



## Let's Put Winter on Ice!

New London Main Street is bringing something new to **the fun, delicious, historic, scenic, cultural district**

By **Rita Rivera-Riemer**

Young and old will now be able to enjoy skating in the heart of downtown New London at The Rink at Parade Plaza, a 90 x 45-foot synthetic outdoor ice skating rink located on the upper Parade Plaza across from Union Station. While the rink's soft opening is Thanksgiving weekend, Grand Opening and Ribbon-cutting ceremony will take place on Saturday, December 3, at 3:00 p.m. in conjunction with Main Street's holiday festival Celebration of Lights & Song around the World (see pg. 5).

The District is currently in "rink mode" and is even dressing for the part. Rink lightpole banners will adorn downtown streets. Designed by the award-winning marketing firm Smizer Perry, these red delights will be on display for as long as the rink is open, through February 2012. In addition, signage is currently being designed for downtown businesses with "Gone Skating" (instead of "closed") on one side and "Open" on the other – either way, a positive message for visitors.



Downtown shops like Pinci! plan to carry scarves and other winter apparel to welcome in the season

Downtown venues – including Dev's on Bank, the Garde Arts Center, Victoria Pavlov Photography and Little Sister's Bake Shop – will be offering special promotions for skaters. Retailers are getting creative too by offering skating-inspired inventory. Stay tuned for upcoming details of Sundays in The District coming soon.

Programming for the Rink at Parade Plaza will feature everything from theme nights to skating with characters to free community open skate times courtesy of generous rink sponsorships (see pg. 3). Learn to Skate programs – offered by New London Parks & Recreation, New London Adult Education and New London Senior Center – are available too.

For more information and a complete schedule of classes and events, visit [www.NewLondonWaterfrontDistrict.org](http://www.NewLondonWaterfrontDistrict.org) (just click on the skates), and don't forget to "like" the rink on Facebook at [www.facebook.com/rinkatparadeplaza](http://www.facebook.com/rinkatparadeplaza).

### Rink at Parade Plaza

Open Daily  
Nov 26, 2011 – Feb 29, 2012

**Hours of Operation:**  
Monday through Thursday:  
1pm – 8pm  
Friday: 1pm – 10pm  
Saturday: 11am – 10pm  
Sunday: 11am – 5pm

**Admission Price**  
Adults: \$5  
Children 12 and under: \$3

**Skate rental Cost**  
Adults: \$4  
Children 12 and under: \$3

**Skate sharpening available**

For updated information regarding hours and special programs, please visit [www.newlondonwaterfrontdistrict.org](http://www.newlondonwaterfrontdistrict.org).



Sweet treats and hot drinks available at Little Sister's Bake Shop



Cafes and bistros, like Mangetout Organic Café, are staying open longer hours to offer hot cocoa and other seasonal delights

## Upcoming Events

### Celebration of Lights & Song/ Grand Opening of Rink

December 3, 2011  
3:00 – 5:30 p.m.  
The Parade Plaza

Multi-cultural song and dance performances for all ages. Free festival kicks off with Reindeer & Elf Parade and Rink Grand Opening. Enjoy visits with Santa, caroling, and tree lighting at 5:30pm, followed by ballerinas on display.

### Mardi Gras Masquerade Ball

February 25, 2012  
6:00 – 10:00 p.m.  
Venue TBD

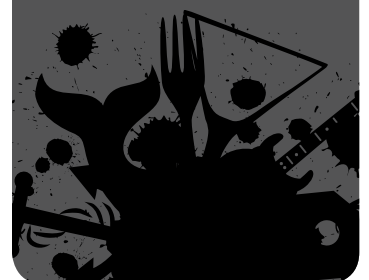
Live Zydeco music, delicious Cajun and Creole fare, amazing silent and live auctions. Dress in costume to be eligible for prizes. Tickets \$40; \$75 a pair.

### Save the Date! The Big Picture 2012

April 5, 2012 – Time TBD  
The Parade Plaza

Annual community photo will incorporate an element of surprise this upcoming year. You won't want to miss it!

