

# SUCCESS STORY

## Noe' Noonan School of Cosmetology

Noe' Noonan School of  
Cosmetology  
2545 W. 26th Street  
Erie, PA 16506  
<https://noenoonan.com/>

**Industry:**  
Cosmetology School

**Year Founded:**  
2021

**Consultant:**  
Shane Foster

**SBDC Assistance:**  
Business plan, Financial  
Management, and Marketing

PENNSYLVANIA



Small Business  
Development Centers  
Gannon University

**Gannon University SBDC**  
900 State Street, Suite 100  
Erie, PA 16501  
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**Special Interest Group:**  
Women Owned Business

**Client Impact Stat:**  
Business Start  
Capital Formation



### Noe' Noonan School of Cosmetology Earns National Accreditation, Empowering Students and Community

When Dianna Noe' and Kayla Noonan first approached the Gannon University Small Business Development Center (SBDC) in 2021, they brought with them a bold vision: to open Erie's first female-owned post-secondary cosmetology school with a mission to educate, empower, and uplift the community. Drawing on their professional experience in the beauty industry and a shared passion for mentoring others, the duo embarked on a journey to create a space where students could gain not only technical skills, but the confidence to thrive in business and life.

Opening the doors of Noe' Noonan School of Cosmetology in 2022 was just the beginning. With support from Gannon SBDC, the founders received assistance in business planning, startup coaching, and capital acquisition to launch their dream. Once operational, the relationship with the SBDC continued to grow—providing quarterly coaching sessions focused on financial management, marketing strategy, and long-term goal setting.

While their passion was clear, the process of achieving national accreditation through the National Accrediting Commission of Career Arts & Sciences (NACCAS) brought new challenges. Navigating strict compliance requirements while maintaining day-to-day operations of the school required focus, resilience, and strategic planning. The Gannon SBDC provided guidance during this phase, helping Dianna and Kayla stay on track while managing growth.

In 2025, just two years after launching, Noe' Noonan School of Cosmetology proudly achieved national accreditation—a significant milestone that will expand opportunities for current and future students. The impact has already been felt throughout the Erie community: the school has graduated over 100 students, created seven jobs, and continued to foster professional development in the region's beauty industry.

Dianna and Kayla's journey is a testament to what vision, determination, and community support can accomplish. Their success not only transforms the lives of their students but also strengthens the local economy and celebrates the power of female entrepreneurship. With continued support from the Gannon SBDC, the future of Noe' Noonan School of Cosmetology looks brighter than ever.