

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”**



it's all inside.



long range plan
2005 - 2009