



### MOTHER OF INVENTION

If Instagram feeds full of sourdough bread are any indication, the COVID-19 pandemic brought a lot of people face-to-face with their own inner baker. New Market mom and mathematician Leigh Welsh is no exception.

"I've baked along the way," says Welsh, proprietor of **The Well-Dressed Cookie**. "Cookies and cakes out of boxes. But it was three years ago, during the pandemic, when I looked on 'Everything Frederick' and learned about cookie decorating."

At first it was just for fun, buying DIY kits to break up the monotony of remote work and school.

"Then my husband lost his job, and I needed a source of income," Welsh explains, "so I got to work learning how to decorate cookies, and it blossomed from there."

"I came up with a name, applied for an LLC from the Maryland Business Express website, and boom! On my way."

With some lessons from cookie guru Dotty Raleigh of Sugar Dot Cookies — and lots of help from her daughter, who still helps with the business — Welsh launched The Well-Dressed Cookie, baking and decorating cookies at night, selling to customers who order online, and still holding down her day job with the government.

"Our first few were an epic fail," she laughs. "But we learned, and in October 2020 we launched our website."

Photos courtesy of The Well-Dressed Cookie

### BAKE IT

#### Leigh's Tips

- Cookies are fragile, and fun — handle with care, and don't be too particular about achieving perfection.
- Enjoy the experience as much as the results. At first the cookies Welsh decorated with her girls "weren't Picasso-worthy. But spending that time together, sharing the experience, was priceless." In cookies and in life, she says, things won't always be perfect and beautiful, but we should learn to treasure the experience.



Their biggest sellers? Custom-decorated cookies for weddings, bridal showers, kids' birthday parties, baptisms, and baby showers. They'll have cookie Advent calendars available in November; Halloween and Thanksgiving cookies, and special holiday gifts for teachers as well as traditional Christmas cookies.

"At the end of the day, my daughters and I get to play a small part in somebody's celebration," says Welsh. "And what an honor that is!"

The Well-Dressed Cookie, LLC  
www.thewelldressedcookie.com