



# Wally Kendig

Wally was born in Glendale, California in 1939. He graduated from Burbank High School in January 1957. Wally chose to attend Arizona State University, graduating in 1962 with a degree in marketing. While at Arizona State, Wally became a charter member in Sigma Chi Fraternity. Wally also filled out his free time by playing tennis for ASU where he lettered on the varsity tennis team.

Shortly after graduating from ASU, Wally accepted a job with the John Sexton Food Corporation in San Francisco. Before moving to San Francisco, Ernie Culp, store manager of JCPenney in Burbank, CA, called and offered Wally a management trainee assignment in his store. Not having to move to San Francisco sounded good to Wally,

and he quickly accepted the job. Though there was a \$50 per month pay differential, Wally knew starting out close to home was to his advantage. While at the Burbank store, Wally met his wife to be. They married in 1965.

Wally remembers well his first department manager job well, as it included Boys, Girls, Infants, Womens Budget Dresses and Womens Robes. What a mix of merchandise lines! In 1965, Wally was promoted to North Hollywood, CA as a division manager. For the first month Bob Jenks was the store manager. Jenks was then replaced by Wally Walby. Can you imagine two Wallys in a single store?

In 1968 Wally was promoted to the new Kahala Mall Store in Oahu, Hawaii as a division manager. Earl Williams was the store manager. The store experienced delays in opening, not welcoming customers in to shop until 1970. Later in 1970, Wally was promoted to another new store in Hilo, HA. His new position in Hilo was Sales and Merchandise Manager. Hilo opened on time in late 1970. Senator Innoye was a special guest at the Hilo opening. Wally fell in love with the "Big Island" and still owns a piece of land in Puna, Hawaii. The new shopping center in Hilo, featuring the JCPenney store, was the big attraction on the island. The locals could not believe the assortments of merchandise.

In 1974, Wally was promoted to Sales and Merchandise Manager in our biggest store in Hawaii located in the Ala Moana Mall in Honolulu. Lou Perkins was the store manager. Puka Shell Necklaces were the big fashion item at that time. "We would have locals bringing Puka Shell earrings, necklaces and pins, to our conference room and we would issue them vendor numbers. They would then be paid on the spot. Could you see that happening today?" For two years, the store featured Puka Shells in a promotional booth at the front. Puka Shells eventually worked their

way in to fashion jewelry assortments in many parts of the company.

In 1976, Wally was promoted to Store Manager in Kahala Mall, HA, the very first store he had been promoted to years earlier. Wally loved his 10 years in Hawaii: the people, the culture and the climate. His two sons loved running bare foot almost everywhere. When the family would come to the mainland on vacation, it was hard to get them in to a pair of shoes. Wally's youngest son David lives today on his 38 foot boat in Alameda, CA. Wally's oldest son Bill lives with his wife Ani in Poulsbo, Washington. Wally has two grandsons: Tyler attends Western Washington University, Nicholas lives in Madison, Wisconsin and is in training to be a chef.

In 1979, Wally came back to the mainland as Store Manager of Granada Hills, CA. Wally loved living and working in the Granada Hills/Northridge nearby his good friends Tom Crumley who managed San Fernando and Don Mac Neil who managed North Hollywood. In 1987 Wally and his wife divorced.

Two great things happened to Wally in 1989. First he met Diane Green who has been his companion for 23 years. Then Wally was promoted to Store Manager in Los Altos, CA. Los Altos was a mid-tier store that delivered a high return to the company. Wally teamed quickly with Crumley, now the Store Manager in neighboring Long Beach, along with Howard Wiese of Lakewood to hold what they termed

"Chamber Meetings". They would commonly include Ross Willour from the district office and would use this time to informally discuss changes in their stores and in the company.

After some time the Los Altos Mall was scheduled for a major remodel. But instead of the remodel, the mall was sold. JCPenney made a business decision to close the store. Leaving Los Altos, Wally was assigned to Santa Monica, CA as Store Manager. He remained there until 1998. That year the company decided to close



Santa Monica and Wally took early retirement.

Since retiring, Wally has been active with The First Christian Church in Burbank, Kiwanis, San Fernando Valley Historical Society Pioneer Cemetery, and Sigma Chi Fraternity. Wally enjoys traveling and watching all kinds of professional sports especially the Lakers, the Dodgers and the Oakland Raiders. Wally and Diane also enjoy the fellowship experienced at Southern California H.C.S.C. functions which they attend as frequently as possible.