



Board Member Profile Peggie Ford Cosgrove

Peggie Ford Cosgrove joined the Main Street Board of Directors in July of 2009. She had been a Main Street member and supporter for several years before that. Peggie is the principal of Peggie Ford Cosgrove Public Relations LLC, based in New London. She brings to her clients media savvy gained in ten years as a working journalist and 25 years in public relations, covering a broad number of industries. She launched her public relations firm in 1986 with one client - a hotel in Mystic - and her business has grown and changed every year. She has also established working relationships with a number of top-notch professionals in advertising, photography, art direction, marketing and administrative services to help serve a broad spectrum of client needs. She currently represents The Spa at Norwich Inn, the renowned destination spa. She also consults with the Chamber of Commerce of Eastern Connecticut and does occasional projects for Connecticut College.

A native of New Haven, Peggie graduated *magna cum laude* in 1973 from Connecticut College, where she majored in government, was elected to Phi Beta Kappa and named a Charles A. Dana Scholar. She earned a Master of Science degree in Journalism in 1974 from the Medill School of Journalism at Northwestern University in Evanston, Illinois.

More recently, she has attended numerous seminars and conducted a year of her own research on the changing world of media and the possibilities of social media interactions, web strategies and reputation management on the web.

When Main Street CEO Penny Parsekian called on Peggie earlier this year to discuss opportunities on the Board, Peggie was interested. She had admired the organization for some time and noticed that Main Street had a history of taking the time to study issues of the City and come up with thoughtful, intelligent programs and solutions for downtown. She feels that Main Street fills the gap between what government can do and what other organizations are or are not doing. Peggie further explains, "Main Street provides an outlet for individuals with a similar philosophy and outlook to get together and form a critical mass to effect change."

Peggie's understanding of how government works along with her ten years of journalism experience serve her well as she partners with fellow Board member Pat Butler on the Development Committee. Peggie says "The Board needs to become more active in fundraising. With my familiarity with New London, and Pat's background in finance and research, we make a good team. Our goal is to target more grant opportunities and to set up an endowment if the Board chooses to go in that direction. There is no magic bullet for New London. My philosophy coincides beautifully with Main Street's - it takes a lot of work by a lot of people with a lot of different skills over a long period of time to make change happen."

Peggie has been married since 1982 to her husband, Emmet, a judge of the Superior Court, State of Connecticut. They are the parents of Emmet, 25, and Alice Elizabeth, 22.