

KATHLEEN SOLDATI

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SUMMARY

Big picture thinker, author and editor with significant management and marketing expertise. Her leadership helped chart the course for Portsmouth Historical Society, The Music Hall, League of New Hampshire Craftsmen. She produced events for Nelson Mandela and Jane Goodall and put organizations on the map. Known for welcoming inclusiveness, dynamic public presence, a knack for seeing unique qualities in everyone.

PROFESSIONAL EXPERIENCE

Media Relations Consultant, PortsmouthNH 400, 2023

Editor, *A History of Portsmouth, NH in 101 Objects*, 2022

Marketing Strategist/Consultant, Portsmouth, New Hampshire 2019-present

- CrossCurrent Communications: marketing strategist, client communications
- Black Heritage Trail of New Hampshire: pro bono copy writer, 2019-2020

Portsmouth Historical Society, Executive Director, Portsmouth, NH 2015 – 2018

- Clarified organizational structure, hired stellar professional staff, upgraded systems for 100-year old start up devoted to Portsmouth history, arts and culture.
- Brought local awareness and national recognition for museum exhibitions on American Impressionists Edmund Tarbell and Gertrude Fiske, resulting in increased membership, foot traffic and doubled museum shop sales.
- Ensured long term stability by building the foundation for Portsmouth400 celebration in 2023, and securing 50-year lease on former City library.
- Oversaw \$750,000 budget; 16 employees; two facilities: bustling cultural gateway (Discover Portsmouth) and national historic landmark (John Paul Jones House).
- Published *Lives of Consequence: Black in Early Kittery and Berwick in the Massachusetts Province of Maine*, by Patricia Q. Wall.

Soldati Public Relations, Principal, NH 1978-1981; 2002-2006; 2013-2015

- Highlights: Placed illusionist on *The David Letterman Show*; obtained coverage in *Washington Post*; for green construction and renovation in *Art New England*, *Banker & Tradesmen*, *Boston Globe*, *Boston Herald*, *Eco-Structure Quarterly*. Centered Restaurant Week campaign on renowned chef James Haller.
- Clients: Portsmouth Chamber of Commerce; Atlantic Grill; Portsmouth Historical Society; *We the People: The Market Basket Effect*; PARMA Music Festival; Clandestino Fishing Charters; Bill Truslow Photography; Nurture Through Nature; Dana Dakin; Brown & Company Design; Pontine Theatre; The Music Hall; Kane Company; Boston Society of Architects; HKT Architects & Planners; EnviroSense; Great Bay Chapter, American Red Cross; Foundation for Seacoast Health; HUB Family Resource Center; League of NH Craftsmen.

The Music Hall, Director of Marketing, Portsmouth, NH 2006-2014

- Spearheaded *Vintage Christmas in Portsmouth*, a month-long city-wide campaign, with Strawberry Banke Museum, City and Chamber; promoted *Telluride by the Sea*, *Portsmouth Singer Songwriter Festival*, *Kitchen Tour*.
- Managed five in promoting stage/screen offerings for two venues via: website; Enews; monthly magazine; radio/TV/print ads; video production; street marketing; market research; and media relations. PR Specialist 2013-2014.

League of NH Craftsmen, Executive Director, Concord, NH 1978-1990

- Increased sales by 60%; obtained coverage in *New York Times*, *Long Island Newsday*, *Boston Globe*, *Self* magazine; forged public/private partnership among cultural community, tourism industry and state government.
- Razed and built flagship store in North Conway, NH.
- Directed \$1.3 million institution with nine stores, annual fair with 50,000 visitors, and 900 craftspeople; and 2,000 members; staff of 25.
- Executive Director 1985-1990; Acting Director 1984-1985; Assistant Director 1982-1984; Promotions Mgr 1981-1982; and Shop Publicity Mgr 1978-1981

*******Additional Management and Marketing positions*******

JSA Architects Inc. Director of Marketing Portsmouth, NH 2000-2002

- Crafted personal branding initiative for architects in \$10m, 60-employee firm.

