



Primrose Schools®

Press Kit



The Leader in Early
Education and Care®

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Fact Sheet

Who We Are	Founded in Marietta, Ga., in 1982, <i>Primrose Schools</i> revolutionized the concept of child care, making early education the key component of its service offering through a purposeful, balanced approach. Primrose® is a national family of accredited early education and care schools serving infants through kindergartners, after-schoolers, their families and communities.
What We Believe	We believe who children become is as important as what they know.
Our Reach	There are nearly 400 Primrose schools in 29 states and 54 U.S. markets. Parents of more than 55,000 children across the country choose Primrose to educate and care for their children.
Our Mission	To forge a path that leads to a brighter future for all children.
Our Vision	To deliver the best and most trusted early education and care for children and families across America.
Our Approach	The Primrose exclusive, time-tested Balanced Learning® approach is created from the best early education wisdom. It balances purposeful play with nurturing guidance from teachers to encourage curiosity, creativity, confidence and compassion. The <i>Balanced Learning</i> approach includes curriculum; classroom equipment, materials, book and toys; service excellence training; assessment; and extensive parent communication – all intentionally aligned to engage children in developmentally appropriate learning.
Standards of Excellence	Primrose Franchise Owners receive extensive training and ongoing support to lead and operate a Primrose school. The Primrose internal quality assurance program ensures that all schools meet the safety, operational and educational standards necessary to deliver the best and most trusted early education and care.
Academic Accreditation	In 1998, Primrose became the first educational preschool company to earn national accreditation from the Commission on International and Trans-Regional Accreditation (CITA), the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI), and the North Central Association Council on Accreditation and School Improvement (NCA CASI), paving the way for others to follow. In 2012, Primrose helped develop and pilot the new AdvancED® Standards for Quality Early Learning Schools and was awarded the first international AdvancED Corporation Systems Accreditation under the new Standards for Quality Early Learning Schools.
Proven Student Outcomes	Primrose Schools assesses student progress and development among all age groups. These assessments help teachers gather information to guide their teaching and their children's learning. Primrose Pre-Kindergarten and Kindergarten students consistently demonstrate a high attainment of school readiness concepts, including scoring significantly higher than their peers in math and literacy as demonstrated through the GOLD® assessment system.



Fact Sheet

continued

- Franchising Opportunities** Ranked No. 1 in child care franchising by Entrepreneur in 2017 and 2018, Primrose offers Franchise Owners a rewarding business investment that delivers an unparalleled early learning experience for children and their families.
- Primrose on Premise®** Through *Primrose on Premise*, Primrose Schools and Franchise Owners enable companies to provide employer-sponsored early childhood education and care at or near their worksites.
- Primrose PromiseSM** *Primrose Promise* is the corporate social responsibility (CSR) program of Primrose Schools, which embodies the company's commitment to empower people, care for the planet and help others by partnering in philanthropy.





About Jo Kirchner CEO, Primrose Schools

As CEO of Primrose Schools, Jo Kirchner leads strategic direction and external brand leadership efforts for the company, including the launch of *Primrose on Premise* employer-sponsored schools. She joined Primrose in 1990 as Vice President and became President and CEO in 1999. Her lifelong mission is to deliver a nurturing environment and a quality early learning foundation to help children become confident adults who love who they are and what they do.

Under Jo's leadership, Primrose has grown from four schools in metro Atlanta to nearly 400 schools nationwide. Jo serves as a member of the Primrose Early Learning Council and oversees the Primrose Schools Board of Directors.

Through the *Primrose Promise* corporate social responsibility program and the Primrose Schools Children's Foundation® (which Jo founded), Primrose Schools has raised and donated more than \$5.5 million to charities focused on the needs of at-risk children. In 2013, she helped form a long-term partnership with Save the Children®, the world's top independent charity for children in need.

Jo was recognized by the Atlanta Business Chronicle in 2018 as one of Atlanta's Most Admired CEOs and was awarded the 2017 Bonnie LeVine Award by the International Franchise Association (IFA) for her professional accomplishments within franchising and her commitment to the mentorship of women. In 2016, Jo was awarded a Silver Stevie® Award in the Female Executive of the Year category and was recognized by the Atlanta Business Chronicle as one of its Women Who Mean Business honorees. In 2014, the National Association for Female Executives recognized Jo for her community service in the education industry with a Women of Excellence Award. She also was ranked number eight on Franchise Update magazine's list of the Top 24 women in franchising. In 2013, Jo was awarded a Gold Stevie® Award for her outstanding achievements in business. She was named the regional winner of the Ernst & Young Entrepreneur of the Year Award in the service category in 2011, and she is a graduate of the Leadership Atlanta Class of 2011. In 2010, AdvancED named Jo the first winner of the international Excellence in Education Award for accredited corporations.