Visit [www.NewLondonWaterfrontDistrict.org](http://www.NewLondonWaterfrontDistrict.org) for event details!



new london main street



the district  
new london historic waterfront

Tel (860) 444-CITY (2489)  
Fax (860) 444-7196  
165 State Street, Suite 101  
New London, CT 06320  
www.NewLondonWaterfrontDistrict.org

**BOARD OF DIRECTORS**

Anthony Silvestri, *President*  
Don Gibson, *Immediate Past President*  
Kate Wick, *Vice President*  
Bill Craig, *Treasurer*  
Alli Abraham, *Secretary*

Adrian Bordeaux, *Economic Enhancement*  
Pat Butler  
Peggie Ford Cosgrove  
Kathy Diaz-Saavedra, *Promotion*  
John Estelle  
Renee Fournier  
Mary Grayeck  
Bill Groves  
Susan Howard  
Dan Karp  
Frank McLaughlin  
Rob Richter  
Rita Rivera-Riemer, *Organization*  
Helen Sandalls  
Donna Simpson, *Design*  
Bence Strickland

Mike Buscetto, *City Council Liaison*  
Ned Hammond, *Ex Officio*

**PROGRAM STAFF**

Penny Parsekian, *CEO*  
penny@newlondonmainstreet.org  
Joanne Gibson  
*Community Outreach Coordinator*  
volunteer@newlondonmainstreet.org  
Barbara Lipsche  
*Website Content Manager/EE Liaison*  
office@newlondonmainstreet.org  
Tracy Tremblay  
*Marketing & Events Manager*  
promo@newlondonmainstreet.org  
*Office Helpers*  
Chelsea Chanady  
Betty Cole  
Carroll Spencer  
Barbara Winkler  
*College Interns*  
Keith Brown, David Cruz, Ajjan Joshi,  
Meghan Kydd, Michelle Skene,  
Greg Vance

**NEWSLETTER**

*Designer/Publisher*  
Angell House Design  
*Editor*  
Joanne Gibson  
*Photographers*  
Seth Bendfeldt  
Sherri Condon  
Neil Holroyde  
Patricia McKay  
Rob Miller  
Victoria Pavlov  
Tita Williams

# President's Perspective

By Ryan Phillips

Tony Silvestri began his term as Board President on July 1 of this year, just as we were about to embark on the implementation of Main Street's most ambitious project to date, the Rink at Parade Plaza. I recently had the opportunity to speak with Tony about his experience so far as President, as well as his instrumental role in making the rink a reality.

When asked what he has learned from his first few months as President, Tony quickly responded that the thing that stands out the most is the dedication and diversity of Main Street's corps of volunteers. "With so many people contributing different skill sets toward the same

goal of revitalizing New London's downtown Historic Waterfront District, we can do great things."

About 18 months ago, when Tony first got involved in the rink project, Main Street had plans to rent a rink for a single month. Through Tony's vision and desire to work together with both the City and the private sector, along with the hard work of the Rink Project Committee lead by volunteer Pranitha Sada, the rink has evolved into something much greater than even he had originally imagined. "It's a perfect example of successful public, private and non-profit collaboration."

Now New London Main Street will own and operate the Rink, which will be open for three months throughout the winter season (see pg. 1). Tony envisions thousands of people from New London and surrounding communities coming downtown to enjoy skating and all The



District has to offer. He says, "The Rink will be a big help to downtown businesses who find the typical winter season to be challenging. Look for Learn to Skate programs, public open skates, themed nights, special promotions in restaurants and shops, and so much more! And consider making a contribution to this year's Annual Appeal, with funds being directed to this project that is so near and dear to my heart. See you at the Rink!"

# CEO's Comments

By Penny Parsekian

## What Do You Mean Main Street Is Opening a Skating Rink?

Yes, that's right. Believe it or not, our little non-profit has leveraged its assets and will be opening a sizable facility right in the middle of Parade Plaza on December 3, 2011. How is this possible?

The answer is a wonderful story that started many years ago with individuals, such as former City Councilor Peg Curtin, battling the idea around as an amenity for Waterfront Park. Enter George White, founder of the Eugene O'Neill Theatre Center, who loved

the idea and insisted on taking us all on a field trip to Greenport, Long Island in February of this year to visit a successful facility. At this point, Main Street had secured two grants and settled on renting a small rink, with maintenance and management in the contract.

We arranged a ferry trip, graciously donated by Cross Sound Ferry, and met with the village mayor, administrator and former mayor, who had opened the rink. But when fellow travelers Tony Silvestri (board member, now President), Mayor Martin Olsen and Councilor Mike Buscetto saw the Greenport rink, met the former mayor and talked with merchants, you might say they were green with rink envy! Our little project was now simply too small for their vision.

