



— Alan Rogers —

Alan's Career with jcpenny started in September 1963 as a part-time Associate in, Richmond California, selling shoes while attending college. While there he managed to work enough to obtain full time status.

In September 1965, Alan was offered a position of Management Trainee. His first assignment was in the Girls and Infants Department. After a brief assignment there he was offered a Department Manager assignment in Women's sportswear and Junior's.

In November 1969, Alan accepted an assignment in the Hayward, California, store as a Department Manager in Toy's, Gifts and Housewares. This was a big jump, from a soft lines downtown store to one of the largest stores in the Bay Area.



Alan & Melissa Rogers, Ross & Marilyn Willour, Jeff & Jennifer Paige

Alan's life really got interesting in 1973 when he was transferred to Riverside, California, as General Merchandise Manager. A Northern California guy going to Southern California for his first profit sharing assignment was both exciting and somewhat scary. With his Toyota packed, he headed south with all his belongings and several maps. Riverside was opened during one of the many downturns in the economy and never reached its potential. With a new management crew in place it was hoped that it would turn a profit. He was not disappointed when the comp checks were passed out in February. He did not know if he should laugh or cry - it was a whopping \$2.31. But the good news was - the store turned its first profit.

During the first year in the store, Alan purchased a house. Because he was not a natural decorator, he called upon the services of the custom decorating staff. His decorator was Melissa. She did such a good job and he was so impressed with her work that she is still decorating for him - she became his wife.

In 1976, Alan became the Assistant Manager in the new Arcadia, California store. That lasted until 1979 when he accepted the Children's assignment in the Los Angeles District office. There he held several assignments in Women's Dresses and Men's Wear. In 1986 he got what he had been working for, his first Store Manager's job in Long Beach, California. Several years later he was offered a job in the regional office as the Business Planning Manager for home division. This assignment involved a great deal of travel and challenges with home and furniture lines.

Five years later he accepted the assignment of Store Manager in the new Brea California store. A year later he was transferred to the Montebello, California store where he spent the next ten years until retirement.

In addition to his wife of thirty five years, Melissa, Alan is fortunate to have two great children, Heather and Shane and three grandchildren. Retirement seems typical of many; travel in both the United States and Europe, time spent with friends and family, and working in the yard. They have tried several retirement locations from Palm Springs to the beaches. In the end they settled for the beach and are currently in the process of relocating to Dana Point, California.