At a Glance

**Stunning careers start here.**
Beauty is in the eye of the beholder. The Ogle School sees beauty, creativity, and potential in every single student.

Founded in Arlington, Texas in 1973, the Ogle School has trained and placed thousands of students over the course of its 40-year history. With eight campuses located throughout Dallas, Fort Worth, Arlington, Hurst, Denton, San Antonio, and Houston, the Ogle School has helped countless salon professionals make beauty their business.

Whether students are passionate about cosmetology or esthetics, interested in working at a salon or owning their own, Ogle provides top education and relevant resources to jumpstart professions so students succeed with flying colors.

**A handsome history.**
Beauty industry icon and internationally celebrated hairstylist Shelton Ogle founded his first beauty school in 1973. The grandson of a well known Dallas barber, Ogle applied his passion for design to the world of hair and beauty. After graduating high school, he immediately started work at a local salon.

When he was only 21 years old, Ogle bought his first salon. At 23, he founded his second salon and first cosmetology school, the Ogle School of Arlington. He taught generations of stylists how to develop precise technical skills and partnered with personal brands that would lead them to succeed. After expanding his school to four campuses, Ogle partnered with Liberty Higher Ed. to take his life’s beautiful work further into the future.

**Old school, new techniques.**
In 2006, The Ogle School became part of Liberty Higher Ed, Inc., which expanded the school’s footprint from four to eight campuses. Liberty’s leadership continues to invest in the trusted, time tested methods and philosophies passed down through Shelton Ogle’s legacy while continually adding updated layers of technology and training to keep every student’s experience current and fresh.

---

**A Radiant Reputation**

**Emphasis on education, not one-brand-fits-all products.**
Most cosmetology schools are owned and managed by individual products and brands; they’re product schools that also teach cosmetology.

The Ogle School is different. Its eight campuses comprise a single united cosmetology school that also partners with a variety of quality products to suit every hair type. From African American to Asian, poker straight to spiral curls, dry to oily, damaged to naturally vibrant, Ogle
School students are well versed in making specific recommendations based on a thorough variety of products so every hair care prescription is a perfectly tailored fit.

**What is cosmetology?**

Cosmetology is the study and art of cosmetics and their use. The Ogle School cosmetology program focuses on hair styling, skin care, nail care and makeup with concentrations in three main programs:

- **Cosmetology/Operator**
  This path provides a complete understanding of beauty and wellness through theory, practical experience, and professional business building skills. Operators are well prepped for careers as hairstylists, platform artists, colorists, sales reps, salon managers, and salon owners.

- **Esthetician/Facialist**
  Ogle School’s Esthetics program focuses on the study of performing facials, massages, waxing, reflexology and applying makeup. Esthetics students learn how to prescribe skin care regimens and perform body wraps, microdermabrasion treatments, anti-aging treatments, and more.

- **Student Instructor**
  While studying the principles of teaching both hands-on techniques and theory, student instructors participate in accelerated training to become licensed Instructors for Operators, or Instructors for Facialists. Graduates are prepared for entry level jobs as cosmetology instructors.

**Backed by the best.**

In the beauty business, reputation is everything. That’s why Ogle undergoes a rigorous and regular accreditation process to prove, again and again, that the school is a trustworthy leader all students and graduates can be proud to brag about.

The entire suite of Ogle Schools is vouched for by the National Accrediting Commission of Career Arts and Sciences. Based out of Alexandria, Va., NACCAS is recognized by the United States Department of Education as a national accrediting agency for postsecondary schools and programs of cosmetology arts and sciences.

**Face Off!**

To encourage the school’s artistic, perspective-driven culture, the Ogle School sponsors and hosts annual Face Off hair and makeup competition every summer. Founded in 2010 as a friendly match between two campuses, today Face Off is a full-blown fashion fete where every student’s personality shines. For the 2013 event, which boasted upwards of 1,600 attendees, Ogle had more than 200 student participants.