Mayor Marty and Councilor Mike would only support the purchase of a larger rink, but



Main Street did not have the capacity to take on a project of this magnitude. Tony stepped up to the plate and offered to play a major role in the project. With the help of the staff, many volunteers, fantastic support from the City and sponsors, and a community eager to enjoy the rink, we are moving full steam ahead toward opening day. Be there to see for yourself!

*Penny Parsekian*

# Spotlight On Supporters

## Sponsors Put a Positive Spin on Rink Funding

By Greg Vance

The Rink at Parade Plaza is New London Main Street's largest, and most complex, project to date. The thermometer is dropping every day; we've already experienced our first snowfall; and construction of the rink will be in progress as you read this. With the rink's grand opening approaching (see pg. 5), New London Main Street would like to thank all Rink sponsors for their contributions. The Rink could not have become a reality without their support.

Rink sponsorships are available in Gold (\$10,000), Silver (\$5,000), and Bronze (\$2,500). As Bronze Medal Sponsors, Charter Oak Federal Credit Union and Dime Bank will receive a panel on the Rink with their name and logo. Their name and logo will also appear in print ads, newsletters, and e-blasts, as well as on The District website. The Bronze Medal Sponsors also receive free skating passes. These sponsorships will be funding the purchase of the rink and its amenities.

In addition, several admission sponsors are buying time on the ice

to hold open skates for various target groups. Admission sponsors will also receive one panel on the Rink with their name and logo. Citizens Bank is sponsoring two hours of time per week for 10 weeks of open skate designated specifically for middle and high school students. Ned Handy, ex-hockey player and President of Citizens Bank, Rhode Island, may even be attending one of the open skates they sponsor. Two of these admission sponsors – ShopRite Supermarkets and MJ Sullivan Automotive Corner – will each be sponsoring one hour per week of family open skate time for 10 weeks.

The Rink also has two foundations interested in serving as admission sponsors. The Community Foundation of Eastern Connecticut will be funding three open skates throughout the season for special needs children and their families, as well as a special family night planned by New London Parks & Rec for December 30, 6:00 – 8:00 p.m. The Rotary Club of New London is considering funding after school open skates for New London schools on Thursdays.

The Rink at Parade Plaza has become very big news, thanks to its two media sponsors, Cumulus Media, Inc. and MetroCast Communications, who are contributing thousands of dollars

worth of advertizing to the effort. These sponsors will appear in our promotional materials and ads, and also on The District website.

Lawrence & Memorial Hospital is supporting the Rink by providing a defibrillator and an OSHA-certified first aid kit, as well as training our rink staff to use the equipment should it be needed. These contributions will help to keep the rink a safe place, and the hospital will be recognized with appropriate signage.



Your care. Your trust. Our passion.  
www.lmhospital.org



Community Foundation  
of Eastern Connecticut



Citizens Bank®



CHARTER OAK  
CREDIT UNION



Every contribution is so important to the end result – giving everyone the opportunity to skate this winter at the Rink at Parade Plaza!

There are still sponsorship opportunities available. The Gold Medal Sponsor will have its name and logo on the eye-catching Rink entry signage.

Please contact CEO Penny Parsekian at penny@newlondonmainstreet.org or 860-444-2489 for more information regarding sponsorship opportunities.



### NEW LONDON MAIN STREET GRATEFULLY ACKNOWLEDGES ITS SUPPORTERS

#### Partners

City of New London  
Dime Bank  
Chester Kitchings Family  
Foundation  
Legrand Ortronics  
Pfizer  
The Day

#### Major Funders

Block Island Express  
Buscetto Family and  
Friends Fund  
Citizens Bank  
Cross Sound Ferry

#### PROGRAM & EVENT SPONSORS

**\$3,000 and over**  
Charter Oak Federal Credit Union  
Dominion

#### **\$1,000 to \$2,999**

AT&T  
Bob's Discount Furniture  
Center Plate/ Ocean Beach  
Chelsea Groton  
Connecticut College  
Friends of Fort Trumbull  
Fiddleheads  
Garde Arts Center  
Lawrence & Memorial Hospital  
Lyman Allyn Art Musuem  
MJ Sullivan Automotive Center  
Mohegan Sun

