

BENJAMIN C. WATERHOUSE

Department of History
473 Hamilton Hall, CB#3195
University of North Carolina
Chapel Hill, NC 27599-3195
(919) 962-2373
waterhou@email.unc.edu

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, Department of History, Harvard University, 2009

AM, Department of History, Harvard University, 2005

AB, *cum laude*, Department of History, Princeton University, 2000

SOLE-AUTHORED BOOKS

The Land of Enterprise: A Business History of the United States (Simon & Schuster, 2017), 280 pp.

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

EDITED BOOK

The Cultural History of Business since 1920 (under contract with *Bloomsbury Press*).

REFEREED ARTICLES AND BOOK CHAPTERS

“Lobbying and Business Associations,” *Oxford Research Encyclopedia of American History*, Oxford University Press, 2018.

“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.

NON-REFEREED ARTICLES

“The Small Business Myth,” *Aeon.com*, November 2017.

“O Futuro da História 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.

NEWS MEDIA PUBLICATIONS

“President Trump’s Feud with Charles Koch Shows the Conservative Coalition is Cracking Up,” *Washington Post*, Made by History, August 3, 2018.

“How Big Business Elites Have Funded and Won Political Rights for Corporations,” Review of Adam Winkler’s *We the Corporations: How American Businesses Won Their Civil Rights*, *Washington Post*, February 23, 2018.

“Why Donald Trump Wants to Hike Taxes on Hedge-Fund Billionaires.” Op-Ed. *Reuters*. September 10, 2015.

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

BOOK REVIEWS

Daniel Amsterdam, *The Roaring Metropolis: Businessmen’s Campaign for a Civic Welfare State*, in *Journal of Interdisciplinary History* 47:3 (Winter 2017).

Meg Jacobs, *Panic at the Pump: The Energy Crisis and the Transformation of American Politics in the 1970s*, in *Business History Review* 90 (Winter 2016).

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

Research Support Grant, Schlesinger Library, Radcliffe Institute for Advanced Study	2018
Research-Related Skills Course Development Grant, Office of Undergraduate Research (UNC)	2018
Online Course Development Grant, UNC Summer School	2017
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 PAPERS 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 Conservatives and the Politics of Capitalism in the 1980s.” American Capitalism Seminar, Johns Hopkins University, Baltimore, MD, March 2016. [Published at <http://krieger.jhu.edu/iae/americancapitalism/Waterhouse.pdf> as Working Paper AC/No.5/May 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, Atlanta, GA, 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, Cambridge, MA, 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, Cambridge, MA, May 2004.

COMMENTATOR, CHAIR, OR MODERATOR FOR PANELS AND PAPERS

- Chair and Discussant. “Corporate Social Responsibility.” Business History Conference Annual Meeting, Denver, CO, April 2017.
- Chair and Discussant. “Imagining the Economy—Small Business.” Histories of Capitalism 2.0, Cornell University, 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. "Business Lobbying and Public Relations." Business History Conference, Frankfurt, Germany, March 2014.

Discussant. "State-building." Hagley Conference on Business and Politics in 20th 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

"The Populist Paradox: Small Business and American Politics in the 20th Century," John Locke Foundation, Raleigh, NC, April 30, 2018.

"Lobbying: The Politics of Business," Levin Jewish Community Center, Durham, NC, August 4, 2017.

"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 21st 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
Western History Quarterly
Studies in American Political Development
Journal of American History
Business History Review
Routledge Books
Political Science Quarterly
University of Tennessee Press
Law and History Review
Harvard University Press
Columbia University Press

Fellowship Review

Kenan Institute for Ethics Graduate Fellowship

Organizational Service

Business History Conference Kerr Prize Committee
(2013–2014; 2016–2018)

University Service

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

Departmental Service at UNC Chapel Hill

Associate Chair (2018–present)
African History Search Committee (2014–2015)
Prize Committee, History Department (2012–2015)
Digital Humanities Post-doctoral Fellowship Search
Committee (2012–2013)
Committee on Teaching (2016–2017)
Graduate Studies Committee (2009–2012; 2017–
present)

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
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 20th Century, Undergraduate Seminar
History 489: History of the 2008 Financial Crisis
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 880: The Global History of Capitalism, Graduate Seminar
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 Supervisor

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

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.
Evan Faulkenbury, “The South in a Thousand Pieces: The Voter Education Project, 1962–1969” (2016)
Scott Krause, “Building the Outpost of Freedom: RIAS and the Transformation of West Berlin’s Political Culture, 1945–1963” (2016)
Jeanine Navarrete, “Race and Politics of Latino Immigration to Miami, 1965–1980” (2016)
Rory McGovern, “George W. Goethals and the U.S. Army, 1876–1919” (2017)
Anna Johns Hrom, “Between Fraud Heaven and Tort Hell: The Business, Politics, and Law of Lawsuits” (Duke University, 2018)

Rachel Levandoski, “‘The Touchstone of Insanity’: Perceptions of the Psychological Trauma of War within the United States from 1861 to 1918” (2018)

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, “Imperial Fantasies: The Political Evolution of an American Colony in Revolutionary Cuba, 1952–1961”

Ashton Merck, “The Fox Guarding the Henhouse: Coregulation and Food Safety in Meat and Poultry, 1946–1996” (Duke University)

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”

Undergraduate Thesis Advising

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

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**

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**