

# BENJAMIN C. WATERHOUSE

Department of History  
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## ACADEMIC APPOINTMENT

University of North Carolina, Chapel Hill

Associate Professor of History and Grauer Scholar, 2015–present  
Assistant Professor of History, 2009 to 2015

## EDUCATION

PhD, History, Harvard University, Cambridge, Massachusetts, 2009

AB, *cum laude*, History, Princeton University, Princeton, New Jersey, 2000

## PUBLICATIONS

*The Land of Enterprise: A Business History of the United States* (Simon & Schuster, forthcoming).

*Lobbying America: The Politics of Business from Nixon to NAFTA* (Princeton University Press, 2014), 344 pp.

“Mobilizing for the Market: Organized Business, Wage-Price Controls, and the Politics of Inflation, 1971–1974,” *The Journal of American History* (2013) 100 (2): 454–478.

“The Corporate Mobilization Against Liberal Reform: Big Business Day, 1980,” in Kim Phillips-Fein and Julian Zelizer, eds., *What’s Good for Business: Business and American Politics Since World War II* (Oxford University Press, 2012), 233–248.

“O Futuro da Historia do Capitalismo,” [“The Future of the History of Capitalism”], *Direito e Desenvolvimento: Revista do Curso de Direito*, Centro Universitário de João Pessoa, UNIPÊ, João Pessoa, Paraíba, Brazil, (2011) 2(3): 183–194.

## BOOK REVIEWS

Brett Christophers, *The Great Leveler: Capitalism and Competition in the Court of Law* (2016), in *Enterprise and Society* (September 2016).

Robert E. Mutch, *Buying the Vote: A History of Campaign Finance Reform* (2014), in *American Historical Review* (June 2015).

Patrizia Battilani and Harm G. Schröter, *The Cooperative Business Movement, 1950 to the Present* (2012), in *Business History Review* (Spring 2014).

Judith Layzer, *Open for Business: Conservatives' Opposition to Environmental Regulation* (2012), in *Political Science Quarterly* (December 2013).

Judith Stein, *Pivotal Decade: How the United States Traded Factories for Finance in the Seventies* (2010), in *Labor: Studies in Working-Class History of the Americas* (Summer 2011).

#### FELLOWSHIPS, AWARDS, AND HONORS

Center for Faculty Excellence 100+ Large Course Redesign Grant (UNC)	2014
Institute for the Arts and Humanities Fellowship Program (UNC)	2014
University of North Carolina Junior Faculty Development Grant	2013
University of North Carolina History Department Research and Study Grant	2011
Harvard University Dissertation Completion Fellowship	2008
Newcomen Society of the United States Dissertation Award in Business and American Culture for Excellence in the Study of the History of American Free Enterprise	2007
Certificate of Distinction in Teaching, Harvard University	2006, 2007
Center for American Political Studies Research Fellowship, Harvard University	2007
Weatherhead Center for International Affairs Research Grant, Harvard University	2007
Harvard Business School, Alfred D. Chandler, Jr., Traveling Fellowship	2006
George H. W. Bush Presidential Library Foundation O'Donnell Grant	2006
Gerald R. Ford Scholar Award in Honor of Robert M. Teeter	2006
Charles Warren Center for Studies in American History Research Fellowship	2006
Hagley Museum and Library Research Grant	2006
Center for American Political Studies Research Seed Grant, Harvard University	2004, 2006

#### CONFERENCE PARTICIPATION AND INVITED PRESENTATIONS

“Small Business Mythology and American Conservatism: The National Federation of Independent Business in the 1980s.” Policy History Conference, Nashville, TN, June 2016.

“Wright Patman is Dead: Small Business Conservatism and the Politics of Capitalism in the 1980s.” Johns Hopkins University American Capitalism Seminar, Baltimore, MD, March 2016.

“Outsourcing Influence: The Rise of For-Hire Corporate Lobbyists in the 1980s.” Business History Conference, Miami, FL, June 2015.

“Lobbying: The Business of Politics and the Politics of Business in America.” Hagley Museum and Library, Wilmington, DE, November 2014.

“Small Business and the Liberal Tradition in (Very Modern) America.” Policy History Conference, Columbus, OH, June 2014.

“Of Wall Street and Main Street: The History of Capitalism and the American Political Tradition Since 1950,” Duke University, Durham, NC, November 2012.

“The Producer versus the Consumer.” Triangle Legal History Seminar, Research Triangle Park, NC, March 2012.

