

# Tony Zarifis Profile



Tony & Veta join friends to kickoff Spring Fling in Palm Springs

Tony Zarifis was born and raised in Huron, South Dakota and is the son of Greek emigrant parents. His father was a restaurateur and his mother a housewife. The youngest of three children, Tony's older brother is deceased and his older sister still resides in South Dakota.

Tony completed his grade and high schooling in Huron and then attended and graduated from the University of South Dakota with a degree in Political Science in 1960. After receiving a commission in the US Army as a 2<sup>nd</sup> Lieutenant through the ROTC program, he later achieved the rank of Captain in reserve duty before completing his service commitment six years later. He served in the Air Defense Artillery branch of the Army and served in Ft. Bliss Texas, as well as Okinawa.

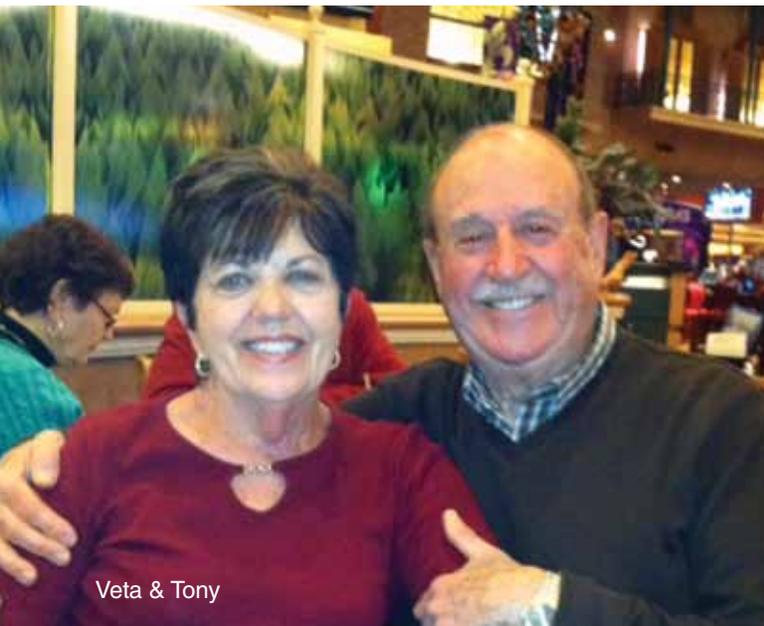
Shortly after college in 1960, Tony and Veta Kouf of his hometown of Huron, South Dakota, were married. Veta accompanied him on his military assignments throughout his tour of military duty. They have three daughters and four grandchildren all of whom reside in Southern California.

Tony began his JCPenney career in the fall of 1960 in the San Bernardino, California store where he worked with Manager Ray Mullins. After a few months as a management trainee, Tony was assigned to the Work Clothes Department

as Department Manager. That led to the Home Furnishings and Drapery departments which helped him hone his managerial skills and understanding of merchandising in those areas. As time moved forward Ray Mullins retired and the new manager in San Bernardino was Jim Seville for whom Tony worked for two more years.

In 1967, Tony was transferred to the Chula Vista, California store managed by Loyal Crownover. He was assigned the home furnishings, furniture, brown and white goods all housed on the lower level there. Bob Kinsley replaced Crownover shortly thereafter and Tony continued his career path with his new manager.

Tony was chosen to manage the closing of the Oceanside, California store in 1970 and at the conclusion of that assignment he reported to the new Carlsbad, California store under manager Lynn Richards. He was assigned the Home Furnishings, Furniture, Appliance departments in that store. About a year later he was assigned to train cashiers in the San Diego Fashion Valley store under manager Ed Mills. Upon the completion of that assignment and the opening of that store, Tony was promoted to Merchandise Manager of the Home Furnishings/ Hard Lines/and selected soft lines in the Canoga Park, California store working for manager John Twitchell.



Veta & Tony

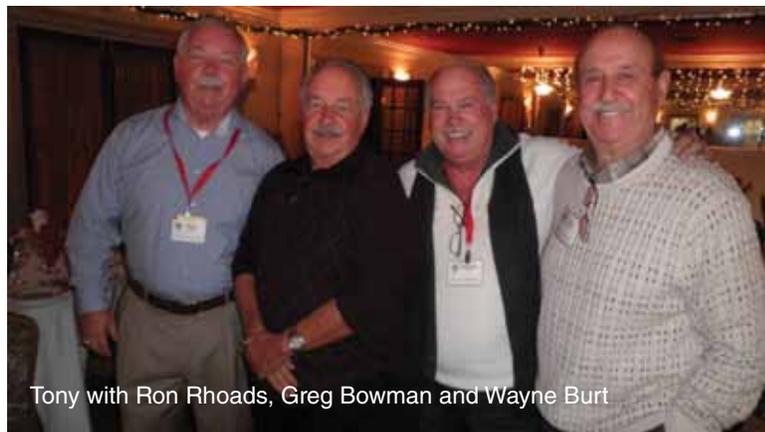
Four years later Jim Brainerd took the helm and shortly thereafter Tony was promoted to Sales and Merchandise Manager. About a year later the company was opening a new store in Culver City, California in the Fox Hills Mall and he was sent there as the GMM of Home Furnishings and Hard Lines reporting to manager Wallace Berning.

In early 1977, Tony was promoted to the Los Angeles Metropolitan Market as the Sporting Goods/Home Furnishings, Electronics and Major Appliance Merchandiser. He reported to LA Metro manager Al Johnson who was assisted by George Scott.

One year later Tony was offered and accepted a position in the Western Region Training center as a Management Instructor. He was in that position until 1984 when he made a life changing decision to leave retailing and entered the financial services and insurance industry. He went to work for The Equitable Life Assurance Society of the U.S, later called AXA. After much study and course work he attained the professional designations of Chartered Financial Consultant, (CHFC), and Chartered Life Underwriter, (CLU). Tony continues to maintain his California State Licenses which allows him to conduct business in his profession on a semi-retired basis.



Tony joins Mike Ray, Jennifer & Jeff Paige, Cathy Scott, Don Gergovich



Tony with Ron Rhoads, Greg Bowman and Wayne Burt



Tony, Al Rogers, Milt Schulle

Tony is active as a JCP retiree. Currently he is the assistant publicity person for the H.C.S.C. Southern California Local Meeting Group and a voting member of the H.C.S.C. Foundation. He and Veta enjoy the tremendous comradery of the LMG members at the various social events during the year here in Southern California. For relaxation, Tony enjoys golf and attending the activities of his grandchildren.