

Pamela Walker Laird  
History Department ☼ University of Colorado Denver  
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## EDUCATION

- Boston University: 1992, Ph. D., History  
-American History, major field; Science and Technology, minor field.
- Tufts University: 1974, M.A., American and Modern European History
- Radcliffe College, Harvard University: 1969, B.S., Psychology.

## PROFESSIONAL EXPERIENCE

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|-------------------|---|
| • 2018-present    | Professor Emerita, University of Colorado Denver                    |
| • 2007- 2018      | Professor of History, University of Colorado Denver                 |
| • 2016-2019       | Director of Digital Initiatives, College of Liberal Arts & Sciences |
| • 2013-2016       | Chair, History Department   |
| • 2002-2007       | Associate Professor of History, University of Colorado Denver       |
| • 2001-2002       | Assistant Professor, University of Colorado Denver                  |
| • 1999-2001       | Senior Instructor, History, University of Colorado Denver           |
| • 1989-1998       | Adjunct, University of Colorado Denver                              |
| • 1989-1990, 1993 | Adjunct, University of Colorado, Boulder                            |
| • 1971-1988       | Associate Professor, Chamberlayne Junior College, Boston            |
| • 1981-1988       | Adjunct, Emerson College, Boston                                    |
| • 1971, 1977      | Adjunct, Tufts University, Medford, Massachusetts                   |

## BOOKS

- 2025 *Self-Made: The Stories that Forged an American Myth*  
Cambridge, UK: Cambridge University Press
- 2006 *Pull: Networking and Success Since Benjamin Franklin*  
Cambridge, MA: Harvard University Press [Translated and published in China]
- 1998 *Advertising Progress: American Business and the Rise of Consumer Marketing*.  
Baltimore: Johns Hopkins University Press

## REFEREED ARTICLES

- 2017 “How Business Historians Can Save the World—From the Fallacy of Self-made Success,” *Business History* (British) special issue on Narratives in Business History, 59:8 1201-1217.

- 2000 “Alfred D. Chandler, Jr., and the Landscape of Marketing History,” *Journal of Macromarketing* 20: 167-173.
- 1998 “The Public’s Historians,” *Technology and Culture* 39: 474-82.
- 1996 “Progress in Separate Spheres: Selling Nineteenth-Century Technologies,” *Knowledge and Society* 10: 19-49.
- 1984 “The Message Was Electric: Electricity as a Motif in Advertising,” *I.E.E.E. Spectrum*, 21: 84-95.

#### CHAPTERS IN REFEREED BOOKS

- 2017 “Parallel Ladders to the Glass Ceiling: Presidential and Corporate Executive Appointments,” in Mark H. Rose and Roger Biles, eds., *The President and American Capitalism since 1945* (Gainesville, Florida: University Press of Florida), pp. 151-168.
- 2016 “Entangled: Civil Rights in Corporate America since 1964,” in Richard R. John and Kim Phillips-Fein, eds., *Capital Gains: Business and Politics in Twentieth-Century America* (Philadelphia: University of Pennsylvania Press), pp. 217-234.
- 2011 “The Business of Consumer Culture History: Systems, Interactions, and Modernization,” in Hartmut Berghoff and Uwe Spiekermann, eds., *Decoding Modern Consumer Societies* (New York: Palgrave/Macmillan), pp. 89-109.

#### EDITED VOLUMES

- 2007-2009 Co-editor with Mark Rose of issue on American business history in the *Magazine of History*, publication of the Organization of American Historians. (publication in January 2010)
- 2006-2008 Guest editor, special issue, *Business History* (British), “Putting Social Capital to Work” (publication in November 2008) Vol. 50, #6.

#### NON-REFEREED ARTICLES

- 2025 “The Beast Is Us,” *Reviews in American History* 53, no. 1 (March): 85-93.
- 2010 “A Sociologist’s Lessons for Historians,” *Trajectories: Newsletter of the ASA Comparative and Historical Sociology Section* 21, no. 2 (Spring 2010).
- 2010 “Bringing in Business History Front and Center,” *Magazine of History* 24, no.1 (January): 7-8.
- 2010 “Advertising and the Rise of Big Business,” with Catherine Canavan, *Magazine of History* 24, no.1 (January): 41-45.
- 2008 “Putting Social Capital to Work,” *Business History* (British) 50, #6 (November): 685-694.
- 2008 “Looking Toward the Future: Expanding Connections for Business Historians,” Presidential Address, Business History Conference, in *Enterprise and Society* 9#4 (December): 575-590.
- 2004 “Advertising” entry in *Encyclopedia of Economic History* Oxford University Press.

- 2001 "America's Consumer Culture," essay in *Encyclopedia of American Cultural and Intellectual History* Gale.
- 1999 "Consuming Smoke: Cigarettes in American Culture," review essay of Cassandra Tate, *Cigarette Wars: The Triumph of the "Little White Slaver"* (New York: Oxford University Press, 1999) in *Reviews in American History* 28 (2000).
- 1996 "The Car Without a Single Weakness: Early Automobile Advertising," *Technology and Culture* 37: 796-812.
- 1991 "The Challenge of Exhibiting Historical Advertisements," *American Quarterly* 43 (1991): 464-485.
- 1989 "Advertising History: A Survey of Recent Literature," with John M. Staudenmaier, *Technology and Culture* 30 (1989): 1031-1036.

#### PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS

- 1993 "The Business of Progress: Transformation of American Advertising, 1870-1920," *Business and Economic History* 22.
- 1992 "From Success to Progress: The Professionalization and Legitimization of Advertising Practitioners, 1890-1920," *Business and Economic History*, 21.
- 1989 "Advertising's Smoky Past: Themes of Progress in Nineteenth-Century Advertisements," *The Popular Perception of Industrial History*, edited by Robert Weible and Francis R. Walsh. Lanham, MD: AASLH.
- 1985 "The Early History of Advertising and Popular Ideas of Technology," *Marketing in the Long Run* Michigan State University Press, pp. 175-211.

#### BOOK REVIEWS

- 2020 Rieppel, Lukas. *Assembling the Dinosaur: Fossil Hunters, Tycoons, and the Making of a Spectacle* (Cambridge: Harvard University Press, 2019), in *Journal of American History*
- 2020 Rogers, W. Sherman. *The African American Entrepreneur: Challenges and Opportunities in the Trump Era* (Santa Barbara, CA: Praeger, 2019), in *Choice: Current Reviews for Academic Libraries*
- 2019 Leonard, Christopher. *Kochland: The Secret History of Koch Industries and Corporate Power in America* (New York: Simon & Schuster, 2019), in *Choice: Current Reviews for Academic Libraries*
- 2019 Tangires, Helen. *Movable Markets: Food Wholesaling in the 20th-Century City* (Baltimore: Johns Hopkins University Press, 2019), in *Choice: Current Reviews for Academic Libraries*

- 2018 Bátiz-Lazo, Bernardo. *Cash and Dash: How ATMs and Computers Changed Banking* (Oxford, UK: Oxford University Press, 2018), in *Choice: Current Reviews for Academic Libraries*
- 2018 Martin, James W. *Banana Cowboys: The United Fruit Company and the Culture of Corporate Colonialism* (Albuquerque: University of New Mexico Press, 2018), in *Choice: Current Reviews for Academic Libraries*
- 2018 Parkin, Katherine J.: *Women at the Wheel: A Century of Buying, Driving, and Fixing Cars* (Philadelphia: University of Pennsylvania Press, 2017), in *Choice: Current Reviews for Academic Libraries*
- 2018 Nemeth, Charlan. *In Defense of Troublemakers: The Power of Dissent in Life and Business* (New York: Basic Books, 2018), in *Choice: Current Reviews for Academic Libraries*
- 2017 Robb, George. *Ladies of the Ticker: Women and Wall Street from the Gilded Age to the Great Depression* (Urbana: University of Illinois Press, 2017), in *Choice: Current Reviews for Academic Libraries*
- 2017 Maggor, Noam. *Brahmin Capitalism: Frontiers of Wealth and Populism in America's First Gilded Age*. (Cambridge, MA: Harvard University Press, 2017) in *Choice: Current Reviews for Academic Libraries*.
- 2017 Cohen, Joanna. *Luxurious Citizens: The Politics of Consumption in Nineteenth-Century America* (Philadelphia: University of Pennsylvania Press, 2017) in *The American Historian*.
- 2016 Langford, Beverly. *The Etiquette Edge: Modern Manners for Business Success*, 2nd ed. (New York: AMACOM, 2016), in *Choice: Current Reviews for Academic Libraries*.
- 2016 Rao, Aruna; Sandler, Joanne; Kelleher, David, and Miller, Carol. *Gender at Work: Theory and Practice for 21st Century Organizations* (London: Routledge, 2016), in *Choice: Current Reviews for Academic Libraries*
- 2016 Tomes, Nancy. *Remaking the American Patient: How Madison Avenue and Modern Medicine Turned Patients into Consumers* (Chapel Hill: University of North Carolina Press, 2016), in *Choice: Current Reviews for Academic Libraries*
- 2015 Bay, Mia, and Fabian, Ann, eds. *Race and Retail: Consumption Across the Color Line* (New Brunswick, NJ: Rutgers University Press, 2015), in *Choice: Current Reviews for Academic Libraries*
- 2015 Allen, David Grayson. *Investment Management in Boston: A History* (Amherst & Boston: University of Massachusetts Press, 2015), in *Choice: Current Reviews for Academic Libraries*
- 2014 Blackwelder, Julia Kirk. *Electric City: General Electric in Schenectady* (College Station, Texas: Texas A&M University Press, 2014), in *Choice: Current Reviews for Academic Libraries*
- 2014 Malone, Michael S. *The Intel Trinity: How Robert Noyce, Gordon Moore, and Andy Grove Built the World's Most Important Company* (New York: HarperCollins Publishers, 2014), in *Choice: Current Reviews for Academic Libraries*
- 2014 Bucheli, Marcelo, and Wadhwani, R. Daniel, ed., *Organizations in Time: History, Theory, Methods* (Oxford: Oxford University Press, 2014), in *Choice: Current Reviews for Academic Libraries*

