

## **BILL PESCHE**

Bill Pesce, Vice President of the Windsor Partnership and co-founder of the Windsor Whip Works Art Gallery & Center.

For the last thirty years, before retiring to Windsor in 2007, I have headed an advertising and marketing agency as its president & creative director. However, deep down I remained a frustrated fine artist, who one day was going to do a great painting for posterity; after all who was going to remember the last layout I created for an ad. The idea of opening an art gallery had great appeal. I could create a meeting place to discuss art, exchange ideas, and be surrounded by other creative minds.

One day as my wife and I drove down Main Street past a boarded up old building that had seen better days, we noticed a for sale sign. Over the many years, we had watched this building situated right at the gateway corner to Windsor, deteriorate into a decaying eye sore. The price was cheap, we would fix it up and it would become my art gallery. After five years and lots, and lots of sweat, grief and money we finally opened in October 2005.

Living in Windsor has passed all our expectations, we now have more friends than ever in our lives and more activities, (there is something going on every day of the week). We love the area, we love the people, and the beautiful area all season long. Most of all we enjoy our involvement in a caring community.