



Throughout her life, when people doubted her, Dorothy Andreas delivered. When others faltered, Andreas forged ahead. When people said she couldn't, Andreas did — and she did it well, all the while repeating her two-syllable mantra: "Watch me."

By 19, Andreas, creator and owner of the Sewickley Spa with locations in Sewickley and Ligonier, Pa., owned a salon. Soon, she owned two. At age 34, she became the youngest — and the first female — president of the International Art and Fashion Group. Today she runs two of the most frequented and respected day spas in the country.

Americans were a bit frivolous. Gluttonous even. "She used to say, 'Hard work keeps you young and healthy,'" Andreas says.

But it was what she didn't say — and didn't have to say — that touched Andreas. "The biggest lesson she taught me was to be self-sufficient," Andreas says. "She taught me that women could be just as productive as men. There doesn't have to be a gender boundary and I've never felt that way. I never considered being a woman detrimental to business."

Funny, she felt the same way about her age.

At 19, Andreas was living with her parents — a district justice and a hairdresser — attending the

Dorothy Andreas

A WOMAN OF SUBSTANCE

By Carla Maggio

All it took to get there was a little defiance, a lot of discipline and a lesson of self-sufficiency.

The latter, she got from her grandmother.

Pauline Reese, or Paolina Reesiano as she was known in Italy, came to America at the age of 17. She was young, single and slightly built at 5-foot-2-inches, but she was industrious. By the age of 22, she owned three restaurants. By herself.

By the time Andreas was old enough to form her own memories, her grandmother was retired and living on a few acres by a lake in Conneaut, Pa. But Paolina had not lost her industriousness.

"She did everything herself," Andreas remembers, smiling. "If the lawn needed to be cut she got on her riding mower. If a gutter needed to be fixed, she pulled the ladder out. If she wanted noodle soup, she made the noodles." Paolina felt

University of Pittsburgh, working in a salon (as she had worked her way through the beauty academy in high school) and driving a "beautiful, white Cadillac."

But then the phone rang. It was a woman, a salon owner, wondering if Andreas' mother would be interested in buying her salon. Knowing her mother was on the brink of retirement, Andreas said no.

"But I would be," she added.

"Aren't you really young?" the woman asked.

But she met with Andreas anyway and listened to her plan. Andreas would sell that beautiful, white Cadillac to pay for the salon. Then she'd walk the mile to work every day. The woman laughed a bit, wondered how a girl could run a salon. But she admired Andreas' drive. She agreed

to Andreas' parents were tougher to convince. When she told them she was buying a salon, her father, Daniel Ryan, said, "Oh no you're not."

Andreas couldn't understand. "Why would I stay in college and get a degree when I could own my own business?"

Her father doubted. He told her she couldn't do it.

"Watch me," she said.

Within a year she had a thriving salon with a trendy, professional clientele. When fire destroyed the building that housed the salon, she moved to a bigger location. That salon succeeded, too. So she opened a second. Wanting to focus on the new salon and pay off her debt she sold the older business.

It was 1987. Andreas' salon was thriving. She had all the systems running so efficiently that she scarcely had to spend a day at the site. But Andreas felt stagnant. She needed a challenge.

So she began speaking at inner city schools on career day, giving 17- and 18-year-old girls a little inspiration for success and showing them,



Grandmother Pauline with Dorothy's father Daniel.

through her example, that there were other options besides college. She became the Pittsburgh chapter president of the Art and Fashion Group, organizing a Cut-a-Thon for homeless children that to date has raised over \$100,000.

Later, Andreas became the International Art and Fashion Group president (her jurisdiction encompassing 64 cities around the world) and organized a hugely successful show in Italy. Oh, and just for the record, when she became president, 63 of those 64

cities nominated her. No other woman had ever run the show.

She taught seminars for women who, like her, wanted to do it all. She also began the Women in Leadership League to recognize the most successful women business owners in the beauty industry, who often were overshadowed by their male counterparts.

All of this and she was raising two boys: analytical, insightful Giuseppe and charming, spirited Julian.



Dorothy with brother Donald and sister Diane overlooking the Westinghouse valley where two of her grandmother's restaurants were located.

But none of it, especially motherhood, ever felt like work. That, Andreas says, would be ridiculous.



Dorothy with sons Giuseppe and Julian in 1992.

“That doesn’t make sense to me,” she says. “That people would continue to do something they didn’t want to do. If it’s not fun, I won’t do it.”

And in 1995, she thought opening a day spa would be fun. It would be her next challenge. So she went to Europe with her sons for a summer to study spas, created treatments of her own like the popular enzyme peel, came back, renovated a Victorian eyesore in Sewickley, Pa. and watched another success blossom.

“People never get to really be pampered,” she says while sitting in the lobby of the Sewickley Spa as lilting music plays in the background. “But here they do. Our mission is to make you feel fabulous.”

With regional and national acclaim for her spa in Sewickley, and hoards of happy customers streaming through the doors, she opened another in Ligonier, Pa.

And somewhere between rollerblading with her sons, being a member of the Women President’s Organization, being vice-president of the Sewickley Chamber of Commerce, playing with her two beagles and sitting on the Capitol Campaign Board for Animal Friends, she’s hoping to find time to open a third spa.

Impossible, doubters say.

Too much on her already full plate.

She can’t do it.

Andreas will just smile and get to work.

“Watch me,” she’ll say. **FINE**



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