- 2013 Massengill, Rebekah Peeples. *Wal-Mart Wars: Moral Populism in the Twenty-First Century* (New York: NYU Press, 2013), in *Choice Magazine*
- 2013 Mizruchi, Mark S., *The Fracturing of the American Corporate Elite* (Cambridge, MA: Harvard Press, 2013) in *Choice Magazine*
- 2013 Taylor, Timothy D., *The Sounds of Capitalism: Advertising, Music, and the Conquest of Culture* (Chicago: University of Chicago Press, 2012) in *Journal of American History*
- 2012 Berebitsky, Julie, *Sex and the Office: A History of Gender, Power, and Desire* (New Haven: Yale University Press, 2012), in *Business History Review*
- 2012 Otnes, Cele C., and Linda Tuncay Zayer, eds. *Gender, Culture, and Consumer Behavior* (Routledge, 2012), in *Choice Magazine*
- 2012 Hyman, Louis. *Borrow: The American Way of Debt* (New York: Vintage, 2012), in *Choice*.
- 2011 Epperson, Bruce D. *Peddling Bicycles to America: The Rise of an Industry* (Jefferson, N.C., and London: McFarland & Company, Inc., Publishers, 2010) in *Technology and Culture* (2012).
- 2011 Duffy, Mignon. *Making Care Count: A Century of Gender, Race, and Paid Care Work* (New Brunswick, NJ: Rutgers University Press, 2010) in *Choice*.
- 2011 Laugen, R. Todd. *The Gospel of Progressivism: Moral Reform and Labor War in Colorado, 1900-1930* (Boulder: University of Colorado Press, 2010) for the Center for Colorado & the West <<http://coloradowest.auraria.edu>>
- 2010 Benett, Andrew, and Ann O'Reilly. *Consumed: Rethinking Business in the Era of Mindful Spending* (Palgrave/Macmillan, 2010), in *Choice*
- 2010 Marron, Donncha. *Consumer Credit in the United States: A Sociological Perspective from the 19th Century to the Present* (Palgrave/Macmillan, 2009), in *Choice*.
- 2009 Rao, Hayagreeva. *Market Rebels: How Activists Make or Break Radical Innovations* (Princeton University Press), in *Choice*.
- 2009 Bethany Moreton, *To Serve God and Wal-Mart: The Making of Christian Free Enterprise* (Cambridge, Mass: Harvard University Press, 2009), in *Choice*.
- 2009 Jim Taylor, Doug Harrison, and Stephen Kraus, *The New Elite: Inside the Minds of the Truly Wealthy* (New York: AMACOM, 2009), in *Choice*.
- 2009 Juliann Sivulka, *Ad Women: How They Impact What We Need, Want, and Buy* (Amherst, New York: Prometheus Press, 2009), in *Choice*.
- 2008 Robert G. Dunn, *Identifying Consumption: Subjects and Objects in Consumer Society* (Philadelphia, PA: Temple University Press, 2008), in *Choice*.
- 2008 Jason Chambers, *Madison Avenue and the Color Line* (Philadelphia: University of Pennsylvania Press, 2007) in *Journal of American History* (December 2008).
- 2007 Charles F. McGovern. *Sold American: Consumption and Citizenship, 1890-1945* (Chapel Hill: University of North Carolina Press, 2006) in *American Historical Review* (December 2007).
- 2007 Tamara S. Wagner and Narin Hassan, eds. *Consuming Culture in the Long Nineteenth Century: Narratives of Consumption, 1700-1900*. Lanham, MD: Lexington Books (2007), in *Choice*.

- 2007 Giles Slade. *Made to Break: Technology and Obsolescence in America* (Cambridge, Mass.: Harvard University Press, 2006) in *Technology and Culture*, (April 2007).
- 2007 John Franch. *Robber Baron: The Life of Charles Tyson Yerkes*. (Urbana and Chicago: University of Illinois Press, 2006) in *Business History* [British], (May 2007).
- 2007 William Dean Howells. *The Rise of Silas Lapham*. (New York: Signet Classic by New American Library, 1980 [Originally published Boston: Ticknor and Company, 1885]) in *Business History Review*, (2007).
- 2006 Elspeth H. Brown, Catherine Gudis, and Marina Moskowitz (eds.). *Cultures of Commerce: Representation and American Business Culture, 1877-1960*, in *Choice*.
- 2006 *Trust and Honesty: America's Business Culture at a Crossroad*, Tamar Frankel (Oxford University Press, 2005), in *Choice*.
- 2006 Dana Heller (ed.). *The Selling of 9/11: How a National Tragedy Became a Commodity* (Palgrave Macmillan, 2005), in *Choice*.
- 2005 Kenneth Lipartito and David B. Sicilia, eds. *Constructing Corporate America: History, Politics, Culture*. (Oxford: Oxford University Press, 2004) in *Enterprise & Society* 6 (2005): 738-740.
- 2005 Thomas Heinrich and Bob Batchelor, *Kotex, Kleenex, Huggies: Kimberly-Clark and the Consumer Revolution in America*. (Columbus: Ohio State University Press, 2005) in *Business History* (2005).
- 2005 David Dyer, Frederick Dalzell, and Rowena Olegario. *Rising Tide: Lessons from 165 Years of Brand Building at Procter & Gamble*. (Boston: Harvard Business School Press, 2004) in *Enterprise & Society* 6 (2005): 179-181.
- 2005 Jeffrey M. Hornstein, *A Nation of Realtors®: A Cultural History of the Twentieth-Century American Middle Class* (Durham: Duke University Press, 2005), in *Choice*.
- 2005 Grant McCracken, *Culture And Consumption II: Markets, Meaning, And Brand Management* (Indiana University Press, 2005), in *Choice*.
- 2005 Lisa Jacobson, *Raising Consumers: Children and the American Mass Market in the Early Twentieth Century* (Columbia, 2004), in *Choice*.
- 2004 John McDonough, Karen Egolf, and Jacqueline V. Reid, eds. *The Advertising Age Encyclopedia of Advertising*. (New York: Fitzroy Dearborn, 2003) in *Enterprise & Society* 5 (2004): 168-171.
- 2004 James B. Twitchell, *Branded Nation: The Marketing of Megachurch, College Inc., and Museumworld* (Simon & Schuster, 2004), in *Choice*.
- 2004 Daniel Horowitz, *Anxieties of Affluence: Critiques of American Consumer Culture, 1939-1979* (University of Massachusetts Press, 2004), in *Choice*.
- 2004 Constance L. Hays, *The Real Thing: Truth and Power at the Coca-Cola Company* (Random House, 2004), in *Choice*.
- 2003 Philip Morris usa, Inc. Advertising Archive <<http://www.pmadarchive.com>> in *Journal of American History* 90: 752.
- 2003 Maury Klein, *Rainbow's End: The Crash of 1929* (New York: Oxford University Press, 2001) in *Journal of American History* 90: 691-692.

