

Laura B. Beach

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Education

Columbia University, M.B.A. Marketing
Yale College, B.A. History of Art
ASA Appraisal Studies, Certificate

JOURNALIST AND AUTHOR, 1986-Present

Journalist and author with experience in newspaper, magazine, book and online publishing, public relations, advertising, marketing and retail marketing consulting in the public, private, and not-for-profit sectors. My work has appeared in *The New York Times*, *Architectural Digest*, *Connecticut Magazine*, *Connoisseurs Quarterly*, *The Magazine Antiques*, *Art & Auction*, *Antiques and The Arts Weekly*, *Antiques and Fine Art*, *Antiques Trade Gazette*, *Art Fix Daily*, *Country Home*, *Country Gardens*, *Millionaire*, *Sky* and other publications. I am the author of *The Art of Stephen Huneck* (Harry N. Abrams) and several privately printed catalogues. I am at work on *A Genius for the True and Beautiful: America's Legendary Dealers*, a history of the antiques trade.

DEPUTY EDITOR, SPECIAL PROJECTS, 2012-PRESENT

Scouting, issue planning, editing and writing features and departments for *The Magazine Antiques*, New York, N.Y. Published by Brant Publication, *Antiques*, founded in 1922, is the nation's leading publication devoted to the study and display fine historic works of art.

SENIOR CONTRIBUTING EDITOR, 1999-Present

ASSOCIATE EDITOR, 1986-1999

Between 1986 and 1999, I edited *Antiques and The Arts Weekly*, Newtown, Ct., a leading industry tabloid. I commissioned, edited, and wrote news shorts, features, surveys, profiles, and reviews on topics relating to the promotion, sale, and acquisition of fine art, antiques, and interior and landscape design services. Managed a small staff of full-time editors and freelance contributors. Helped develop the publication's online edition, *antiquesandthearts.com*. I continue as Senior Contributing Editor to the publication.

DIRECTOR OF PUBLIC RELATIONS, 1984-1986

Managed institutional promotion and advertising for *The Hudson River Museum*, Yonkers, N.Y. Substantially increased print media placements. Secured regular radio and cable spots. Developed bi-monthly newsletter, brochures, fund-raising materials. Managed volunteer community outreach.

ADVERTISING ACCOUNT EXECUTIVE, 1983-1984

Advertising marketing manager for \$10 million account at **Doyle Dane Bernbach Advertising, Inc., New York**. Clients included CIGNA, a diversified financial services company formed by Connecticut General/INA merger; and Miles Laboratories, maker of S.O.S. Soap Pads and other household products. Marketing planning; consumer research; print and broadcast advertising production; media planning, placement and evaluation. Promoted in less than a year from Assistant Account Executive position on packaged goods account.

ASSISTANT PRODUCT MANAGER, 1982

Assistant product manager in Personal Products Division of **Johnson & Johnson Inc., New Brunswick, New Jersey**, an international health care marketing company. Market analysis and planning, advertising, sales promotion.

MARKETING CONSULTANT, 1981

Consultant to general and specialty retail merchandisers at **Walter K. Levy Associates, New York**. Analyzed market, including syndicated and commissioned research. Offered recommendations for product positioning, audience targeting, competitive strategies.

EXHIBITION AND PRESS COORDINATOR, 1978-1980

Collections and exhibitions management including insurance, shipping, and gallery installation at the **Museum of American Folk Art, New York** (now the **American Folk Art Museum**.) Directed public relations, supervised volunteers. Gallery lecturer and contributor to *Folk Art* magazine.

INTERN, 1976 and 1978

Museum of International Folk Art, Santa Fe, New Mexico

GUEST CURATOR, 1978

Yale University Art Gallery, New Haven, Connecticut

Guest curator of the exhibition “**Til Death Do Us Part: Design Sources of Eighteenth Century New England Tombstones.**” Noted American decorative arts scholar Charles Montgomery, advisor.

BOOKS

The Art of Stephen Huneck by Laura Beach. Harry N. Abrams, Inc., November 2004.

CATALOGUES

'Til Death Do Us Part: Design Sources of Eighteenth Century New England Gravestones, catalogue to accompany the exhibition at Yale University Art Gallery, 1978.

“The Great American Show Goes On,” a history of the Winter Antiques Show, published in the *Winter Antiques Show's 50th Anniversary Catalogue*, January 2004.

“A Discreet Presence: The National Antique & Art Dealers Association at Fifty,” essay published in *The International Fine Art and Antique Dealers Show Catalogue*, October 2004, and the forthcoming commemorative directory of the National Antique & Fine Art Dealers Association of America, Inc.

FELLOWSHIPS

Winterthur Museum and Gardens, Winterthur, Delaware. 2008 Research Fellow.

CERTIFICATIONS

American Society of Appraisers, Appraisal Studies

LECTURES AND SPEAKING ENGAGEMENTS

Antiquarian & Landmarks Society; Antique Dealers Association of America; Appraisers Association of America; Bard College Graduate Center For Studies In The Decorative Arts; Cablevision of Westchester; Connecticut Antique Dealers Association; Connecticut Antiques Show; Cooper-Hewitt, National Design Museum, Smithsonian Institution; Florence Griswold Museum; Greenwich Historical Society, Bush-Holley House Museum; Litchfield Historical Society; Lower Hudson Conference; Museum of American Folk Art; Nantucket Antiques Show; WOR-TV Straight Talk; and Yale University Art Gallery.

MEMBERSHIPS AND ASSOCIATIONS

American Association of Museums (AAM)
Association of Fundraising Professionals (AFP)
Public Relations Society of America (PRSA)