

## *Dave Rosen, 1936 - 2025*

*Dave Rosen passed away February 9, 2025; he was born in 1936. Dave worked for JCPenney for 34 years, moving from New York to Plano. At JCP, he had many positions and many friends. The positions included Senior Art Director, and Special Projects – Editorial Development and Design. Dave also drew caricatures of senior officers as they retired. (The caricature of Dave was a present at his retirement party from Dorit Rabinovich.)*



*There are many examples of his friends' love and respect. Dave's retirement party featured a serenade by Diane Wisdom "direct from the small cubicle at the end of the hall on the aisle near where you sit." and a video of thanks from all his associates. At the end of the party, Ray Parker said "You've been a fabulous sport, Dave, and a wonderful designer and contributor to the success of this department and to the JCPenney Company for many years. You will be greatly missed by all of us."*

*Dave was also presented with a book of caricatures of him, drawn by his many friends. Here are some of the messages:*

- *You have set a standard of excellence in the Communications Department. It has been a privilege to work with you. Good luck with your upcoming adventures.*
- *You will be very missed*
- *To me, Dave is like the new Hershey Kisses. Get past the sweet exterior and inside you'll find a nut*
- *I hope awful drawings like this will help you to fully understand just how much you will be missed.*
- *WHAT?*
- *When in trouble, I'll call Dave. Printer, artist, sign maker and name badge connoisseur.*
- *Thanks for all the service you have provided me and my team these past 15 years. May your painting studio be free of critics. Enjoy retirement!*
- *We'll sure miss your talents, Dave.*
- *I will always think about you when I see: 1) the mailroom deliver those big boxes of foamcore 2) the Women's Division carrying around display boards that made you so famous 3) a sketch pad and pencil laying silently on a drawing table.*

*David Franklin Rosen was born in 1936 in the borough of the Bronx in New York City. He began drawing when he was in middle school. He attended the Parson's School of Design, where he majored in Graphic Design. Dave served in the Army 1958 – 1960 and attained the rank of E4 / Specialist (equal to a Corporal). He was posted to the southern area of West Germany and enjoyed touring Europe in a used Mercedes Benz 190 with his army friends when off duty. He joined JCPenney in 1962.*

*Dave is survived by his children, Paul and Jennifer, and stepchildren, Stephanie and Heather.*