- 2003 Lawrence R. Samuel, *Brought to You By: Postwar Television Advertising and the American Dream* (Austin: University of Texas Press, 2001) in *Technology and Culture* 44 (2003):417-9.
- 2003 Joel Spring, *Educating the Consumer-Citizen: A History of the Marriage of Schools, Advertising, and Media* (Lawrence Erlbaum Associates, 2003), in *Choice*.
- 2003 Mansel Blackford, *A History of Small Business in America* (University of North Carolina Press, 2003), in *Choice*.
- 2003 Fernando Fasce, *An American Family: The Great War and Corporate Culture in America* (Ohio State University Press, 2002), in *Choice*.
- 2002 Juliann Sivulka, *Stronger Than Dirt: A Cultural History of Advertising Personal Hygiene in America, 1875-1940* (Amherst, New York: Humanity Books, 2001) in *Journal of Macromarketing*.
- 2001 Erika Diane Rappaport, *Shopping for Pleasure: Women in the Making of London's West End* (Princeton University Press, 2000) in *Enterprise & Society*.
- 2000 Jeffrey Louis Decker, *Self-Styled Success from Horatio Alger to Oprah Winfrey* (Minneapolis: University of Minnesota Press, 1997) in *Journal of American History*.
- 1999 Karen S. Miller, *The Voice of Business: Hill & Knowlton and Postwar Public Relations* (Chapel Hill: University of North Carolina Press, 1999) on H-Business.
- 1999 Michele H. Bogart, *Artists, Advertising, and the Borders of Art* (University of Chicago Press, 1995) and Patricia Johnston, *Real Fantasies: Edward Steichen's Advertising Photography* (Berkeley: University of California Press, 1997) in *Journal of American History* 86: 285-7.
- 1997 Richard John, *The American Postal System from Franklin to Morse* (Cambridge, MA: Harvard University Press, 1995) in *Technology and Culture*.
- 1996 Timothy B. Spears, *100 Years on the Road: The Traveling Salesman in American Culture* (New Haven: Yale University Press, 1995) in *Technology and Culture*.
- 1996 David Gartman, *Auto Opium: A Social History of American Automobile Design* (London: Routledge, 1994) in *Technology and Culture* 37, no. 2: 377-9.
- 1993 Martha L. Olney, *Buy Now, Pay Later: Advertising, Credit, and Consumer Durables in the 1920s* (Chapel Hill: University of North Carolina Press, 1991) in *Technology and Culture*.
- 1992 Gregory W. Bush, *Lord of Attention: Gerald Stanley Lee and the Crowd Metaphor in Industrializing America* (Amherst, MA: University of Massachusetts Press, 1991) in *Technology and Culture*.
- 1992 Olivier Zunz, *Making America Corporate, 1870-1920* (Chicago: University of Chicago Press, 1990) in *Maryland Historical Journal*.
- 1991 Richard Tedlow, *New and Improved: The Story of Mass Marketing in America* (New York: Basic Books, 1990) in *Technology and Culture*.
- 1991 JoAnne Yates, *Control Through Communication: The Rise of System in American Management* (Baltimore: Johns Hopkins University Press, 1989) in *Antenna*.

## OTHER PUBLISHING ACTIVITIES

- July 2005 - 2018 Co-founder and co-editor, University of Pennsylvania Press book series, "American Business, Politics, and Society"
- April 1997 to July 1999 Book Review Editor, *Technology and Culture*.
- 1986-2002 Editor, *Antenna*, Newsletter of the Mercurians, History and Impact of Communication Technologies Group of the Society for the History of Technology
- 1992 - 2002 Publisher, *Antenna*

## PRESENTATIONS AT ACADEMIC MEETINGS AND CONFERENCES

(abbreviated listing):