- “Business’s Unfinished Assault on Regulation.” Rethinking Regulation Working Group, Kenan Institute for Ethics at Duke University, Durham, NC, February 2012.
- “Mobilizing a Lobby for Capital: The Rise of the Business Roundtable in the 1970s.” Power and the History of Capitalism Conference, New York, NY, April 2011.
- “Reviving the Voice of Business: Employers’ Associations in Economic Crisis, 1970–1975.” Business History Conference, St. Louis, MO, April 2011.
- “Corporations Confront the Public Interest Movement: Big Business Day, 1980.” Business and Politics Conference, Princeton University, Princeton, NJ, April 2010.
- “The Last Price Controls: Business, Labor, and the Politics of Inflation.” Organization of American Historians, Washington, DC, April 2010.
- “Nixon’s Price Controls and the Politics of Inflation.” Policy History Conference, Columbus, OH, June 2010.
- “Taxes, Budgets, and Lobbyists – Oh My: How Reaganomics Weakened American Business Unity,” Market Cultures Working Group, New York, NY, November 2009.
- “Making Capitalism Fashionable: Corporate Leaders’ Mobilization Against ‘Big Business Day, 1980.’” Business History Conference and European Business History Association, Milan, Italy, June 2009.
- “Big Business versus Big Government: The Business Roundtable and the Battle Against the Consumer Protection Agency.” American Historical Association, January 2007.
- “‘Through the Ordinary Operations of Private Enterprise’: The Prudential Insurance Company’s Corporate Renewal in Boston.” Charles Warren Center Workshop on the Culture and Politics of the Built Environment, Harvard University, May 2005.
- “The Creation of the Business Roundtable and Corporate Activism in the early 1970s.” Charles Warren Center Workshop on the Political Economy of North America, Harvard University, May 2004.

COMMENTATOR, CHAIR, OR MODERATOR FOR PANELS AND PAPERS

- Chair and Discussant. “Imagining the Economy: Small Business,” Cornell University Histories of Capitalism 2.0, Ithaca, NY, September 2016.
- Chair and Discussant. “Lots of Ways to Skin a Cat: Alternative Forms of Business.” Business History Conference Annual Meeting, Miami, FL, June 2015.
- Chair and Discussant. “Corporations and the Environment.” Cornell University Histories of Capitalism Conference, Ithaca, NY, November 2014.
- Chair and Discussant. “Businesss Lobbying and Public Relations.” Business History Conference, Frankfurt, Germany, March 2014.

Discussant. "State-building." Hagley Conference on Business and Politics in 20<sup>th</sup> century America, Wilmington, DE, November 2013.

Commentator. "Farming fish and framing farms; Marine aquaculture as threat and opportunity in US oceans discourse," Luke W. Fairbanks, Rethinking Regulation Graduate Student Conference, Kenan Institute for Ethics, Duke University, Durham, NC, October 2013.

Roundtable Panelist. "Private Wealth in American Politics." Organization of American Historians, Milwaukee, WI, April 2012.

Roundtable Panelist. "Regulation: A Useful Category for Historical Analysis?" Business History Conference, Philadelphia, PA, March 2012.

Discussant. "Business and Taxes." Business History Conference, Philadelphia, PA, March 2012.

Panelist. "Teaching the History of Capitalism," Workshop, Harvard University Program on the Study of Capitalism, Cambridge, MA, November 2011.

Commentator. University of North Carolina and Kings College London Graduate Student Conference on Transatlantic History, Chapel Hill, NC, October 2011.

Commentator. "Civil Society, Citizens, and the State." Duke University History Graduate Student Conference on the "Lived Experience of the State," Durham, NC, March 2011.

Chair. "Rhetoric of Liberalism." Business History Conference, Athens, GA, March 2010.

## PUBLIC ENGAGEMENT

Op-Ed contributor. "Donald Trump exposes behind-the-scenes battle among billionaires." *Reuters*, September 10, 2015.

Op-Ed contributor. "Business Leaders Will Have More Influence on Politics When They Shelve the 'Populists are Nazis' Meme." *History News Network*, March 31, 2014.

"Watergate and Its Discontents: America's Crisis of Confidence in the 1970s," North Carolina Museum of History, Raleigh, NC, March 2014.

"Throwing a Tea Party in the 21<sup>st</sup> Century," University of North Carolina Honor's Program Food For Thought dinner seminar, Chapel Hill, NC, March 2013.

Guest Speaker, "Politics, Capitalism, and U.S. History in the Twentieth Century," Durham Public Schools Link Grant Seminar, October 2012

Commentator, "44 Plays for 44 Presidents" Question & Answer, Carrboro Arts Center, Carrboro, NC, September 2012

Presenter, "Writing Non-Fiction," Morris Grove Elementary School, Chapel Hill, NC, September 2012

Featured Expert, *Heist: Who Stole the American Dream* (documentary), 2011

Guest Speaker, “The Future of the History of Capitalism,” UNC Program in the Humanities and Human Values Seminar: The Past and Future of American Capitalism, November 2010.

