

Great Clips / Leadership

Our executive team carries with it, combined, more than a century and a half of experience at Great Clips. This history coupled with tremendous vision and insight sets our course for future growth.



Ray Barton, CEO and Chairman

As CEO and Chairman of Great Clips, Inc., Ray has led Great Clips from four salons with annual sales of less than \$1 million in 1983 to more than 2,700 salons in nearly 140 markets with annual sales of more than \$700 million in 2008. Ray believes the key to Great Clips' success is its dedication to the franchisees' success. Great Clips grows because its franchisees are successful and profitable. Great Clips focuses on providing franchisees with excellent training, services and support, based on the understanding that customers have choices—the organization that can best give customers what they want will become the biggest and most successful.

He sees a bright future for Great Clips as the industry continues to transition from local mom-and-pop salons/barber shops to national brands. As national brands establish a greater presence throughout North America, Great Clips' focus on excellent customer service and franchisee success will allow it to continue to be the industry leader and North America's largest salon brand. Prior to Great Clips, Ray was a professional staff member at Alexander Grant & Co. (now Grant Thornton), and held leadership roles in other organizations including serving as vice president at Century 21, North Central States Region.



Rhoda Olsen, President

To her role as Great Clips president, Rhoda brings 20 years of executive leadership experience in various positions at Great Clips, including a deep understanding of what makes successful organizations work. While providing leadership at the corporate level, she also works closely with franchisees, helping them take advantage of a powerful network of people, tools and resources to ensure their success.

Rhoda joined the executive team in 1987 when Great Clips was a regional chain of 180 salons owned by three partners. In addition to specific leadership experience with Great Clips, she has prior experience in human resources, business leadership and consulting with various leading companies, including food and agricultural giant Land O'Lakes.



Charlie Simpson, Executive Vice President/COO

As an executive leader in charge of operations, marketing and franchise services, Charlie ensures a strong backbone—from systems to processes—is in place to support franchisee needs across the company. He has been with Great Clips since 1999. During the past 30 years, Charlie has worked directly with hundreds of individual franchisees both domestically and internationally.

Prior to joining Great Clips, Charlie gained more than 20 years of experience performing various executive roles in franchise operations and franchise sales with The Southland Corporation, franchisor of 7-Eleven convenience stores. His unique perspective on franchising was not only developed on the corporate side, but from the franchisee perspective as well. He and his wife have owned and operated two separate



Dean Wieber, Executive Vice President of New Business Development

Dean is responsible for providing leadership and direction to the real estate and facilities and purchasing departments. For franchisees, this translates into direct, one-on-one assistance in the critical process of researching, securing and outfitting optimum retail locations to support continued franchisee success. His extensive contacts in the retail real estate industry have helped Great Clips grow from 200 to 2,700+ salons since he joined the company in 1991. Prior to joining Great Clips, Dean founded Wieber Commercial-Investment Real Estate (WCIRE). WCIRE provided site acquisition services for major retailers in Minnesota.



Rob Goggins, Vice President of Franchise Development

Rob joined Great Clips, Inc. in July 2007 as Vice President of Franchise Development. Prior to Great Clips, Rob was Vice President of Franchise Development for Service Brands International. In that position, Rob helped grow franchise sales for all four of the Service Brands franchise concepts: Molly Maid, Mr. Handyman, 1-800-DryClean and DUCTZ. He has been a panelist at the International Institute for Franchise Education's Emerging Franchisor Conference and the International Franchise Association. Prior to his franchise career, Rob spent more than 10 years in a variety of industrial sales management positions. He is a graduate of the University of Wisconsin-Oshkosh with a B.A. in Business Administration.



Steve Hockett, Vice President of Operations

Steve joined Great Clips, Inc. in May 2008 as Vice President of Operations. Steve worked with Great Clips from 1993 to 2002 before leaving to become the president of FranChoice Inc., where he was responsible for day-to-day management and leadership for the largest franchise broker/candidate referral network. He then took the helm at Rapid Refill and led its growth from less than 40 units to more than 100, making the company the No. 2 franchise player in the ink and toner-replacement category. He holds a bachelor's degree in history and economics from the University of South Dakota, as well as a master's degree in business from Notre Dame.