Morgan Stanley  
New London Harbour Towers  
**\$500 to \$999**  
Charter Oak Federal Credit Union  
Mariani & Reck  
Milone & MacBroom  
New London Elks Club  
New London Kiwanis Club  
Northern Lights Gems  
Peter S. Turello LLC Paving  
Companies  
Rotary Club of New London  
Suisman, Shapiro  
US Properties, Susan Howard  
Waller, Smith & Palmer, P.C.  
Webster Bank

**In Kind Sponsors**  
104.7 WNLC  
Channel 3

Classic Hits 98.7  
Copy Cats, Inc.  
Kool 101  
MetroCast Communications  
Mystic Whaler  
Q105  
Quality Printers  
Michael's Dairy  
Mitchell College  
Thames Towboat Co.

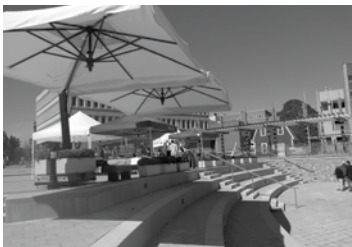
#### GRANTING AGENCIES

Community Foundation of Eastern  
Connecticut  
Connecticut Humanities Council  
CT Commission on Culture & Tourism  
New London Water Authority  
City of New London Community  
Development Block Grant/  
U.S. Department of Housing and  
Urban Development

# Committee Reports

## Design

By Donna Simpson, Chair



Shade on Parade

The big news, and primary focus, of the Design Committee has been getting the Rink at Parade Plaza installed. The thought of skating to music in the center of downtown makes the thoughts of the upcoming winter season almost tolerable! Look for the vibrant red rink banners on district lightpoles, accompanied by City Center District's beautiful lighted holiday wreaths.

Shade on Parade was installed in late August, after the first damaged shipment had to be returned and

replaced. The double umbrella design is quite lovely and functional. It provided much-needed relief from the late summer sun and will be set up again next year.

You may see volunteer Lesley Roberts planting the last of this year's bulbs at The District Gateways. She continues to maintain the gardens to ensure a warm welcome for visitors to downtown. Thank you, Lesley – you get to rest for a few months now!

The 2012 lightpole banner has been designed and will feature OP SAIL

2012. The sales effort will begin in January, and we expect to have the banners waving in May's breezes.

*The Design Committee is responsible for shaping an attractive physical image of the downtown. Projects can include quality signs, landscaping, benches, etc. Our projects evolve, and we welcome volunteer input. Please consider joining us at one of our regular meetings on the 4th Wednesday of the month at 5:30 p.m. at the Main Street office. Due to the Thanksgiving holiday, November's meeting will be held on Tuesday, November 29 (same time & place).*

## Organization

By Joanne Gibson  
Community Outreach Coordinator



Message was loud and clear at Volunteer Appreciation Party

Nearly 75 volunteers attended the Volunteer Appreciation Party on October 27 at Hygienic Art. Originally planned to be outdoors in the Art Park, the rain moved us indoors which turned out to be the perfect venue for informal mingling.

The Main Street board and staff hosted the event and provided sweet treats. Guests also enjoyed spiced squash soup by Mangetout Organic Café, along with wine and cheeses by Thames River Greenery/Wine & Spirits.

Look for New London ambassadors at key downtown events this winter, including the Rink at Parade Plaza on weekend nights. Donning yellow reflective vests, their role is to offer assistance, hand out Map & Guides and promote a feeling of safety. They'll walk you to your car – just ask!

Thanks to many of you, we're at just over 75% of our membership goal for this fiscal year. If you haven't had a chance yet to renew or join, please send in your membership today.

Volunteer interest continues to be high, and the challenge (and fun!) is to get each volunteer matched to a committee, project or initiative that matches interests and availability. Ask about our volunteer needs at the Rink!

Interns continue to contribute in so many ways (see pg. 6). Four interns wrote articles for this newsletter!

*Email [volunteer@newlondonmainstreet.org](mailto:volunteer@newlondonmainstreet.org) today to learn how you can get involved.*

## Promotion

By Tracy Tremblay  
Marketing & Events Manager

**the Rink**@Parade Plaza  
new london historic waterfront district

Rink Logo designed by Karl Smizer

We couldn't be more excited about the upcoming Rink at Parade Plaza. A special committee was formed to develop a marketing plan for the rink, which includes a logo and banners on State and Bank streets.

