going into the 1990's Stew became Manager of a store in Palm Desert and then returned to part of the regional staff in Buena Park. In 1994 Stew took over as Manager of the Victorville JC Penney at the Mall of Victor Valley.



Three years after taking the helm in Victorville, Stew retired and now works for The

Rotary Club of Victorville as his full time position. Stew has had a wonderful 33 year career with the company and was thrilled to be part of it.

Thanks Stew for sharing your story!

## Raffle



Our only raffle prize this week went to **Tina Escareño** who received a \$25 Walmart gift card from President **Steve Orr** at Heritage Victor Valley Medical Group.

## The Polio Pig

**Collected this week: \$17.00**

*Polio Pig: \$12.00 + Dice (Steve Orr): \$5.00= \$17.00*

**Collected to Date: \$17,687.23**

**Total equals: 96,488 Doses!**

*One dollar equals 2 doses of vaccine!  
\$500 pays for a Polio Clinic!*

# Rotary Club of Victorville, CA



The Joshua Tree is a Weekly Publication of the Rotary Club of Victorville  
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If you are not receiving your newsletter, please contact Editor Chris Ackerman at  
chris@signifydesigns.com or 760-559-1686 to be added to the e-mail or mailing list.

## VICTORVILLE ROTARY CLUB OFFICERS

### Board of Directors

President 2019-2021 .....	Steve Orr
President 2021-2022 .....	Jon Hove
President 2022-2023 .....	Arsalee Morales
President 2023-2025 .....	Jessica Perez
President 2025-2026 .....	Bill Edwards
Immediate Past President .....	Margaret Cooker
Treasurer .....	Donna Wells
Executive Secretary .....	Margaret Cooker
Publicity/Public Relations .....	Kevin Kane
Club Service .....	Bill Edwards
Community Service .....	<b>PLEASE VOLUNTEER</b>
International Service .....	Ben Tafoya
Youth Service/RYLEA & TLC .....	Arsalee Morales
Vocational Service .....	Jessica Perez
Grants/Speech Contests .....	<b>PLEASE VOLUNTEER</b>
Scholarships .....	Esther Mears and Arsalee Morales
George Hensel Ethics Essay Contest .....	Ron Boyd
Membership .....	Don Lager
Billing Officer .....	Esther Mears

**Members-at-Large:** Dwight Johnson & Rob Kilpatrick

### Positions & Committee Chairs

BOD Secretary .....	Marilyn Buttelerwerth
Programs .....	Mike Page
Public Service .....	Rick Bessinger, Teressa DeAtley
Sergeant At Arms .....	Arsalee Morales
Dan Stover Music Contest .....	Dr. Bowtie Brian
S.T.A.R. Students .....	Jim Barnes/Robin Cackler
Fundraising .....	Bill Edwards
Flowers and Gifts .....	KayMarie Gregory
Joshua Tree Editor .....	Chris Ackerman

**The Victorville Rotary Club meets every Tuesday for fellowship at 11:30 a.m. and meeting at 12:00 noon at the Green Tree Golf Course Clubhouse, 14144 Green Tree Blvd., Victorville**

### Make-up Days and Locations

<b>MONDAY:</b>	San Bernardino East, Imperial Palace, noon
<b>TUESDAY:</b>	Rancho Cucamonga Sunrise, 7:15 a.m. Empire Lakes Golf Course Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens
<b>WEDNESDAY:</b>	High Desert/Hesperia Club meets 7:00 a.m., Denny's, 14165 Main St., Hesperia San Bernardino Crossroads, Hilton, noon, Barstow, Rositas, 540 Main St, 12:00 p.m.
<b>THURSDAY:</b>	Apple Valley, ZOOM Meetings, 1st, 2nd and 4th Thurs Ontario, 12:15 p.m., Doubletree Hotel San Bernardino, Denny's at I-15, 7 a.m. Redlands, Masonic Temple, noon
<b>FRIDAY:</b>	San Bernardino North, Elks Lodge, 12:05 p.m.

## Calendar Dates

**Feb 8: Board of Directors meeting**

5:30 pm Meeting  
DCB Board Room, 2nd Floor  
Hesperia and Silica Roads

**Mar 5 & 6: PETS for Jon Hove & Arsalee Morales**

**June 12-19: Taipei Convention (Virtual)**

## Upcoming Programs

**Feb 9: 5300 District Governor Greg Jones Pasadena After Hours**

**Feb 16:** Lisseth Tupe, Program Specialist and Estela Silva, Peer and Family Advocate III, Age Wise  
**Topic: Caring for our Aging Population: Innovative Approaches (Cooker)**

**Mar 2: Brightline**

## Proposed Member

*If you protest the admission of this member please respond in writing by 5 p.m. Feb 15th to President Steve Orr.*

**John Wickum**

**Captain**

**SB County Sheriff Victorville Station**

**Classification: Law Enforcement:**

**Administration**

**Sponsor: Rick Bessinger**

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