Terri Miller, Vice President of Marketing

Terri leads marketing efforts designed to help franchisees understand and win with customers. This includes leading the planning, development and execution of a \$35 million marketing strategy. Under her guidance, Great Clips helps franchisees take advantage of a range of marketing tools and direct support in advertising provided by the organization. This includes the development of high-profile promotional partnerships with companies like NASCAR. These efforts build a winning brand that attracts customers to franchisee salons. Miller joined Great Clips in 2000. She brings a strong background in marketing and advertising to salons through experience in a variety of agency and corporate settings.



Steve Overholser, Chief Financial Officer and Treasurer

Steve is responsible for corporate financial and treasury matters, as well as franchisee financial and financing activities, that maintain a strong financial backbone for Great Clips across its enterprise. Steve has been with Great Clips since 1995, and has helped the company expand from 600 salons to more than 2,700 salons across the United States and Canada. He brings a background in finance from consulting and accounting firms, as well as Burger King Corporation, to his role.



Sandra Trendera, Vice President and General Counsel

Sandra ensures Great Clips has a sound operating environment for business success by managing its compliance with key legal policies and requirements, and by helping it develop solid legal best practices. This includes overseeing franchise registration and disclosure requirements that are central to supporting the company/franchisee relationship. In addition, her role was expanded in 2006 to include responsibility for new business development. Sandra joined Great Clips in 2000. She offers deep expertise in franchise-specific legal requirements, gained both by working within successful franchising organizations and in the legal firms that consult them. Sandra's more than 20 years of experience in franchising allow her to expand beyond the scope of legal compliance to encompass a multitude of business issues that are integral to the franchising business.



Nancy Uden, Vice President of Franchise Services and Human Resources

Nancy brings 20 years of successful human resources leadership to her role in the Great Clips organization. Since joining the Great Clips executive team in January 2006, she has been responsible for directing the efforts of the Human Resources, Training, Communications and Industry Relations departments. Her background in executive-level human resources management contributes to building a strong and talented organization that can support continued franchisee success. Her experience includes all aspects of human resource management and organization development, combined with hands-on involvement in business operations and systems. Prior to Great Clips, she was Senior Vice President of Human Resources at Katun Corporation in Bloomington, Minn.



Kathy Wetzel, Vice President of Information Technologies

Kathy ensures franchisees are supported with the latest technology while also maintaining a strong, corporate-driven organizational architecture that franchisees can rely upon. This includes information technology leadership to the broader Great Clips franchisee community and oversight of salon technology. In addition, she is responsible for leveraging all the necessary IT vendor relationships. Kathy joined Great Clips in July 2006. Her background in executive-level management of corporate technology and processes that contribute to a sophisticated, flexible organization support franchisee success. Prior to joining Great Clips, she held various leadership positions with Valspar Corporation and Honeywell International, including an emphasis in supply chain management.



Yvonne Mercer, Regional Vice President of Business Services East

Yvonne provides leadership and direct support, guidance and oversight to franchisees operating in the U.S. Eastern region and Canada. While maintaining strong systems and processes to provide a quality experience for customers in each location, she also helps individual franchisees develop their businesses to build profitable salons. Yvonne joined Great Clips in 1994. To her current role, she brings first-hand field leadership experience, as regional field consultant, manager, and then director. She applies this knowledge to the complexities and challenges of a large and thriving region where she works to ensure widespread franchisee success. Her accomplishments include pioneering Great Clips expansion in Columbus, Cincinnati, Dayton and Cleveland. Prior to joining Great Clips, she held various positions in public relations and broadcast media.



Michelle Sack, Regional Vice President of Business Services West

Michelle brings extensive corporate and hands-on franchisee experience to her regional leadership role. She helps maintain strong systems and processes and ensure the Great Clips brand is delivered consistently in each salon. Her position also provides direct support to franchisees, helping them create business and marketing plans that will result in profitable salons. Michelle has been with Great Clips since 1991. She worked several years as a trainer, and has performed as a regional field consultant at the manager and director level. She was promoted to regional vice president in 2005. Michelle is also a licensed cosmetologist.