Planning for *Celebration of Lights & Song around the World* is underway. This year's event will feature the grand opening of the rink with a ribbon cutting and skating demonstrations. You won't want to miss it (see pg. 5)! The Mardi Gras

Masquerade Ball and fundraiser is returning for a second year (see pg. 5). We are excited to welcome returning and new members to both of these planning committees.

Over 40,000 Map & Guides have been distributed since May. There has been greater distribution throughout the I-84 and I-95 corridors, and a map locator with Map & Guides was installed on the outside of the Parade Plaza booth. Thank you to Rita Rivera-Riemer for designing a year-

round display for the Mystic Village Visitors Center.

This fall over 600 welcome bags introduced incoming freshmen from Connecticut College, Mitchell College and the Coast Guard Academy to The District for NL 101 orientations.

*This is an exciting time to join the Promotion Committee. Meetings are held the third Tuesday of every month at 5:30 p.m. at the Main Street office, and we welcome your participation..*

## Economic Enhancement

By Barbara Lipsche, Economic Enhancement Committee Liaison



Retail Market Analysis, design by Karl Smizer

The next stage of the Micro Business Incubator project has been completed; we've gathered 25 assessments that will determine what tools New London's businesses need most to succeed. The criteria will help us identify which schools to partner with as we move forward in the pilot study.

Nearly 50 education professionals attended the District Social Mixer at Dev's on Bank, half of whom were discovering Dev's for the first time. Local retailers, Kim Pettey of Pinc! and Mia Berube of Greenlight Boutique, created beautiful product displays to promote retail in The

District. Thank you to board member Mary Grayeck for helping to orchestrate this event.

Thanks to volunteers Maya Houghton and Andrew Lavery, the Retail Market Analysis has been completed. It will be posted to The District website and distributed to local and regional offices that provide support to small businesses. A special thanks to New London Development Corporation for sponsoring this project and to Karl Smizer for the design.

We have been diligently maintaining the District website, which draws traffic to local

restaurants, retailers, and arts/music/culture venues. Event submissions are increasing, as is readership of our weekly e-blast **This Week in New London**. Also, there is a renewed interest in advertising opportunities on both our site and in our e-blasts.

The committee has been collaborating with merchants to explore ways to encourage ice skaters to shop, dine and spend time downtown this winter.

*Join us at our next meeting on the third Thursday of the month at 5:00 pm at the Main Street office.*

# Upcoming Events

## Celebration of Lights & Song around the World and the Grand Opening of the Rink at Parade Plaza

By David Cruz

Once again the annual *Celebration of Lights & Song around the World* will kick off the holiday season at Parade Plaza on Saturday, December 3 from 3:00 – 5:30 p.m. What a better way to celebrate New London's distinctive diversity than with a community event that brings people together to enjoy song and dance representing many different cultures and traditions. A Children's Reindeer Procession led by popular children's entertainer Steve Elci & Friends will start at the Firehouse at 3:00 p.m. and lead Santa down Bank Street to

the Parade Plaza. The procession is being sponsored by the Garde, who will be handing out Shrek ogre antennas to children in promotion of their upcoming performance of *Shrek the Musical*.

This year's event will feature the Grand Opening of the Rink at Parade Plaza! Don't miss the ribbon cutting upon Santa's arrival at approximately 3:15 p.m., accompanied by a Steve Elci & Friends performance on the lower plaza at 3:30 p.m. Santa will then head over to the Nathan Hale Schoolhouse where he will listen to children's wishes from 3:30 - 5:15 p.m.

The line-up of entertainment for the evening includes local youth choir ISAAC Swing, D!Williams & the Gospel Family, IKOD dance troupe, and the Alumni R&B Chorus. New this year from *Simply Enchanted* is Shrek's very own Fiona performing holiday songs along with songs featured in the upcoming performance at The Garde.

The spectacular tree lighting will take place at 5:30 p.m. complete with Santa and a community carol sing along. Once the tree is lit, enjoy the magic of ballerinas from Eastern Connecticut Ballet who will preview their upcoming performance of *The Nutcracker* in storefront windows on State Street.

The *Windows of the World* decorating contest will encourage downtown businesses to decorate their windows in a multi-cultural holiday theme. Look for special discounts that many of these restaurants and shops will offer throughout the day.