PROFESSIONAL SERVICE

Proposal and Manuscript Review

*Enterprise and Society*  
*Journal of Southern History*  
*Journal of Policy History*  
*Western History Quarterly*  
*Studies in American Political Development*  
*Journal of American History*  
*Business History Review*  
*Routledge Books*  
*Political Science Quarterly*  
*University of Tennessee Press*

Fellowship Review

*Kenan Institute for Ethics Graduate Fellowship*

Organizational Service

Business History Conference Kerr Prize Committee  
(2013–2014; 2015–2017; chair 2017)

University Service

Faculty Council, Arts & Sciences/Social Sciences  
Non-Tenured Faculty Representative (2012–2015)

Departmental Service at UNC Chapel Hill

African History Search Committee (2014–2015)  
Prize Committee, History Department (2012–2015)  
Digital Humanities Post-doctoral Fellowship Search  
Committee (2012–2013)  
Graduate Studies Committee (2009–2012)

Conference/Workshop Organizing

Workshop on the Political Economy of Modern  
Capitalism, Harvard—Coordinator (2006–08)  
Conference on the History of Capitalism,  
Harvard—Co-organizer (2006)

TEACHING EXPERIENCE at UNC Chapel Hill

Courses Taught:

*HNRS 353: The History of Small Business in America*  
*HNRS 353: The History of the 2008 Financial Crisis*  
*History 89: From Watergate to Reagan—America in the 1970s, First Year Seminar*  
*History 289: America in the 1970s*

*History 364*: History of American Business  
*History 372*: Politics and Society Since the New Deal  
*History 395/398*: American Politics in the 20<sup>th</sup> Century, Undergraduate Seminar  
*History 580*: History of the United States since 1945  
*History 691/692H*: Honors Thesis Writing Course  
*History 716*: Graduate Colloquium on U.S. History since 1865  
*History 890*: History of Capitalism and American Economic History, Graduate Seminar  
*History 901*: MA Research Seminar  
*History 990*: American Political History, Graduate Research Seminar

Dissertation Committee Member (completed):

Rosalie Genova, “Big Business, Democracy, and the American Way: Enron in Prose and Politics,” 2010.  
Michael Smith, “‘Restoring Our Commercial Rights’: Silk, Nationalism, Commercial Policy, and the Direct Trade Movement in Meiji, Japan 1868 – 1890,” 2012.  
Jennifer Donnally, “The Politics of Abortion and the Rise of the New Right, 1967–1989,” 2013.  
Sarah Barksdale, “Stationed in the Borderlands: Black Soldiers and Double Consciousness, 1940–1954,” 2014.  
Scott Krause, “Building the Outpost of Freedom: RIAS and the Transformation of West Berlin’s Political Culture, 1945–1963,” 2016.  
Jeanine Navarrete, “‘Cubans Vote Cuban’: Local Politics and Latino Identity in Miami, Florida, 1965–1985,” 2016.  
Evan Faulkenbury, “Poll Power: The Voter Education Project and the Financing of the Civil Rights Movement, 1961–1992,” 2016.

Dissertation Committee Member (in progress):

Jessica Auer, “Gendered Geographies of Power: Working-Class Women, Reform, and Urban Citizenship in Postwar Chicago, 1945–1960.”  
Maikel Fariñas Borrego, “The Gearwheels for an Alternative Model of Capitalism in Cuba: Entrepreneurship, Class Consciousness and Regional Civic Power, 1920–1958.”  
Samuel Finesurrey, “The Politics of Enclave: Evolving Sensibilities and Disseminated Values of the American Colony in Cuba.”  
Rachel Levandoski, “Post-Traumatic Stress Disorder and the Changing Relationship between the American Public and its Veterans during the Vietnam Era, 1965–1990.”  
Rory McGovern, “George W. Goethals and the U.S. Army, 1876–1919.”  
Robert Richard, “Panic and Power: Hard Times and Popular Politics in the Upper South, 1815–1824.”  
Joseph Stieb, “The Regime Change Consensus: Iraq in American Politics, 1990–2003.”

Dissertation Committee Chair:

Joshua Tait, “Modern American Conservatism and the Civil War” (in progress)

Undergraduate Thesis Advising

Meghan Herwig (2015), “The Balancing Act: Nixon, Taiwan, and the Tactics of Détente,” **high honors recipient and winner of Frank Ryan Prize for best senior thesis**

Katherine Crook (2015), “Duty to Defend: McNeill Smith and the Education of White Southern Liberalism”

Clay Macfarlane (2011), “‘A Private Corporation Serving A Public Purpose’: The Development and Growth of Fannie Mae and the Secondary Mortgage Market,” **high honors recipient and winner of Frank Ryan Prize for best senior thesis**

LANGUAGES

French: Write, read, and speak fluently

Portuguese: Read and speak fluently

Spanish: Reading knowledge