



Joyce Whitaker
The Painted Lady, LLC
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Shortly after Joyce Whitaker, and her husband, moved back to Ohio from New York, Joyce decided to open a small gift gallery and antique store. Joyce came from a corporate background, but needed some oversight and advice in marketing and business plan development. She sought that advice from a group of volunteer business advisors called SCORE (Service Corps of Retired Executives). SCORE assisted her in developing her business plan and pointed her to other resources available to women owned businesses.

She and her mother successfully ran that business for five years. In 1994, she purchased a Victorian home and opened a Tea Room along with the gift gallery. The business became known as The Victorian Painted Lady, LLC. She felt the town of Marysville needed a restaurant with ambiance and character. Converting the 3,000 square foot Victorian house to an upscale tea room and gift shop met that need. The house is one of just a few made of ceramic block and is on the Ohio Registry of Historic Places.

Tea room customers will find delicious made-from-scratch food, exceptional service and unique gifts. The Tea Room is a full service restaurant and caters to

the evening dinner crowd on a special reservation basis. The majority of their customers are women and the establishment recently expanded their menu to include low carb entrees. The Tea Room has been written up in Country Living Magazine - Midwest edition and has gained considerable recognition and popularity.

As for the future, Joyce would like to spend more time in mentoring other women that want to start their own businesses and possibly start another tea room in Columbus.