Attendees are encouraged to bring an unwrapped toy for the *Toy Drive* orchestrated by New London Police and Fire Departments and a gently used book for the *Whales Tales Book Barn*.

Come join in the festivities as New London welcomes surrounding communities to join in the celebration of this warm, and much anticipated, holiday season. For up to the minute event details, visit [www.NewLondonWaterfrontDistrict.org](http://www.NewLondonWaterfrontDistrict.org).



## Save the Date! Mardi Gras Masquerade Ball returns for a 2nd Year

By Todd Buckholt

The second annual Mardi Gras Masquerade Ball is planned for Saturday, February 25, 2012 from 6:00 – 10:00 p.m. While the ticket prices have been set at \$40 per person and \$75 per couple, the event location has yet to be determined.

Last year's inaugural event was a memorable evening. "Everyone had a great time dancing to the lively and popular New England band Planet Zydeco and eating delicious, traditional Cajun and Creole dishes donated by local restaurants and caterers," says Marketing & Events Manager

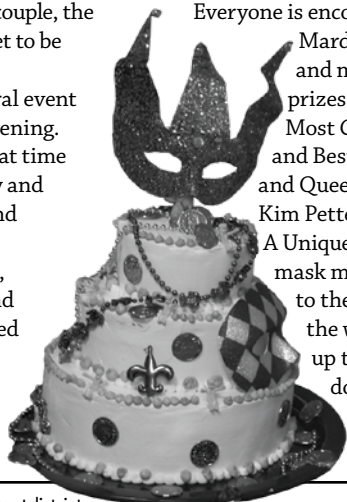
Tracy Tremblay. "Eateries that don't traditionally do this type of food got creative, bringing their own versions of Cajun and Creole dishes," she added.

Everyone is encouraged to dress in Mardi Gras costumes and masks. Last year, prizes were awarded for Most Creative Costume and Best Mask, and a King and Queen was chosen. Kim Pettey, owner of Pin! A Unique Boutique, offered mask making workshops to the community in the weeks leading up to the event and donated all proceeds to New London Main Street. It is

hoped that we will be able to expand this tradition to all downtown galleries this year.

Incredible silent and live auctions were held at last year's event, culminating in a trip to Sicily won by a couple for their honeymoon. We can thank Board President Tony Silvestri for this donation. We look forward to another exciting and successful auction this year, with similar hot ticket items! If you would like to make a contribution to the auction, or help with the planning, please email Tracy Tremblay at [promotion@newlondonmainstreet.org](mailto:promotion@newlondonmainstreet.org).

Stay tuned to [www.newlondonwaterfrontdistrict.org](http://www.newlondonwaterfrontdistrict.org) for updated event details.





## The Future's in Good Hands

By Joanne Gibson

New London Main Street's Internship Program has evolved over the years into one which is creating quite a buzz on local campuses. Designed to provide hands-on real-world experience to students, we benefit firsthand too from the creativity, energy, passion, and technical skills of the students, making this a win-win situation for all.

Interns are assigned a variety of projects from something as simple (yet crucial) as updating events to The District community calendar on the website to full-blown graphic design projects that are quite visible in the community. Mitchell College intern Michelle Skene says "Working on the "gone skating" sign for downtown businesses is my favorite assignment so far. I am strengthening my technical skills, while learning about the practical application of my design work." Michelle's advisor, Paul Brindamour, says, "When we seek internship opportunities for our students, we look for an environment that has high expectations, but understands that these are students; while they are "soon-to-be" professionals, this may be their first real job. New London Main Street meets these expectations beautifully. Students regularly report meaningful challenges as part of their internship experience."

New London Main Street offers the added advantage of being able to accommodate students in a variety of fields, including Communications, Marketing, Journalism, Business, Urban Planning, and Graphic Design.

Eastern CT State University (ECSU) Internship Coordinator Karen

Crowley says, "I appreciate that New London Main Street's staff is willing to develop projects for our students, taking their interests, skills and career goals into consideration. Through opportunities such as this, we are able to better prepare our students for the work force." ECSU senior Todd Buckholt, who completed a summer internship here, couldn't believe that he was given the opportunity to write press releases and newsletter articles. His strong writing skills were such an asset for the organization.

