the district
new london historic waterfront

Staff Profile

Barbara Lipsche, Office Administrator

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Barbara Lipsche joined New London Main Street as the Office Administrator in the spring of 2010. Her responsibilities include handling the administrative upkeep of the office, maintaining Main Street's extensive property database, and coordinating event and news submissions on the District website. Barbara also serves on the Economic Enhancement Committee, which works to improve the economic climate of The District.

A Waterford native, Barbara moved to New London nearly ten years ago and joined Main Street shortly after she graduated from the University of Connecticut. Since her involvement with the organization, Barbara has assisted in a number of special events sponsored by Main Street.

Barbara particularly enjoys helping the community through her work at New London Main Street and also learning the historical significance of the area. She works to make it a better place both for residents and visitors. She hopes that New London will stand out in people's minds as a special place, even to those who are just passing through, and that its artistic community continues to flourish.

Barbara has a Bachelor's Degree in English Literature, and she loves reading, writing, making natural beauty products and experiencing the arts. She currently lives in New London.