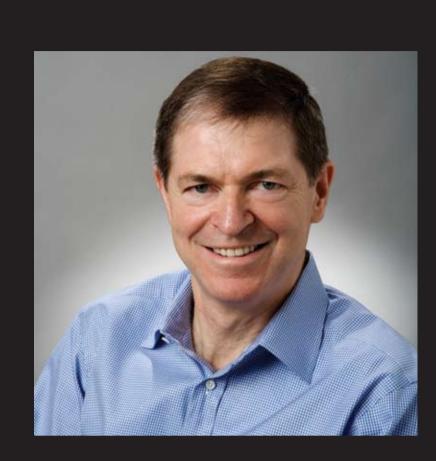
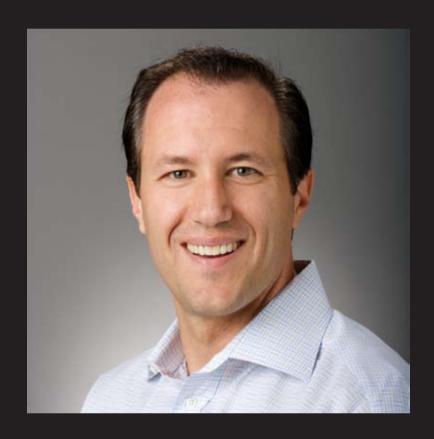
## just call me mike









## top ten reasons to use first names

- 10. First names come "first"
  - 9. Remembering everyone's first and last name is really hard
  - 8. First names breakdown barriers and encourage dialogue
- 7. In a meeting, a greeting like "hello Mike" might work for three or four people
- 6. First names fit on name tags better and are easier to read
- 5. First names create a friendly place to shop and work
- 4. First names build team spirit
- 3. First names feel like family.
- 2. First names foster friendships
- 1. We want our customers to think of JCPenney "first"



long range plan 2005 - 2009