The road to Face Off starts early each spring when students participate in a photo shoot preparing their submission for Wella’s internationally recognized Trend Vision competition. The best work from each campus is then invited to further showcase their artistic abilities at Face Off. Students from all eight campuses unite to dial up the volume for a professional hair show and compete for one of the coveted trophies, all the while earning face time in front of top stylists and salon owners. Excellence is applauded in an encouraging atmosphere, and students learn to market and brand themselves as they build experience that makes resumes shine.
Beauty School Dropout Graduate
Busting the Myths of Cosmetology Schools, Students, and Careers

Where school is the direct gateway to a career.
The Ogle School keeps flawlessly manicured fingers on the pulse of what’s trending in the world of beauty. But just because you love being in the now doesn’t mean you have to cut away the classics. The school blends a firm 40-year foundation of tried and true techniques with the best and brightest of today to empower every student’s creativity and skill set.

The hard work and investment in students pays off: **The Ogle School boasts a job placement rate of more than 80 percent.** In fact, 88% of Ogle’s 2012 graduates were employed just after graduation. Face Off fashion events, extensive networking, personal branding, interview prep, and job placement programs help motivated students land dream jobs. Many have even become entrepreneurs, opening their own salons.

Convenient.
The Ogle School is eight campuses and growing, offering students in Dallas, Fort Worth, San Antonio, and Houston the chance to learn and earn. Day and night classes as well as full and part time schedules suit every lifestyle.

Diverse.
Students represent a wide scheme of nationalities and ethnicities, including African American, Asian, Caucasian, and Hispanic. Learners of all ages are welcome.

Endless possibilities.
There is a rainbow of career choices available to suit every shade of students’ interests and strengths. Whatever a student’s chosen career path, Ogle shares expert guidance, experience, and professional networks to help every graduate land a stellar job that works for him or her.

<table>
<thead>
<tr>
<th>Entrepreneurs</th>
<th>Marketing &amp; Creative</th>
<th>Front and Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beauty supply owner</td>
<td>Product promotions</td>
<td>Guest artist</td>
</tr>
<tr>
<td>Private school owner</td>
<td>Style editor</td>
<td>Hairstylist</td>
</tr>
<tr>
<td>Beauty supply distributor</td>
<td>Art director</td>
<td>“How to” platform artist</td>
</tr>
<tr>
<td>Buyer/merchandiser</td>
<td>Advertising</td>
<td>Wig stylist</td>
</tr>
<tr>
<td></td>
<td>Sales representative</td>
<td>Barber</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Educators</th>
<th>Colorful Careers</th>
<th>Hands-On</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researcher</td>
<td>Hair colorist</td>
<td>Nail technician</td>
</tr>
<tr>
<td>Instructor</td>
<td>Makeup artist</td>
<td>Manicurist</td>
</tr>
<tr>
<td>Trainer for instructors</td>
<td>Color analyst</td>
<td>Esthetician</td>
</tr>
</tbody>
</table>

Let’s hear it for the boys!
Beauty isn’t just a woman’s industry. More men than ever are showing an interest in the cosmetology world and now represent 16 percent of industry workers. Personal care is no longer considered a woman’s market; male grooming products are expected to score a $33 billion gain in revenue by 2015, with popular sellers and emerging brands edging into the bath, shower, hair care and skin care product arenas.
Why Cosmetology?

Seize your financial future.
Because the Ogle School was founded by a stylishly intrepid entrepreneur, today the school still encourages students to achieve the dream of owning their own business. Options are limitless, from owning a salon to opening a beauty supply store. In fact, one in three professionals is an entrepreneur; 33 percent are self-employed.

Invest in a stable career.
Jobs in the beauty industry are secure compared with most other professions that have suffered during the recession. From day to day personal maintenance to weddings and special events, services will always be in demand.

Currently, the unemployment rate is 2.3 percent lower than the rest of the country. During a recession, the industry still added 75,000 jobs. In the same time frame, the U.S. private sector lost 2 million jobs. The industry boasts annual revenue of more than $20 billion from more than 90,000 establishments across the U.S.