- Corruption and the Array of Publics
  - Business History Conference, Atlanta 2024
- Abstractions, not Profits: How to Win Loyalty in Business
  - American Historical Association, Chicago, January 2019
- Parallel Ladders to the Glass Ceiling: Presidential and Corporate Executive Appointments
  - Larkin Symposium on the President and American Capitalism since 1945, Florida Atlantic University, Miami, Florida, February 2016
- Making a Hero of Horatio Alger: How a Progressive Reformer Came to Symbolize Inequality
  - Business History Conference, Miami, Florida, June 2015
- Where the Legislative Model Failed: Civil Rights Enforcement and the Glass Ceiling
  - Business History Conference, Frankfurt, Germany, March 2014
- "Is the History of Capitalism the New Business History?"
  - American Historical Association Roundtable, Washington, D.C., January 3, 2014
- Building a Canal and a Myth in the 1830s
  - Business History Conference, Columbus, Ohio, March 2013
- "How Business Historians Can Save the World—From the Fallacy of Self-made Success"
  - Workshop on Narratives in Business History, Copenhagen Business School, November 28, 2013
- Narratives of Self-Made Men and the State in Antebellum America
  - Business History Conference, Philadelphia, March 2012
- The Powers and Limitations of Equal Opportunity Laws
  - Berkshire Women's History Conference, Amherst, Massachusetts, June 2011
- A Sociologist's Lessons for Historians
  - Social Science History Association, Long Beach, CA, November 2009
- Discrimination's Complexities and the Limits of Civil Rights Law
  - Law & Society Association, Denver, May 29, 2009
- The Role of the Corporation: Business History and the History of Consumption,
  - German Historical Institute, Washington, DC., November 7, 2008
- Powers and Limits of the Law: Corporate Responses to Civil Rights Legislation



- American Society for Legal History, Ottawa, November 15, 2008
- Looking Toward the Future: Expanding Connections for Business Historians
  - Presidential Address, Business History Conference, Sacramento, April 12, 2008
- Profiting from Social Capital: A Tool for Historians
  - Organization of American Historians, Minneapolis, April 1, 2007
- Filling Out, Filling In: Evidence and Trends in Business History Scholarship
  - Organization of American Historians, Minneapolis, March 31, 2007
- Inventing the Social Capital Lexicon (invited)
  - Sloan School of Business, MIT, Cambridge, MA, upcoming, October 27, 2006
- Social Science, Civil Rights, and a Crisis in U.S. Management
  - Social Science History Association, Portland, Oregon, 2005;
- Social Science, Gender, and U. S. Management
  - Association of Business Historians, Nottingham, England, 2004;
- How Discrimination Works: Strangers, Networks, and Opportunities
  - Business History Conference, Le Creusot, France, 2004;
- Self-Made Nation/Self-Made Men: Parallel Myths of American Exceptionalism
  - Organization of American Historians, Washington, D.C., 2002;
- The Hidden Social Capital of American Enterprise
  - Business History Conference, Palo Alto, 2000
- Color's Lures and Perils: Chromolithography in Victorian America
  - Society for the History of Technology, Detroit, 1999;
- In the Company of Men: Mentorship in Businessmen's Culture
  - International Business History Conference, Glasgow, Scotland, 1999;
- Interactions in the Evolution of Advertising
  - Business History Conference, Chapel Hill, NC, 1999;
- Values, Politics, and the American Family
  - University College Public Seminar, University of Denver, Sponsored by NEH, October 10, 1995;
- Gods and Goddesses in the Garden
  - Colorado History Group, University of Northern Colorado, September 11, 1993;
- From Success to Progress: The Professionalization of Advertising Practitioners
  - Business History Conference, Pasadena, March 7, 1992;
- Progress in Separate Spheres: Selling Nineteenth-Century Technologies
  - Strong Museum Symposium, Rochester, New York, November 9, 1990;
- Decline of Industrial Imagery and the Professionalization of American Advertising
  - Society for the History of Technology, Cleveland, October 17, 1990;
- Selling Children on Anxiety: A History of Advertising to Children
  - Values Conference, Regis College, Denver, October 10, 1990;
- Women and Their Machines
  - University of California at Davis, Humanities Center, October, 1989;
  - SUNY, New Paltz, March, 1989;
- The Heritage of Enterprise: Perspectives on Historical Advertisements
  - National Council on Public History Annual Meeting, Denver, March, 1988;
- Victorian Children: Learning Life's Lessons Early
  - University of California at Davis, Humanities Center, October, 1989;
  - Newburyport Historical Society, Newburyport, MA, May, 1980;

- Images of Technology and Advertising History
  - Massachusetts Institute of Technology, Cambridge, April, 1988;
  - University of Detroit, October, 1986, and October, 1987;
- Selling the Family: Advertising with Family Images
  - New England College, Henniker, NH, December, 1987;
- Advertising's Smoky Past: Themes of Progress in 19th-Century Advertisements
  - Lowell Conference on Industrial History, Lowell, MA, October, 1985;
- The Early History of Advertising and Popular Ideas of Technology
  - History of Marketing Conference, Michigan State Univ., E. Lansing, April, 1985;
- The Persuading Mirror: Personal Identity in Advertising Strategy
  - Urban Study Group, Susquehanna University, Selingsgrove, PA, March 1981;
- Images of Gender in Historical Advertisements
  - University of Detroit, October, 1984, and October, 1985;
  - Women's Educational and Industrial Union, Boston, November, 1980;
- Sparks of Progress: Electricity as a Theme in Victorian Advertisements
  - Victorian Society in New England and M.I.T. Museum, November, 1983;
- Tantalizing Tastes: Advertising for the Nineteenth-Century Table
  - Annual Symposium, Victorian Society in America, Philadelphia, Sept. 1981;
- Women and Their Machines: Selling the Nineteenth-Century Domestic Utopia, Society for the History of Technology, Sacramento, CA, 1989;
- Electricity as a Theme in American Advertising, Franklin Institute, Philadelphia, 1983.
- From Street Criers to Commercials: A History of American Advertising
  - Bentley College Marketing Association, Waltham, MA, October, 1979.

