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March 6, 2018

**VIA ELECTRONIC MAIL**

The Honorable William Blessing, Chairman  
Ohio House Government Accountability & Oversight Committee  
77 South High Street, 13th Floor  
Columbus, OH 43215

*Re: HB189 - Cosmetology*

Dear Chairman Blessing:

My name is Natalie Lockhart and I am the Vice President of the salon business at JCPenney. JCPenney's ties to Ohio run deep. We opened our first Ohio store in Akron nearly 60 years ago and today we employ over 5,000 associates statewide.

In addition to running retail stores, JCPenney operates over 750 salons nationwide. We have over 30 salons in Ohio where we employ over 550 licensed cosmetologists and are focused on growing this number substantially in 2018.

We rely on licensing to provide our cosmetologists the basic knowledge required to begin their career. At the same time, we believe such licensing should be fair and affordable. We support HB 189 and believe that it will help facilitate job growth while also reducing the debt burden on students.

The opposition to this bill cite increased training costs for small business owners as a possible outcome of this legislation. At JCPenney, we educate stylists in states with hours requirements ranging from 1,000 to over 2,000. We do not see an increase in costs for states with a lower hours requirements. In fact, our curriculum is identical nationwide.

There are additional reasons to support 1,000 curriculum hours. Data shows that longer cosmetology programs create greater risk for students, and delay their ability to enter the workforce and thrive in their careers. Additionally, data provided by the American Institutes for Research shows:

- Graduation rates are not improved by requiring more curriculum hours.
- More curriculum hours do not lead to better exam pass rates.
- Longer curriculums create greater financial risk for students.
- Longer school programs lead to higher loan debt.

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HB 189 will provide greater accessibility to jobs for Ohioans and create uniformity between private and public cosmetology programs. As such, we ask that you support HB 189.

Thank you for your time and consideration of common-sense licensing reforms for the soon-to-be cosmetologists in Ohio.

Regards,

A handwritten signature in black ink, appearing to read 'Natalie Lockhart', with a long horizontal flourish extending to the right.

Natalie Lockhart

Vice President, JCPenney Salon