the district
new london historic waterfront

Board Member Profile
Kathy Diaz-Saavedra

Kathy Diaz-Saavedra, a lifelong resident of New London, first joined the organization as a Promotion Committee member in 1999. Over the years, she has been involved with numerous projects, events and initiatives including the first Food Stroll, overall event promotion, the original Dining Guide, Merchant Mixers, the living history play and Valentine fundraisers. Kathy has served as Promotion Committee chair and *Celebration of Lights & Song* Committee chair. More recently, Kathy is part of a team working to develop an overall marketing plan for The District.

Earlier on, Kathy dreamed (literally) that one day she was standing on State Street right about where our office is now and looked up the street to see crowds of people shopping, patronizing restaurants and mingling with friends. She woke up and realized this was a reality she wanted to work toward. Years later, during *Celebration of Lights & Song*, she looked up State Street and saw that her dream had come true!

Kathy continues to tirelessly dedicate her time and energy toward revitalizing New London's Historic Waterfront District. She believes that every person has something to contribute, and that together we can make a difference. She invites you to join forces with her! Kathy continues to volunteer her time with Main Street because she enjoys working with CEO Penny Parsekian, the rest of the Main Street staff and other volunteers. She sees Main Street as an organization that knows how to get things done.

In her role as Marketing Manager at Metrocast Communications, Kathy develops, directs and presents successful marketing programs, incentive packages, consumer acquisition and retention strategies, special events and promotional materials. Kathy is married to J.D., another beloved Main Street volunteer, and their 22-month-old daughter Ava has already attended her share of committee meetings!