OTHER PRESENTATIONS (abbreviated listing):

- "Parallel Ladders to the Glass Ceiling: Presidential and Corporate Executive Appointments," Secular Hub, Denver, March 2017
- "Social Capital & How Things *Really* Get Done," Association of Philanthropic Council, Denver, June 19, 2014
- "Poignant Humorists: Mark Twain and Norman Rockwell," University of Colorado Medical Campus Library, February 13, 2014
- "Narratives of the Self-Made Man: The Evolution of an Illusion" Copenhagen Business School, November 26, 2013
- "The Business of Change: American Women in Business," National Women's History Museum and George Washington University, Washington, D.C., November 12, 2013
- CU Graduate School Orientation, Anschutz Medical Campus, "Getting Past the Illusion of Self-made Success" August 21, 2013
- CU Graduate School Orientation, Denver Campus, "Getting Past the Illusion of Self-made Success" August 19, 2013
- CU Foundation Luncheon, "Networking and Contributing to CU Denver" April 19, 2013
- CU Denver Tenure-Track Mentoring Event, "Networking and Community Building" April 1, 2013

- CU Denver College of Liberal Arts & Sciences, School of Public Administration, Business School, “Debunking the Fable of Self-Made Success: The Real Story of Professional Networking,” September 23, 2010
- Plenary speaker at Women’s Leadership Symposium, University of Colorado, Colorado Springs, May 1, 2010
- Why There Never Was a Self-Made Success and Why It Matters
  - CLAS Outstanding Faculty Achievement Award Presentation, April 16, 2010
- Banking on Race and Ethnicity
  - Guest presentation to Ethnic Studies class, November 4, 2009
- Moving Opportunity Ahead: Powers and Limits of the Law
  - American Association of University Women, Littleton-Englewood, Colorado; March 9, 2009;
- How Historians Work: Discovering Networking and Mentoring
  - UCD University Honors and Leadership Program, February 27, 2009
- Playing with the Boys: What Nora Charles of *The Thin Man* Could Have Learned from the Women’s Movement
  - UCD History Department Colloquium, November 19, 2008
- How to Network at UCD
  - University of Colorado Denver Association of Lecturers and Instructors October 22 and 23, 2008
- We’ve Come a Long Way, Baby: A Conversation on Drinking and Dames
  - One Book/One Denver, Denver, Colorado, October 23, 2008
- Pull: Challenging Discrimination in Science and Medicine
  - “Balance for Women Physicians,” Breckenridge, Colorado, August 9, 2008
- Consumerism, Advertising, and Technology
  - “Celebrate 1908!” Auraria Casa Mayan Heritage, Denver, July 26, 2008
- How Women Invented Networking—And Why
  - CU Women Succeeding Faculty Development Symposium, March 2, 2007, Keynote Address (invited);
  - American Association of University Women, Colorado state convention, April 28, 2007, Keynote Address (invited)
  - Business and Professional Women/Denver Tech Center Chapter, July 12, 2006 (invited)
- How to Succeed in Business: Uncovering the Power of Social Capital (invited)
  - Washington, D. C., 2002;
- Women and Social Capital: Historical and Current Perspectives (invited)
  - American Association of University Women, Littleton, Colorado, 2002;
- Advertising Technologies for Women’s Use (invited)
  - Denver Women’s Trade Fair, March 9, 1991;
- Historical Perspectives on Advertising and the Growth of Industry (invited)
  - Ephemera Society, USA Annual Conference, Hartford, CT, April, 1982;

## RECOGNITIONS AND HONORS

- Pam Laird Community Builder Scholarship Fund established by the CU Denver Faculty Assembly 2018
- National History Day in Colorado Leadership Award for 2015
- CU Faculty Council Distinguished Service Award for 2014
- CU Denver Mentor of the Year Award for 2013
- Mercurians History of Communication Technology, Society for the History of Technology, naming of the Pamela Walker Laird Travel Grant (for junior scholars), 2009; approved 2010
- College of Liberal Arts and Sciences Outstanding Faculty Achievement Award, 2007
- CU Faculty Council Distinguished Service Award, 2007
- Harold F. Williamson Prize, biannual medallion awarded for mid-career achievement in business history, sponsored by the Business History Conference, 2006
- Hagley Prize in Business History for *Pull: Networking and Success Since Benjamin Franklin*, sponsored by the Hagley Museum and Library, Wilmington, DE, 2006
- Business History Conference, President, 2007-2008
- Annual Service Award, College of Liberal Arts and Sciences, UCD, 2003
- American Association of University Women Research Leave Fellowship, 2001-2002
- *Choice* Selection of *Advertising Progress* as an Outstanding Academic Book of 1999
- Book prize nominations for *Advertising Progress*:
  - Berkshire Conference Book Prize, 1998;
  - Albert J. Beveridge Award in American History, 1999
  - Joan Kelly Memorial Prize in Women's History, 1999
  - Frederick Jackson Turner Award, 1999
  - Ellis W. Hawley Prize, 1999
  - Hagley Prize in Business History, 1999
- Finalist for Krooss Prize for Dissertations in Business History, 1993

