

# Paul Mitchell School to merge with Vernon's

BY BILL WILSON  
The Wichita Eagle

Longtime Vernon's Kansas School of Cosmetology owner Rick Laurino has reached a tentative agreement to sell the business to Clint and Schrene Davis, owners of Paul Mitchell the School-Wichita.

Vernon's, at 2531 S. Seneca, will close and its operations will merge with the Paul Mitchell school at 32nd North and Rock Road.

In addition, the Davis team will acquire the Fayetteville Beauty College in Arkansas in the transaction and add it to the System, a cosmetology school in Springfield, Mo., that it has a partnership interest in.

The sale price was not disclosed.

It will retain the Vernon's name for a few months after the sale closes in mid-January, Clint Davis and

Laurino said, before being renamed Paul Mitchell the School-Wichita.

"When we moved here, our plan was to build a new school," Schrene Davis said.

"But with all the competition that started rolling into Wichita, we started seeing the value of having an accredited school."

Clint Davis said the move enables his business to gain accreditation — and access to federal education loans for students — more quickly than the three-year process the new school would have required.

"Obviously, the way the economy is going, this is a good time for us because trade schools offer an opportunity to learn a skill and get out in less than a year," he said.

Classes should begin in early February, Davis said, and graduates will receive a diploma from Paul Mitchell the School-Wichita.

Laurino said he made the decision to "slow down" when the couple made him a good offer for the business.

"I've been doing this for 33 years and that's long enough," he said. "I've got a small school in Emporia, a wholesale beauty supply operation and an interest in a beauty product line."

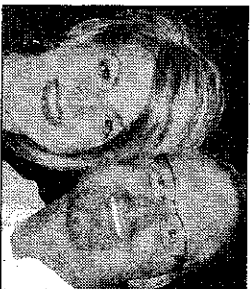
Laurino said the Paul Mitchell owners provided him with an opportunity to

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**PAUL MITCHELL**  
**THE SCHOOL-**  
**WICHITA**

**Founded:** 2008  
**Owners:** Clint and Schrene Davis

**Employees:** 16  
**What the school does:** Teaches cosmetology and business skills

**Address:** 3242 N. Rock Road, Suite 106  
**Phone:** 316-630-0600  
**Web site:** [www.pmtswichita.com](http://www.pmtswichita.com)



**Schrene and Clint Davis**

sell out to a group that will keep the seven-decade Vernon's legacy alive.

"Paul Mitchell is an international company with a good reputation," he said. "They'll do a great job."

The two schools combined will have 16 staffers and an enrollment of more than 100 students.

All of Vernon's staffers have been offered the opportunity to receive Paul Mitchell education in cosmetology instruction, Clint Davis said.

Vernon's dates to the mid-1930s, Laurino said, when Kansas began licensing cosmetologists. It originally was called the Kansas School of Cosmetology before Bill Vernon bought it in the early 1950s.

Laurino said he's the third owner of the school, which he bought in 1975.

"It's always hard to turn loose of something that's been a part of your life for 33 years," he said.

"But I have two grandsons in New Jersey. My wife says they're too far away. Well, they're a whole lot closer now."

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