In 2012, Primrose was selected to partner with AdvancED to develop and pilot the new Standards for Quality Early Learning Schools and was the first early childhood education school system to complete the process and earn AdvancED Corporation Systems Accreditation. Jo was selected to serve on the AdvancED Board of Trustees, making her the first individual to represent early childhood education on this 12-member, international board. She also serves on the board of the IFA Franchise Education and Research Foundation and is a member of the American Management Association of Sales and Marketing Executives. Additionally, Jo is a trustee for the Committee for Economic Development of The Conference Board and currently serves as a co-chair, helping business leaders influence government policies related to early childhood education.

Jo holds an associate degree in marketing from Ohio Career College. She lives on a horse farm in Dallas, Ga., with her husband, Rick. They have two grown children and two grandchildren.



President



About Steve Clemente President, Primrose Schools

President Steve Clemente leads internal operations for Primrose School Franchising Company and partners with CEO Jo Kirchner on strategic growth initiatives. He joined the company in May 2016.

Steve's entire career has been focused on providing senior leadership and management in multi-unit businesses. Prior to joining the Primrose Schools executive team, Steve served as President of Field & Stream, a subsidiary of Dick's Sporting Goods. Before that, he spent five years at the Nebraska Book Company, rising from Sr. Vice President in charge of operations to President and CEO.

He began his career as an Executive in Training at Target Stores and enjoyed a 15-year trajectory there, culminating as a Group Vice President in charge of \$3.3 billion in operations. He was widely recognized for mentoring high-performance executives, and his team led the company in customer service and financial profitability.

Steve holds a bachelor's degree from the University of Central Florida. He earned a master's degree in business administration from Webster University.

Steve resides in the Atlanta suburbs with his wife, Lisa, and two daughters.



Timeline

1982

The first Primrose school is founded in Marietta, Ga., by Paul and Marcy Erwin.

1990

Jo Kirchner joins the company as Vice President.

Primrose launches its franchising concept, officially establishing Primrose School Franchising Company.

1996

Primrose Schools enhances its standards for assessing school operating procedures. The Standards of Excellence Accreditation is piloted in schools.

Primrose becomes the first educational child care company to receive accreditation from the Commission on International and Trans-Regional Accreditation (CITA), the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI) and the North Central Association Council on Accreditation and School Improvement (NCA CASI).

1999

The Erwins retire and sell Primrose School Franchising Company to Security Capital Corp., a Greenwich, Conn., equity investment firm. Jo Kirchner is named President and CEO.

2001

Primrose Schools enhances its exclusive approach aligning it with early childhood research and best practices and names it *Balanced Learning*.

2003

Primrose School at Bentwater, a corporate demonstration school, opens on the campus of the company's new National Leadership Support Center headquarters in Acworth, Ga.

Primrose is the first preschool organization to incorporate wireless laptops into the classroom for use by both the students and teachers.

2004

Primrose Schools launches the Expressive Language Development program, using sign language in the classroom to encourage infant and young toddler language development.

2006

American Capital Strategies Ltd., a publicly-traded buyout and mezzanine fund with capital resources of approximately \$7 billion based in Bethesda, Md., acquires Primrose Holdings, Inc. from Security Capital Corp.

Primrose establishes a partnership with Reach Out and Read®, a national not-for-profit organization that makes books and reading a part of pediatric care, with a \$100,000 donation.

The company enhances Primrose Schools Mucho Mundo® program, its Spanish language program, with scripts for teachers, vocabulary cards, proprietary music, books and a new program champion, ArturoSM the Burro puppet.

Primrose integrates KIDWARE® software programs into Preschool and Pre-K classrooms to provide online extensions to learning activities and experiences.



Timeline

continued

2007

Primrose Schools celebrates its 25th anniversary and commemorates the milestone by awarding a \$25,000 college scholarship through a promotional sweepstakes.

Primrose signs its 250th franchise agreement and achieves \$236 million in system revenues.