## PROFESSIONAL ORGANIZATIONS, Current Memberships

- American Historical Association
- Berkshire Conference on Women's History
- Business History Conference
- Labor and Working-Class History Association
- Organization of American Historians
- Society for the History of the Early Republic
- Society for the History of Technology

## RESEARCH AND SCHOLARSHIP SUPPORT

- American Association of University Women Post-Doctoral Research Leave Fellowship, 2001-2002

- The Hagley Museum and Library Business History Grant-in-Aid, 2001
- Englebourg Travel Fellowship, Boston University, 1990
- The Hagley Museum and Library Business History Scholar's Grant, 1990
- Smithsonian Institution Short Term Visitor Grant, 1990
- Boston University, History Graduate Assistantships, 1985-1987
- National Endowment for the Humanities Summer Grant: Social History of Science Seminar at Harvard University; Everett Mendelsohn, Director, 1985
- Chamberlayne Junior College Faculty Development Grants, 1986-1988
- Tufts University Tuition Scholarships, 1970-1974
- Ford Motor Company Scholarship (full college tuition and expenses), 1965-69
- Biophysics Research Fellowship, Detroit Institute of Cancer Research, 1964

### TEACHING:

#### Courses Taught Previously (History)

- Contemporary World History
- Cultural Politics of Progress: Technology, Society, and Culture (graduate seminar)
- From Street Criers to Commercials: A History of American Advertising.
- History in Museums
- Gilded Age and Progressive Era United States
- Gilded Age and Progressive Era United States, (graduate readings seminar)
- History of the Consumer Culture
- Introduction to the Professional Study of History (graduate seminar)
- Public History
- Selected Readings in United States Society and Thought
- The Roles of Women in U.S. History
- Theory and Practice of History
- United States Business History
- United States Society and Thought History (I) To 1860, & (II) Since 1860
- United States, 1860-1900; United States, 1876-Present.
- Values and Attitudes in U.S. History and Policy
- Victorian England: Social and Intellectual History
- Western Civilization

#### Courses Taught Previously (Other than History)

- Advertising Copy & Layout
- Consumer Behavior.
- Introduction to Psychology
- Public Relations
- Introduction to Sociology

SERVICE (abbreviated listing)

Department of History

- Ad hoc committee to create an online minor, chair (2016-2017)
- Department chair, 2013-2016
- Graduate Director, 2012-2015
- Chaired two faculty searches, 2011-2012
- National History Day in Colorado judge, 2010-present
- Graduate Director and Associate Chair, 2009-2013
- Ward Prize Committee 2006-2018
- Colter Prize Committee 2006-2018
- Website construction and content, <HistoryInColorado.org> & <PublicHistory.cudenver.edu> 1999

College of Liberal Arts & Sciences

- Director of Digital Initiatives, 2016-2019
- CLAS Task Force on Tenure-Track Faculty Roles, Responsibilities, and Rewards, 2012-2014
- CLAS Instructor Task Force, 2012
- CLAS Budget and Planning Committee 2005-2011, Chair, 2010-2014
- Search Committee, Associate Dean 2010
- Alternative Track Task Force, 2008-2010
- Search Committee, CLAS Dean, 2008
- CLAS Council, founding chair 2006-2008; member 2006-2010

University of Colorado Denver

- Co-Founder and Executive Committee member, University of Colorado Denver Association of Lecturers and Instructors (and its precursor the CU Denver Honoraria Association), 1995-present
- Organizer and first chair of the University Curriculum Committee, 2018
- Organizer multiple digital humanities events, 2015-present
- Co-Founder & Co-PI for ThinQStudio, a digital pedagogy laboratory, 2017-present
- Primary Unit Reviews, College of Architecture and Planning, 2014-2015, 2016
- Steering Committee for Undergraduate Experiences Symposium 2016
- Search Committee for Assistant Vice Chancellor for Digital Education, 2017
- Search Committee for Faculty Advisor, 2016-2017
- Search Committee for Library Director, 2016-2017, 2017-2018
- Faculty Assembly Academic Personnel Committee, Co-Chair, 2016-2017
- Faculty Assembly Executive Committee, 2011-2014
- Faculty Assembly Academic Personnel Committee, Chair, 2012-2015
- Faculty Council Liaison to President's Office on Instructor Contracts Administrative

