

# Psychic's reach grows

Ready to open second site, she sees more advice seekers in this economy.

By MEGAN V. WINSLOW  
Daily New Staff Writer

For weeks, pedestrians strolling the Royal Poinciana Way sidewalk have stopped midstride before No. 281 to read the lettering on the window: "Psychic Visions."

Just a few months ago, the space sandwiched between Spa Cára and Sprinkles was home to Justin's of Palm Beach, a hairstyling salon that has since relocated to Palm Beach Gardens.

Instead of a perm or highlights, customers leaving No. 281 will take away a sense of inner calm and peace when Psychic Visions opens in April.

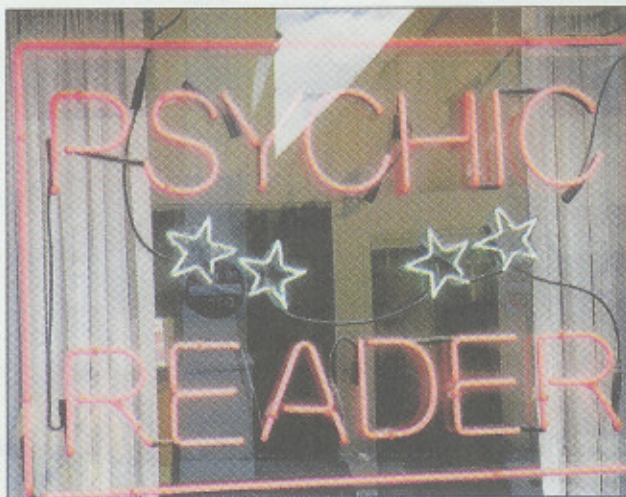
That's owner and psychic Tiffany Ava Mitchell's intent, anyway.

"They're going to leave with something positive, and that's either hope, inspiration, insight," said Mitchell, 25. "Even if it's just them walking out with a certificate to bring their girlfriend or boyfriend or sister or mother, they're going to be walking out with an experience. And they're going to be satisfied."

Mitchell — known as Ava to friends, family and clients — comes to the island from West Palm Beach, where she has owned and operated Ava's Psychic Visions at 320 S. Dixie Highway for about four and a half years. Like the interior of that shop — low leather couches, flat-screen TV, crisp white walls — Mitchell does not resemble the stereotypical fortune teller.

Instead of long, flowing dresses, beads and head-dresses, the married mother of two sports a blond bob, rich tan and carefully matched designer clothing that suggest chic rather than shabby.

Mitchell's West Palm Beach shop does possess the quintessential elements of candles, pyramid-shaped stones and crystals, but she regards them with a carefully



Above: The window sign at Ava's Psychic Visions at 320 S. Dixie Highway, in business about four and a half years.

Right: Psychic Tiffany Ava Mitchell, at her West Palm Beach location, plans to open her second shop along Royal Poinciana Way in April. She says she has a growing clientele of Palm Beach residents.



## FREE READINGS

To catch a preview of psychic Tiffany Ava Mitchell before her Royal Poinciana Way shop opens, make reservations for the Red Carpet Society's Fabulous Female's Luncheon April 3 at Trevini Ristorante. There, she will provide free psychic readings for society women and businesswomen. Call 309-2900 for reservations or additional information.

manicured hand while seated across a kitchen table, as if addressing a friend.

The Dixie Highway space is airy and bright, but with a growing clientele of Palm Beach residents, Mitchell decided it was time to open a more upscale office this side of the Intracoastal.

As in West Palm, her services will include tarot card readings that purport to reveal the past, present and future, palm readings and

"psychic energy readings," which are said to tell clients about their aura and the auras of those around them.

Jan-Marie Coniglio, daughter of Mitchell's new landlord Frank Coniglio, already envisions Psychic Visions outings with her girlfriends and perhaps bridal showers and bachelorette parties.

"I think in this economy, a business like this that has a niche has a better chance of succeeding than six new restaurants," Jan-Marie Coniglio said.

Mitchell admits she's considered young for a psychic, but says she was born with the necessary credentials.

Mitchell said her mother, grandmother and great-grandmother all possessed a gifted sight, and they knew to look for it in her, too. By age 10, Mitchell began having strange dreams and experi-

encing premonitions about her surroundings, and she knew she possessed the gift.

"I had a choice," Mitchell said. "It was either read for yourself and determine what's going to happen for yourself and for family, or use your gift to help others and see for others and guide others. And that's what I chose to do, and

I chose it at a very young age because I knew this is what I wanted to do. I wanted to help people and give them insight, give them a sense of direction."

This isn't the first time a psychic has set foot on Palm Beach. Entertainers

working as psychics and fortune tellers have long made appearances at Palm Beach parties and galas. But in the early 1990s, Palm Beach's most famed psychic to date, Barbara Norcross, came to

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**TIFFANY AVA MITCHELL**  
Psychic Visions owner

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# PSYCHIC

## Occupation has history in PB

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town.

Known as The Palm Beach Psychic, Norcross first worked at The Colony hotel and later at The Chesterfield and the Palm Beach Hotel. But obtaining her occupational license on the island was a battle.

In addition to 35 letters of recommendation, the Town Council required an FBI check going back 30 years, Norcross said.

Afraid she was a charlatan, the town put her through a "tar-and-feather deal," said Norcross, now living in Palm Beach Gardens.

"Some of the old guard were so fearful of me because they thought I could read their minds," she said. "Why the hell would I want to read their minds?"

But Mitchell has not experienced any such obstacles to date. She already has her occupational license and a building permit to complete \$10,000 worth of renovations to Justin's old spot.

That's not to say there aren't naysayers.

"It's not appropriate for the street, because I don't think it befits the nature of the street or of Palm Beach," said Les Evans, a local real estate attorney. "What will we have next, a tattoo parlor?"

Palm Beach Chamber of Commerce Executive Director Laurel Baker is a bit more optimistic and said there's value in a service that might provide entertainment and a boost to mental health.

"I think that in these trying times, people are looking for hope," Baker said.

Industry veteran Norcross said she was surprised at the ease with which Mitchell was able to establish a physical address for her psychic business but added that she wishes her well.

She also offered some advice.

"Good luck," Norcross said. "Palm Beach does not want this to be pony-and-dog show."

Mitchell said the new neighbors she's met have all been "wonderful," and that she's not worried about her chances of succeeding.

"There's a lot of people who don't respect the field that I'm in, but it's gaining a lot of respect," she said.

"... And in the economy right now, there's been so many people looking for advice and looking for guidance, so actually my business is booming in so many different areas."