

BUSINESS



In 1989, A Perfect Face Day Spa opened on 123rd Street.

A PERFECT FACE DAY SPA TURNS 25

Staff to celebrate today with open house, ribbon cutting

LISA CAPITELLI

■ Staff Writer

(Jan. 15, 2010) If Carol Withers didn't get a facial when she was younger, A Perfect Face Day Spa, which is celebrating its 25th anniversary today, may have never been.

Withers graduated from Frostburg University in 1982 with a degree in business and marketing and said she had no idea she would own her own business one day.

During the summers, Withers lived and worked in Ocean City. She did some local modeling and while putting a portfolio together, someone suggested she get a facial to give her skin a radiant glow. Withers traveled to Annapolis for the facial and it changed her life. A few weeks

later she began to research schools. She attended the Von Lee International School of Aesthetics in Pikesville from January to May of 1985 for a degree in skin care.

"It was the beginning of my career," she said. "I knew skin care was my niche."

Withers felt she needed to know all aspects of the business so she traveled around the country for training and to learn about different treatments and

body esthetics.

In 1985, at the age of 25, Withers rented three rooms inside Headlines by Lauralee on 77th Street. Services she offered included facials, waxing, manicures, pedicures and make-up application. In 1989, she opened A Perfect Face Day Spa, the first of its kind in Ocean City. See **AFTER** on Page 35A

"In this economy, 25 years in business is so amazing. I'm so grateful."

CAROL WITHERS

Owner of A Perfect Face Day Spa, which celebrates its 25th year in business this year



OCEAN CITY TODAY/LISA CAPITELLI

A Perfect Face Day Spa owner, Carol Withers, left, and manager, Denise Williams, welcome guests to the West Ocean City facility on Monday. A celebration for the day spa's 25th anniversary is scheduled to begin today at 10 a.m.



Spa owner Carol Withers and her husband bought the shopping center on 82nd Street in 1995 and moved A Perfect Face to that location.

Berlin to get new Main Street bakery in spring

Baked Dessert Café to replace Pink Box

NANCY POWELL

■ Associate Editor

(Jan. 15, 2010) A new bakery will open on Main Street in Berlin in time for the town's annual Spring Celebration in early April.

The Baked Dessert Café will replace the Pink Box Bakery, which has closed.

Robin Tomaselli and Jill Hoshal, the Ocean Pines women who will take over the business in February, say their bakery will feature upscale desserts made with all-natural ingredients. They will not be using any artificial colors, flavors, preservatives or trans-fats.

"What will set us apart are

natural products," Hoshal told the Historic District Commission on Jan. 6.

Opening a bakery is the next step in their culinary ventures. They started out baking special cakes, cupcakes and pies for their families and friends. That led to a word-of-mouth business catering to individual clients and then businesses.

The Historic District Com-

mission approved the request of Hoshal and her business partner, Tomaselli, to change the colors used by the Pink Box Bakery to shades of aqua, beige and brown, chosen from Sherwin Williams Victorian color palette, and to hang a sign from the canopy.

The commission members were very encouraging. Mary Moore wished them well and See **OWNERS** on Page 34A

BUSINESS BRIEFS

Walsh, Levy attend CISR Courses

Tricia Walsh, sales producer with the Insurance Management Group, Inc., and Lisa Levy, personal lines account manager, have completed the Certified Insurance Service Representative, Agency Operations Class and Personal Residential Class, held in Salisbury.



Tricia Walsh



Lisa Levy

The insurance courses attended were two of the five parts offered by the Independent

Insurance Agents and Brokers Association of Maryland. After the completion of all five courses covering all major areas of the insurance field, and five comprehensive examinations, Walsh will be rewarded the CISR designation by the National Alliance for Insurance Education and Research, the nation's foremost provider of professional insurance and education.

ResortQuest named top Dec. producers

ResortQuest Real Estate recently announced December's top producers for its Delaware and Maryland locations.

Anne Powell and Jennifer Hughes received top honors for listing volume for the month of December.

Top listing volume awards for individual agents by office are: Powell and Hughes for the Bayside office, Marc Grimes for the Bear Trap Dunes office and Bob Maxwell for the Marketplace at Sea Colony office.

Tammy Hadder and Anna Meiklejohn of the Marketplace at Sea Colony office received top honors for sales volume for the month of December.

Top sales volume awards for individual agents by office are: Hadder and Meiklejohn for the Marketplace at Sea Colony office, Powell and Hughes for the Bayside office and Keith Hartung for the Bethany Beach office.

Team Rob Arlett of the Bethany Beach office received top honors for sales volume for the month of December for a team.

After 25 years in business, spa owner Withers still loves her job

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 the area, on 123rd Street. In 1994, she added full hair service. A Perfect Face remained at 123rd Street for approximately seven years until she and her husband, Dale, bought the shopping center on 82nd Street in 1995 and moved the spa there. The larger space allowed Withers to expand her business and offer more services and retail products.

One day, the couple was asked if they wanted to sell the shopping center property. The offer was too good to turn down.

Dale Withers, a builder and developer, helped his wife design a new, 4,000-square-foot, state-of-the-art facility, with top-of-the-line equipment, in West Ocean City. It opened on Route 50 in January 2006.

Withers performed services and treatments on clients until 2006 when she started to focus more on staff training and broadening the business, she said.

Today (Friday) Withers and her staff will celebrate the spa's 25th anniversary with a social gathering and ribbon cutting ceremony. The festivities begin at 10 a.m.

"In this economy, 25 years in business is so amazing. I'm so grateful. I couldn't have done it without my wonderful husband, my staff and our clients," she said. "After 25 years, I still love what I do. I think the key to success is that you have to love what you do and believe in what you do."

The spa has won many local, regional and national awards over the years. Some of those accolades include a five-star rating by Beauty.com and Google named A Perfect Face among its favorite places by Web browsers.



When A Perfect Face moved from 123rd Street to a larger unit on 82nd Street in 1995, owner Carol Withers was able to increase the number of services she made available to customers. The two-story 82nd Street location featured private rooms for massages and pedicures, an area for hair stylists and a nail salon, above.



A Perfect Face will hold a 25th anniversary celebration today, Jan. 15, at its current location on Route 50 in West Ocean City.



PENINSULA IMAGING DONATES \$25,000 TO ATLANTIC GENERAL HOSPITAL

Peninsula Imaging LLC recently donated \$25,000 to the Atlantic General Hospital Foundation. On hand for the presentation are, from left, Dr. Robert Corcoran of Peninsula Imaging; Michael Franklin, CEO of Atlantic General Hospital; Dr. Peter Libby of Peninsula Imaging; Amy Unger, Atlantic General Hospital director of development; Dr. Assen Todorov of Peninsula Imaging; and Todd Hershey, chairman of the AGH Foundation.

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