- Policy Statement, 2012-2013
- Vice Chancellor's Advisory Committee, 2010-2011
- Judge for Research and Creative Activities Symposium, 2009
- Participation as Mentor in UCD Mentoring Program (Center for Faculty Development)  
—2006-present
- Faculty Assembly Budget Priorities Committee (UC Denver) 2002-2014  
—Secretary, 2004-2010
- First Level Reviews (Comprehensive Review, Tenure, and Promotion), Business School, 2008, 2014, 2015-2016
- Liaison to UCD Association of Lecturers and Instructors Executive Board, 2006-2018
- Internal Review Team, College of Architecture & Planning, 2008
- Governance Task Force, (UC Denver) 2008-2009
- Faculty Council Personnel Committee (University-wide) 2002-2007
  - chair 2003-2007 (annual course release)
- Faculty Council (University-wide) 2003-2014
- Faculty Council Budget Committee (University-wide) 2005-2007
- Faculty Assembly (UC/Denver) 2002-present  
—Secretary, 2004-2006
- Academic Policy Working Group [on tenure-related processes], 2006
- Joint Faculty/Staff Committee, 2005-2008
- Faculty Council Liaison to Total Compensation Team (University-wide) 2004-2005
- Ad Hoc Faculty Disability Committee (University-wide) 2004
- Ad Hoc Committee on Supervisor/Manager Training on Disability (University-wide)  
2005-2006
- Ad Hoc Advisory Committee on Chairs' Support (University-wide) 2005-2006
- Ad Hoc Retirement Options Committee (University-wide) 2003-2004
- Ad Hoc Windows Retirement Committee (University-wide) 2005
- Academic Personnel Committee (UC/Denver) 2002-2004
- Faculty Development Coordinating Committee (UC/Denver) 2001, 2003
- Incentive-Based Budget Model Review Committee (UC/Denver) 2003-2004
- UCD Accreditation Committee 1999
- Co-Chair or Chair, UCD Association of Lecturers and Instructors (including precursor organization, UCD Honoraria Association) 1996-2001

For Professional Organizations:

- Business History Conference
  - Grants & Prizes Committee, 2023-2025, chair 2024
  - Chair, Search Committee for Secretary/Treasurer, 2017-2018
  - Local Arrangements Chair 2016-2017
  - Public Outreach Committee, founding member, 2012-2014
  - Director of Oxford University Press Journals Doctoral Colloquium, 2008-2015
  - Co-chair, Nominating Committee, 2010-2011
  - Chair, Affiliated Societies Ad Hoc Committee, 2009-2011
  - Chair, Ralph Gomory Prize Committee, funded by Alfred P. Sloan Foundation, 2010-2012

- Past President on Board, 2009-2010
- Immediate Past President, 2008-2009
- President, 2007-2008
- President-elect, 2006-2007
- Chair, Nominating Committee, 2008-2009
- Program Committee, 2005-2006; co-chair 2006-2008
- Representative to H-Net, 2002-2013
- Rovensky Fellowship Committee, 2005-present
- Newcomen Dissertation Prize Committee, 2002-2003
- Board of Trustees, 1999-2002
- Electronic Media Oversight Committee, Chair, 2000-2002
- By-Laws Revision Committee 1999-2000
- Society for the History of Technology
  - Kranzberg Dissertation Award Committee, 2012-2015
  - Ad Hoc Committee on Awards and Prizes, 2003;
  - Executive Council, 2000-2002;
  - Elections and Nominations Ad Hoc Committee, chair, 2000-2001;
  - Book Review Editor, *Technology and Culture*, 1997-1999;
  - Survey on electronic communications and electronic publishing, 1993-1994;
  - Editorial Committee, *Technology and Culture*, 1991-1995, chair, 1994-1995;
  - Education Research and Development Committee, 1987-1992;
  - Robinson Prize Committee, 1987-1989;
  - History and Impact of Communication Technologies Group, The Mercurians  
Co-Founder and Chair; Editor, *Antenna*, 1986 - 2002.
- American Historical Association
  - Local Arrangements Committee 2016-2017

### Boards

- Editorial Board for Matthew Adams Publisher and Consultant Editor for J. Walter Thompson Archive, 2017-2019
- National History Day in Colorado, 2015-present
- Editorial Advisory Board, *Enterprise and Society*, 2010-2017;
- Editorial Advisory Board, *Business History Review*, 2009-present;
- Editorial Board, *Journal of Historical Research in Marketing*, 2007-2012;
- Editorial Board, *Journal of the Gilded Age and Progressive Era*, 2007-2011;
- Advisory Board for the Community College of Aurora Liberal Arts Division, 2006-2008;
- Editorial Board, *Management & Organizational History*, 2006-2025;
- Editorial Advisory Board, *Journal of Marketing History*, 2001-2012;
- Editorial Advisory Board, *Technology & Culture*, 2001-2006;
- Editorial Board, *Explorations in Media Ecology*, 2001-2014;
- Advisory Board, *Antenna*, 2002-2012
- Board of Directors, Telecommunications History Group, 2001-2019;
- Executive Council, Society for the History of Technology, 2000-2002;



- Board of Trustees, Business History Conference, 1999-2002.

#### OTHER PROFESSIONAL ACTIVITIES

- ThingStudio, CU Denver; co-founder 2015; Leadership Team 2015-present
- National Postal Museum Awards for Scholarship on the History of the American Postal System; co-founder, 2019; Judge, 2019-2022
- Rita Lloyd Moroney Awards for Scholarship on the History of the American Postal System, sponsored by the U. S Postal Service: Development of original award criteria and statement, 2005; Judge, 2006-2019
- Golda Meir House, Denver, Museum consultation, 1998-1999
- National Postal Museum, Smithsonian Institution, Washington, D.C., consultation, 1992
- Western Reserve Historical Society, Cleveland, Museum consultation, 1990-1992
- “Women and Their Machines: Selling the Nineteenth-Century Domestic Utopia,” Exhibit, Society for the History of Technology, Sacramento, CA, 1989.
- “Electricity as a Theme in American Advertising,” Exhibit co-curator, Franklin Institute, Philadelphia, 1983.