<table>
<thead>
<tr>
<th>Stability</th>
<th>Flexibility</th>
<th>Earning Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services are always in demand</td>
<td>Schedules work with your life</td>
<td>Dependable salary</td>
</tr>
<tr>
<td>Jobs will never be outsourced</td>
<td>Manage your time with ease</td>
<td>Bonus gratuity</td>
</tr>
<tr>
<td>Everyone uses beauty products and services</td>
<td>Work as much as you want to earn</td>
<td>Product commissions</td>
</tr>
</tbody>
</table>

A rewarding job that will never be outsourced.
In beauty, small neighborhood businesses will always thrive. Advantages over mega corporations include better locations for clients and familiarity with local culture. Maintaining client relationships equals a steady income, and showing clients new ways to love their look leads to referrals and long term growth.

Cosmetologist employment is expected to swell 14 percent, which will add more than 100,000 employees by 2020. By 2017, revenue growth is expected to rise from $42.6 billion to $49.3 billion. Industry profits are expected to grow 5.9%, or about $2.9 billion. Employment rates are expected to increase 3.8% each year. Texas is among the top five states for growth, with highest employment rates for hairdressers, hairstylists, and cosmetologists.
Beauty and the Bosses

**John Blair, Chief Executive Officer**
John Blair joined Ogle in 2008 as president and COO; he was elected as CEO in 2012. Blair’s focus on growing Ogle by expanding quality education within the cosmetology industry led the company to expand into new markets, doubling revenue and number of campuses in less than five years. Visible growth trends are on track to continue through the next several years under his leadership.

Blair’s COO and CFO backgrounds in the education and construction industries deliver rich experience involving start-up growth, business development, financial management, and operations management of multi-state and multi-site operations. Blair earned his Bachelor of Arts degree from the University of Michigan in 1996.

**Neil Amari, Chief Financial Officer**
Neil Amari has more than thirteen years of financial management experience, including ten years in the for-profit post-secondary education sector. He assumed the CFO role at Ogle in August 2010 and took on responsibility for accounting and controllership; financial planning, budgeting, and analysis; treasury; student financial aid oversight; procurement; investor relations; and financial reporting and compliance.

Prior to joining Ogle, Amari was employed by Kaplan Higher Education (KHE). During his eight years at KHE, he was director of finance at Hesser College as well as corporate accounting manager and group controller for KHE’s East Group. He managed financial oversight responsibility for twenty-three campuses and $216 million in revenue. Amari is a licensed CPA in the state of Maryland. He received his Bachelor of Science in Accounting and Masters of Science in Business from Husson University in 1996 and 1999.

**Aaron McCardell, Vice President of Admissions and Marketing**
Aaron McCardell oversees the admissions and marketing processes for the Ogle School. He brings more than seventeen years of experience in the for-profit post-secondary education industry. Most of his work has been predominantly in the admissions and enrollment arenas.

Prior to joining Ogle in September 2012, McCardell invested fifteen years at DeVry University where he held various positions, including admissions advisor, director of admissions, regional director, national director, and vice president of enrollment. McCardell spent three years at The Art Institute of Houston as director of admissions and campus president. He received his Bachelor of Art in Political Science from Morehouse College in 1993.
Kim Layton, Vice President of Education

Kim Layton has served as vice president of education since 2009. She is a licensed cosmetology instructor with more than 20 years of experience in the salon and spa industry. Primary responsibilities in her current role include organizational strategic and operational planning, oversight of operations for the eight Texas facilities, and educational standards management across the company platform.

Prior to joining Ogle, Layton was the senior project specialist at Sport Clips, Inc. from 2008 to 2009, where she improved several operational initiatives. Before Sport Clips, she held various cosmetology related roles at Ratner Companies and Fusion Body Treatment Center. Layton is working towards a Bachelor of General Studies (concentrations in Sociology and Business) from the Texas Women’s University and owns a host of certifications, including American Board Certified Hair Colorist.