Connecticut College freshman Greg Vance was referred to us for a work study job. With strong graphic design and writing skills, Greg hit the ground running his first week here. He says, "This is an ideal situation for a freshman; I'm happy about the experience I'm getting, and I love getting to know The District through my work here."

Connecticut College senior Aijen Joshi is completing an internship requirement for his Architectural Studies major. Aijen's advisor Professor Joseph Alchermees says, "Work at New London Main Street provides a student majoring in Architectural Studies with the chance to consider design outside the constraints of the classroom or architectural firm."

Summer intern Ryan Phillips shares, "I got a lot of things out of my time with Main Street, but the most important one would have to be confidence. Being a recent college graduate, with no real work experience, it is easy to feel overwhelmed or inadequate, but at



Michelle Skene



Greg Vance



Aijen Joshi



Ryan Phillips



David Cruz



Meghan Kydd



Todd Buckholt

New London Main Street I learned what I was capable of, and I won't forget it."

Ryan is part of a new trend we are seeing of recent college grads coming to us for real-world experience and networking opportunities as they search for their first professional job or prepare for graduate school. Intern David Cruz graduated from St. John's University in May 2010 with a degree in Sports Management.

He has since decided on a career in urban planning. On the first day of his internship when David met CEO Penny Parsekian and learned they were reading the same book, *Triumph of the City* by Edward L. Glaeser, he knew he was in the right place!

Meghan Kydd found herself in a similar situation when she graduated from Temple University last spring. With a degree in Business Administration and a special interest in brand management, promotion and event planning, Meghan was a natural fit for Main Street. Judging by the photos on page 1 of this newsletter, Meghan can add modeling to her long list of marketable skills!

Meghan and David recently teamed up to write a news article on Bank Street Cobbler, a business that's been thriving downtown for 36 years. They came up with questions, interviewed owner Chris Armoutsoglou, took photos, wrote the article and posted it to The District website - an assignment they were able to take on completely and manage to completion.

Ryan, Greg, Todd, and David have all written articles for this newsletter. Look for more news about Main Street interns in upcoming issues of the monthly e-Newsletter, *Volunteer Vibes*.

Interested in learning more about internship opportunities at Main Street? Email me at [volunteer@newlondonmainstreet.org](mailto:volunteer@newlondonmainstreet.org).

### New members continued from page 8

Pin!  
Joan & Larry Ryken  
Robert & Mary Sanderson  
Staffing Source, Inc.  
Tio Rodrigo's Mexican Grill  
Town Hill Auto  
The Tree Group, LLC  
The TSETSE Gallery and  
Partners in Healthy  
Communities

U.S. Properties, Inc.  
Waller, Smith & Palmer, P.C.

#### Family

Elizabeth & Armand Beaudette  
Pat & John Butler  
Mona & Brian Carey  
Melody & Robert Costello, Jr.  
Bill & Carol Craig  
Russell & Pauline DeMarco  
Sue & Tom Evans  
Josh Foley & Claire Reardon  
Seymour & Patricia Hendel  
Sylvia Malizia & Frederic Paxton

Elwin & Cheryl Schwartz  
Jamie & John Stavropoulos  
Sherburne & James Stidfold  
Joan & John Wiles, M.D.

#### Individual

Alli Abraham  
Michel Belt  
William Cornish  
Tina Cygan  
Judy Danao  
Jeri DeSantis  
Madeline DiCarlo  
Mary Doherty

Kevin Doyle  
John Estelle  
Paul Foley  
Edith L. Geer  
Emily Higgins  
Carmelina Kanzler  
John Kashanski  
Rose Longo  
Rosalind Mallove  
Dorothy Mansfield  
Richard Mastrandrea  
Roberta McLaughlin  
Nadesha Mijoba  
Susan Munger

Priscilla Peabody  
Robert Richter  
Sarah Ryan  
Karl Saszik  
Gabriella Schlesinger  
Stephen Shaw  
Diane Smith  
Susan Snyder  
George Spreace  
Elaine Stattler  
Carl Stoner  
Vickie Videll  
Kathleen Wick

# Picture this:

## July

### Fish Tales, Tugs & Sails

Nearly 3,000 people attended the 6th annual *Fish Tales, Tugs & Sails* children's festival at Waterfront Park, which incorporated Amtrak's 40th Anniversary Exhibit Train at Union Station. Back by popular demand were Steve Elci & Friends, Pirate *Captain Papillion* and Geoff Kaufman, who joined Lana Burton Dance to entertain children of all ages. Hands-on activities and the Book Harbour Reading Tent rounded out the festivities. Thank you to CT Humanities Council, NL Water Authority, and lead sponsor Dominion. Media sponsors included The Day, MetroCast Communications, Citadel Communications and WFSB. Big thank you to partners Mitchell College, Michael's Dairy, Public Library of NL and NL Youth Affairs.