Graphito Advertising & TV, Director, PR/Knowledge Mgt Portsmouth, NH 98-99

- Secured clients: Daddy's Junky Music Stores, UNH, NH Office of International Commerce, York Hospital, and Leddy Group. Crafted strategic marketing plans

Triple Dot Productions CEO, Portsmouth, NH 1995-1998

- Co-launched youth summit for Jane Goodall, funded by Turner Foundation. Produced a 100+ event at Manhattan Explorers Club featuring Goodall.
- Produced for Global Citizens Circle 200+ State Dinner in Johannesburg for Graca Machel, Nelson Mandela, Andrew Young; 75+ event in Cape Town for Adelaide Tambo. Produced 150+ events for David Trimble, Seamus Mallon, Bernice Johnson Reagon, John Sweeney, Robert Reich, and Henry Hampton at the JFK Library, Boston University Club and the Omni Parker House. Edited 25th anniversary publication; arranged with Mandela government the Sally Quinn interview with Graca Machel for *Washington Post* and *International Herald Tribune*; coverage in *Boston Globe*, *Boston Herald* and South African media.
- <https://www.washingtonpost.com/archive/lifestyle/1998/03/03/by-mandelas-side/fb400791-7861-42e6-a544-66ca5911787b/>

FoxPavlika&Partners Manager, New Business Development NY, NY 1995-1996

NH Public Television Nat'l Underwriting/Mktg Associate, Durham, NH 1991-1994

- Produced *Winter Expo*, live 3-day program with state of NH & tourism industry showcasing winter recreation. Secured \$150,000 in sponsors for *Ciao Italia*.

United Life + Accident Insurance Company Editor, Concord, NH 1975-1979

- Managed corporate communications; all writing, editing, and photography

Rand Corporation; Westat Researcher/Data Flow Mgr, South Bend, IN 1974-1975

- Site work for US Housing and Urban Development study.

First Mid-America, Inc., Director, Listed Options Operations, Chicago, IL 1973

EDUCATION

- Bachelor of Arts, Political Science, St. Mary's College, Notre Dame, IN, 1972
- Post graduate courses in marketing; management; public relations; media relations; editing; financial accounting; arts administration; board development; fundraising; graphic arts; fiction writing; photography; sustainability and Italian.
- Registered Representative, NASD, 1979

AUTHOR/EDITOR

- *A History of Portsmouth in 101 Objects: editor, 2022*
- *Pandemic as Portal*, essay for *NH Seacoast Summer Guide*, 2021
- *Point of Graves*, book blurb for J. Dennis Robinson, 2021
- *At the End of Ceres Street*, foreword for James Haller, 2021
- *Vote Already*, essay for *NH Seacoast Summer Guide*, 2020
- *The Art of the Segue: keynote, Keene Sentinel's Extraordinary Women Awards 2019*
- *The Art of the Segue: Pecha Kucha/Portsmouth*, 2019
- *Business Comes to the Expert*, co-author with Brenda Richards
https://www.di.net/articles/advice_design_entrepreneurs/
- *Turning Remembrance into Action: keynote, Candlelight Memorial Aids Response*, 2004
- *My Brother Michael: keynote, Candlelight Memorial, Aids Response Seacoast*, 1998
- *New Hampshire's Craft Heritage*, booklet, 1982
- *Pro Se Divorce: Representing Yourself: editor/publisher*, 1976

TEACHING

- *Art of PR: How to Think About and Manage PR - The Music Hall* 2016
- *Marketing Right Up Until Show Time*, ArtsReach US Conference, NYC 2013 (co-presenter, Monte Bohanan)
- *Business Comes to the Expert*, Boston Architectural College and UNH, 2008
- *Marketing for Nonprofits*, UNH Div of Continuing Education Mktg Certificate, 2007
- *Marketing Strategies for Design Firms*, Boston Architectural College, 2005, 2006

- *Managing your Marketing*, UNH Div of Continuing Education Mktg Certificate, 2004-2005
- *Producing Successful Events*, UNH Div of Continuing Education Mktg Certificate, 2004-05
- *Effective Publicity*, UNH Div of Continuing Education Mktg Certificate, 2004-2005
- *Talking About Thinking About Marketing*, Portsmouth Chamber of Commerce, and Women in Design, Build/Boston, 2005
- *Research & Strategies*, Women's Business Center, Portsmouth, NH, 2005
- *Publicity: Managing and Pitching*, Boston Society of Architects, 2004
- *Knowledge Management*, Boston Society of Architects, 2004
- *Careers and Goals*, Odyssey House, Rochester, NH 2004
- *Careers That Work*, Exeter High School, 2003
- *Architectural Mktg*, Society for Marketing Professional Services, Boston, 2002
- *Marketing Tourism*, USAID, Estonia, 1997
- *Marketing Tourism Places*, (co-taught semester with Nancy Vawter), UNH, 1997
- *Basic Publicity Skills*, New England College, Henniker, NH, 1980

