

Female Entrepreneur

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TOP 30

Her Story: There are not many women who can say that started a business at the age of 28 without any loans or familial connections in their industry. Five years later, I have a multi-million dollar company with loyal employees who truly enjoy coming to work and care about the job they do. PR can be a competitive and cutthroat industry. I do not feel that for one moment I have hardened or changed who I am at my core in order to compete. In addition to running this business, I find time to do charity work, socialize, travel, exercise, and have a well-rounded life.

I was a pioneer of sorts in the world of medical/beauty public relations. We (my firm) have not opted to become a jack-of-all-trades and a master of none. I often turn away lucrative business if it is out of my exact area of expertise. Being this specialized and delivering results has earned us a great name in the world of beauty/medical PR. When it comes to my clients and satisfying their goals, I have never taken a "churn and burn approach."

Outside of work: My passions are competitive tennis, my pug Roxy and my family.

Advice & Lessons: My father told me that when dealing with an irate client, customer, or whomever, the louder and more upset the person becomes the quieter and calmer I should remain in order to maintain control of a potentially explosive situation. Nothing shows strength more than quiet confidence.

Model yourself after people whom you admire, male or female. Find out what makes them successful and what their managerial style is. Network with other people in related but non-competing fields. Toot your own horn, and tell people what you do everywhere you go. Treat everyone with respect and kindness from park bench to Park Avenue. Use good manners, return phone calls promptly, write thank you notes, and don't be a taker. Return favors done for you.



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