## June – September

### Previews on Parade

*Previews on Parade* welcomed NL Local First's *Field of Greens* Farmer's Market to this noon lunch time concert series. The pairing was a perfect fit – the additional activity had the Parade Plaza bustling. We thank sponsors: AT&T, Peter S. Turrello, LLC, Morgan Stanley, NL Harbour Towers, U.S. Properties, M.J. Sullivan and KOOL101.



## August

### Mitchell College NL 101

The inaugural New London orientation for Mitchell College freshmen began at Hygienic Art Park, where students were greeted by Mayor Martin Olsen. Main Street provided welcome bags and organized guides who lead walking tours throughout downtown, introducing students to its history and all it has to offer.



## October

### Fall Food Stroll

Less than ideal weather conditions didn't keep loyal Food Stroll fans away. Nearly 700 people attended the 15th Stroll; participating downtown businesses served seasonal delights and offered special promotions. Favorite local bands added to the festive atmosphere. Thanks to the following for their support: Dime Bank, Pfizer, LeGrand Ortronics, Connecticut College, City of NL, Lawrence & Memorial Hospital, Waller, Smith & Palmer, KOOL101 and The Day.

# Yes. I want to be a part of the New London Main Street team.

## Membership Application Form



### Annual Membership Levels

- Student \$15 (Non-Voting)
- Individual \$30
- Family \$45
- Supporter / Small Business \$50-\$249
- Patron/Corporation \$250-\$499
- Benefactor \$500-\$1,500

All members will be listed in the New London Main Street Newsletter when they join or renew. The membership year runs from July 1 to June 30. Sponsors and Major Funders will have their name or company logo featured in the special sponsors area of our newsletter and website.

**Cut out this page and mail it with your check to:**

**New London Main Street**  
P.O. Box 1428  
New London, CT 06320

Contributions are tax deductible as provided by law to a 501(c)(3) tax-exempt corporation.

Name \_\_\_\_\_ Date \_\_\_\_\_

Business (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Web Site \_\_\_\_\_

My membership will be matched by my employer

Employer Name: \_\_\_\_\_

I am interested in volunteer opportunities

 **Join Online Now!** <http://newlondonmainstreet.org/members/>

Thank you to those who joined or renewed this summer or fall

**Patron/Corporation**

Muddy Waters  
Suisman Shapiro – Attorneys at Law

**Supporter/Small Business**

46 Bank Antiques  
Evan Andriopoulos

Baratz Realty  
Lloyd & Sandy Beachy  
Nathan & Pat Belcher  
Jocelyn Briddell, Ph.D.  
Barbara Brockhurst & Robert LaVoie  
Caruso Music  
City Pier Hotdogs  
Thomas & Linda English & Associates, LLC.  
ePath Learning, Inc.  
Dana & Shirley Ewing  
Flavours of Life – The Fair Trade Store

Edgar Forest  
Law Office of Yona Gregory  
Groton-New London Airport, CT DOT  
Richard & Annette Hinners  
Hot Rod Cafe  
John & Anne Hunziker  
INET, LLC  
Jewish Federation of Eastern Connecticut  
Kamp Dog  
Landscape Elements, LLC.  
Little Sister's Bake Shop  
Pauline Lord & David Harlow

Mariani & Reck, LLC  
Alan Mayer & Gail Schwenker-Mayer  
McGuire & McGuire – Attorneys at Law  
Medical Meetinghouse  
Phil & Mary Ellen Michalowski  
Miner & Silverstein, LLP  
Christina & Peter Moore  
Nancy's Salon  
New London Adult Education  
New London Healing Arts Center

continued on page 6



New London Main Street Corp.  
P.O. Box 1428  
165 State Street  
New London, CT 06320

Non-Profit Org.  
U.S. Postage  
PAID  
New London, CT  
Permit No. 109