Primrose introduces an exclusive Primrose Schools Thumbs Up!® physical development and health program developed in consultation with Dr. Stephen Sanders, director of the School of Physical Education and Exercise Science at the University of South Florida.

2008

Primrose Schools establishes an Early Learning Council, a team of leading experts in early childhood education and development. The council helps Primrose further enhance the high-quality early education and care it delivers nationwide, while also strengthening the relationship between Primrose and the communities it serves.

Primrose School Franchising Company is acquired by Roark Capital Group.

2009

Primrose Schools system revenues reach \$286 million.

2010

Primrose Schools opens a 22,000-square-foot professional development and training facility on the company's corporate campus.

Primrose opens its first urban school in August 2010 in Midtown Atlanta.

2012

Primrose Schools is selected to develop and pilot the new AdvancED Standards for Quality Early Learning Schools. Primrose is then awarded the first international AdvancED Corporation Systems Accreditation under the new Standards for Quality Early Learning Schools.

Primrose celebrates its 30th anniversary. Primrose system revenues exceed \$387 million in 2012, up 13 percent from 2011.

Over a seven-year period, the *Primrose Children's Foundation* donates more than \$1.1 million to *Reach Out and Read*.

2014

Primrose Schools opens its first school in California, expanding its footprint coast to coast. The first Primrose school opens in Massachusetts marking the company's growing presence in the Northeast.

Primrose partners with *Save the Children*, the world's top independent charity for children in need, on a multi-year initiative that will focus on early literacy, child sponsorship and protection from harm for at-risk children in America.

FranchiseGrade.com lists Primrose Schools as the leader in Franchisee Satisfaction in the children's sector.



Timeline

continued

2015

Primrose Schools operates more than 300 schools in 44 U.S. markets and 25 states.

Primrose launches its *Primrose Promise* corporate social responsibility initiative to advocate for all children – especially those at the greatest risk.

Forbes, Entrepreneur and Franchise Times recognize Primrose as a top franchise company.

2016

Steve Clemente joins Primrose Schools as president; Jo Kirchner remains as CEO.

Primrose enters into a relationship with ZERO TO THREE®.

Through Primrose Promise initiatives, the Primrose system raises \$720,000 for local and national children's charities.

Forbes ranks Primrose no. 3 on its Best Franchises in America list.

2017

Entrepreneur ranks Primrose Schools the no. 1 child care franchise on its Franchise 500 list.

Primrose celebrates its 35th anniversary and opens its first employer-sponsored schools in Cincinnati, Ohio.



Executive Team



Jo Kirchner
CEO



Steve Clemente
President



**Annette
Cannata Heng**
Senior Vice
President, School
Excellence



Josh Greear
Chief Financial
Officer



Bill Pierquet
Senior Vice President,
School Development



Avery Ma
Chief Technology
Officer



Steve Fricker
Chief Development
Officer



Gloria Julius, Ed.D.
Vice President,
Education &
Professional
Development



John Teat
Vice President,
Franchise



Tim Roush
Chief Marketing
Officer



Sarah Funk
Chief Talent &
Performance Officer



Tim Waldsmith
Vice President,
Primrose on
Premise



Kristin Goran
General Counsel



Early Learning Council

The Primrose Early Learning Council is a panel of nationally recognized experts that consults with the Primrose Education Team to ensure the Primrose-exclusive *Balanced Learning* approach is aligned with leading early learning philosophies and modern wisdom, and meets the highest quality standards in all states.

Following are the current Early Learning Council members and their expertise/affiliations:

Dr. Kathy Trundle, Early Childhood Science

Utah State University

Dr. Carol Donovan, Early Literacy

University of Alabama

Dr. Anna Hall, Early Literacy

Clemson University

Dr. Sandra Linder, Early Mathematics

Clemson University

Dr. Stephen Sanders, Early Physical Development/Health
(retired)

University of South Florida

Dr. Laura Jana, Early Health/Nutrition, Social-Emotional

Penn State University

Dr. Nicole Swoszowski, Early Literacy/Special Needs

University of Alabama

Dr. Robert Needleman, Pediatrician, Reach Out and Read

Case Western University

Dr. Douglas Bell, Early Childhood Education

Kennesaw State University

Dr. Mary Zurn, Early Childhood Education (retired)

University of Georgia

Dr. Meg Small, Early Health/Well-Being

Penn State University

Dr. Jennifer Sutton McDonel, Early Music Education

Radford University

