



Board Member Profile

Adrian Bordeaux

Adrian Bordeaux joined the New London Main Street Board of Directors in May of this year, filling an open seat. Adrian has lived and worked in New London for over twenty years, after completing a stint in the Navy right out of high school. He is currently the owner of Managed Information Systems, a business he operates from his State Street office. In addition, he assists his wife, Cadmarie, with Cadmarie Salon & Spa, also located on State Street. He describes the salon space as perfectly designed with bay windows on all sides, which allows them to watch "all of New London walk by". Together, Adrian and Cadmarie have five children – three boys and two girls, ages 10 to 22. Adrian says, "Beyond high school, we are both self-educated with experience in our particular disciplines. We are very tenacious, which has enabled us to launch businesses, and stay afloat, in this economy".

Adrian has found that being a downtown business is not an isolated feat. After being courted by one local group who wanted him to join, Adrian ultimately decided to get involved with Main Street. As he understood more and more what New London Main Street stood for – and more importantly, how it stood out from other organizations – he decided to sit in on a few Economic Enhancement meetings about a year ago. He says, "CEO Penny Parsekian, in her enthusiasm and full understanding of Main Street and its direction, sealed the deal".

There are some key committee projects that particularly interest Adrian including converting store fronts to residential space, creating empty storefront displays as marketing vehicles, and addressing parking and transportation issues. Adrian has been an excellent resource for Main Street's ongoing database development.

Adrian has noticed that downtown New London's appearance has improved significantly over the past five years. He's happy to see that businesses, both small and large, are investing in downtown New London. Confident that Main Street is doing a great job of promoting all that New London has to offer, he would like to see the continued focus on the city's assets as a cultural and transportation hub.

A self-proclaimed workaholic, when Adrian's not actually working, he likes to spend his time learning how to do other things, so that he can work more efficiently and bless others with the knowledge that he's gained!

We welcome Adrian – with his excellent work ethic and can-do attitude – to our Board of Directors!