FACILITATING

Event emcee and panel facilitator on architecture, arts, marketing, tourism, PR

- Co-emcee, (with Emmett Soldati) TedX Portsmouth conference, 2019
- Emcee, Greater Portsmouth Chamber of Commerce Tourism Summit, 2013-2019
- Emcee, NH Governor's Conference on Tourism, 2013
- Emcee, Joe Stevens Rock 'n Roll Photography, Music Hall Portsmouth Singer Songwriter Festival, 2013
- The Music Hall Wildcard Movie, 2007
- Boston Society of Architects Residential Design Show 2005, 2006
- Women in Design Annual Conference, Boston, 2005
- New England Museum Association, 2005 - "What museum directors should know about the media"
- NH Business Committee for the Arts
- NH State Council for the Arts
- NH Arts 100

COACHING

- Counseled countless individuals on life and career paths, resumes, interviews, etc. 1972-present

VOCALIST/VOICE WORK

- Voice work for radio and TV, 1978–present including *Dance TV*, 80's
- Disc jockey, WUNH-Durham, NH, 1981-1990; 1999-2000; 2015-2018
- Singer, Hilton Portsmouth Downtown, 2007-2011, Cliff House, Ogunquit, ME 2007, Bidly Mulligans, Dover, NH, 2005-2007
- On air fundraising, NHPR, NHPTV, 80's, 90's

PROFESSIONAL AFFILIATIONS

- GoodWork Seacoast, professional partner, 2020-present
- Member, Historic New England
- Member, Portsmouth Historical Society
- Member, Strawberry Banke Museum
- Member, Portsmouth Chamber of Commerce, 2004-2020. Co-chair, Tourism Committee, 2007, member, Destination Portsmouth Task Force, 2012-2020
- Portsmouth Chamber of Commerce award - "2015 Connector of the Year"
- New Hampshire Businesses for Social Responsibility, 2006
- Member, Public Relations Society of America, Yankee Chapter, 2003-2004
- Associate Member, American Institute of Architects, Boston chapter, 2001-2006
- Member, Boston Society of Architects, 2000-2006.
- Member, Society for Marketing Professional Services, Boston, 2000-2002
- Board of Directors, New Hampshire Public Radio, 1990-1993
- Board of Directors and National Secretary, Crafts Report Fund, 1989-1991
- Board of Directors and National Secretary, Year of American Crafts, 1989-1991
- Board of Directors, New Hampshire Travel Council, 1984-1990
- Board of Directors, Arts 1000, 1985-1990
- Board of Directors, Pontine Theatre, 1984-1986
- Member, NH Joint Promotional Program, appointed by Gov. John Sununu, 1984-1989; reappointed by Gov. Judd Gregg, 1989-1990
- Coordinated /emceed Gov. Sununu's Annual Conference on Tourism, 1987, 1988
- Board of Directors, Women's Business Center, 2004-2006. Co-Chair Leadership Development Committee, 2005-2006
- Publicist, Rubia, Afghanistan Women's handwork project, 2002-2006
- President, Seacoast Women's Investment Network, 1996-2000, 2002-2003
- Board of Directors, Sexual Assault Support Services, 1990's
- Co-founder, president, Concord Chapter, National Organization for Women, 1975-1979
- Campaign volunteer: Emmett Soldati for NH Democratic Party Chair, 2021
- Campaign volunteer: Emmett Soldati for Executive Council, 2020
- Campaign volunteer: Lincoln Soldati for Congress, 2017-2018
- Campaign co-manager, Soldati for Somersworth Mayor, 2009
- Campaign co-manager, Soldati for Strafford County Attorney, nine successful elections, 1982-2000
- Host for 50-150+ events for candidates Jeanne Shaheen, Walter Mondale, Joe Biden, Tom Harkin, Paul McEachern, Dudley Dudley, Joe Keefe, 1982-2000
- State co-chair, Bill Bradley for President, 2000
- State co-chair, Joe Biden for President, 1988
- New Hampshire Democratic State Committee, 1980's