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Subject: Celebrating in Ocean View ~ Join us!

Preheader: This weekend marks gallery's 18th anniversary

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Settled in at 111 Atlantic Ave., Ocean View, and celebrating 18 years this weekend!



Good evening

This weekend marks the Ellen Rice Gallery's 18th Anniversary. We're celebrating it in our spacious, beautiful new building and you, your friends and family are warmly invited to celebrate with us!

Eighteen doesn't sound like a significant year, and yet it is. Every day and how we spend it counts. Every year has had its ups and downs, mostly ups, and each day of those 18 years got the gallery (and me) to where we are today. I spent a lot of time trying to reinvent the wheel at our first

location, endeavoring to find ways to stretch the walls and fit all of my new paintings and artisans' works in. Now, with four exhibit rooms, I don't have to - yet.

It's been a lot of work, but mostly fun work.

I was thinking back to that first year and wanted to find a particular photo. I know I have it, but words my mother said so often, "Haste makes waste" have come back to haunt me. I was always in a rush in those days, and photos got put in shoeboxes that have been rifled through without organization too many times. Anyone else do this?

I've put up a couple I did find above mixed with a sneak peak at the "new" Ellen Rice Gallery, hopefully its very last incarnation. I love it here and the response since we opened our doors this month has been very positive. If you liked either of our past locations, I think you'll enjoy visits here more.

The random photos I found show me finishing a painting I started in the gallery around the time it opened, *The Last Watch*, a couple of different incarnations of the same building which is just east of my new gallery location, a one-time appearance on QVC for the sales channels' *"Quest for America's Best"* representing Delaware, and a couple of our Bethany location, which I'm sad to leave in many ways, but happy to be where we are - in the land of ample free parking!

The new gallery space has the potential for so many good things to come, from special events and fundraisers to guest artist appearances, exhibits and demonstrations.

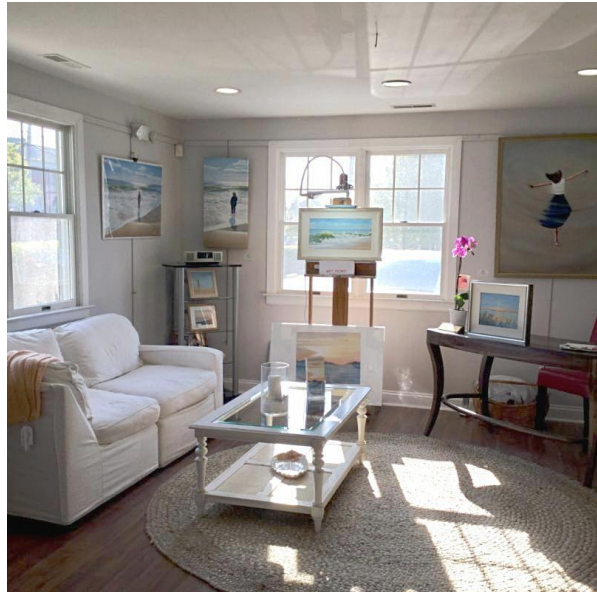
Rt. 26 moves faster these days with the additional lane added. The road work cost me dearly during the four years the state worked on that project, but the end result in a roundabout way is this new location.

Just how do I get the word out?

Everyone who is receiving this email has been part of my gallery's success, some for the entire

span of its existence. I started it with hardly any money and absolutely no business experience, but you and your friends and in some cases now family members who are no longer with us, made the gallery a success through your appreciation and loyalty and spreading the word about the Ellen Rice Gallery.

I've sometimes been overwhelmed with the response to my work and the gallery as a whole, to the point that I wouldn't even let myself think about it except to say thank you to my customers, and



My favorite room for now, "The Women's Room," later to be a full working studio in the new Ellen Rice Gallery in Ocean View.



My friend Jim Flood's marvelous Bovano sculptures are making a comeback at the gallery. These Egrets soaring near our 13 ft. ceiling were made especially for me and are not available anywhere but the Ellen Rice Gallery.

inwardly to my God, the incomprehensible, everpresent source of what talents I have and what seems like infinite ideas for new works.

Now I need your help. Shopping will help tremendously, but more than that, please pass along word about our new location and bring your visiting friends in when you're looking for things to do. There's no relocation signage up at our previous downtown location and people are having problems finding us. So please tell your friends! (Explicit location directions and a scanable Google map QR code link can be found below.)



These wonderful hand painted wooden clocks by Richard Floyd can be found in our side room showcasing many American handmade gifts, home decor, children's books and jewelry.

Another idea is: instead of heading to the outlets and becoming part of a parking lot otherwise known as an 8-lane road on rainy days, drive west on 26 and enjoy the unique shops you'll find here and some wonderful restaurants, too. I promise it will be a lot more fun than the frenzy of the outlets on a rainy day. We're even going to have a cafe in the back of our building sometime before the end of June, Eleni's Greek Cafe. (No, it's not mine, I'm not Greek, but I love Greek food and small cafes and this promises to be a very good one!)

While we're celebrating accomplishments of the past this weekend, long range plans for what amounts to more than double the space of my first gallery are manifold:

- four exhibit areas
- a separate studio space
- the same space to be used for classes
- a space just for children and their art to encourage youthful talent by showcasing it and giving talks and demonstrations. I'll be contacting local teachers to work with them soon.

I've already brought in new artists and more are on the way, including a local woman, Ann Cooper, who does extraordinary miniature room displays, an incredible stained glass artist whose work I absolutely love, a new jewelry artist, and more. John Pollard, my favorite musician, longtime friend and collector of my original paintings, will be here on and off throughout the summer as his schedule allows playing music from his popular CD about his love of the Bethany area (we sell them), Winds of Time, and as always, taking requests.

Most significant of all about our new space is the height of the walls in the main showroom, almost 13 feet. There is room for my largest painting endeavors, one of which will debut in all its radiant colors within a few weeks.

I hope on this busy weekend you'll come take a break from the hustle and bustle, enjoy the peace and natural beauty of our new setting, discover [my newest paintings](#) (website is updated) and my artisans' newest works and spend a few moments sitting on the sofa or chair in my favorite room and chatting with me.



Hand made puppets ~ and puppet kits ~ are a fun and creative activity for visiting children and grandchildren on rainy days. I'm so glad to have the space to do creative things for youngsters! See what else is new!

I'll be signing and personalizing prints and answering questions about my work from 1 to 4 p.m. both Saturday and Sunday and will be in the gallery most of the day, starting around noon and would love to see you.

Thank you, each and every one of you, for your support over the years. I'm looking forward to many more.

Safe travels this weekend!

Sincerely,

A handwritten signature in black ink, appearing to read 'Ellen', with a large, sweeping flourish at the end.

PS - If there is an artisan in your life who is looking for professional gallery representation, you are welcome to have them mail me a brochure or photos of their work for consideration as a guest artist. Keep in mind that the work has to be in character with the look and feel of the Ellen Rice Gallery and the artisan must have an understanding of professional dealings with genuine galleries. I like to give emerging artists a hand up, but it only works when the work is a good match for the gallery. Feel free to reply to this email with questions.

Please note that I review work by appointment only; no drop-ins, please, and no exceptions.