

**Rahima A. Schwenkbeck, Ph.D.**  
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## Education

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American Studies, Ph.D.		
The George Washington University	Washington, DC	2011-2017
American Studies, M.A.		
California State University, Fullerton	Fullerton, CA	2009-2011
Liberal Studies, M.A.		
University of Minnesota, Twin Cities	Minneapolis, MN	2006-2008
Entrepreneurial Management and Marketing, B.S. Minor in Jewish Studies		
University of Minnesota, Twin Cities	Minneapolis, MN	2002-2006

## Publications

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- The Business of Marketing, Entrepreneurship, and Architecture of Communal Societies in the 1960s and 1970s.*  
New York: Palgrave Macmillan, 2021.
- "Growth, Ideals and Scarcity: The Complexity of Financing the Twin Oaks Community." *Communal Societies* 39.1 (2019): 18-40.
- "Labor, Accounting and Abundance: Clashing Values of Economic Idealism and Collective Wellbeing in Twin Oaks Community, 1967-1979" in *The Folklorist in the Marketplace*. ed. Willow Mullins. Logan, UT: The Utah State University Press (Expected Winter 2018).
- "Soda Popinski: Transnational Stereotypes and Vodka." In J. Banks, R. Mejia & A. Adams, eds., *100 Greatest Video Game Characters*. Lanham, MD: New York: Rowman & Littlefield (2017): 176-178.
- "Informal economies" *The Social Science of War*. Ed. Paul Joseph. Thousand Oaks, CA., SAGE Publications, Inc. January 2017: 867-870.
- "Angel Island", "Watts, LA", "Watergate," "Sutter's Mill," *Encyclopedia of American Historic Sites and Landmarks*. Ed. Mitchell Newton Matza. Santa Barbara, CA: ABC-CLIO, 2016.
- Review of Jürgen Kocka's *Capitalism: A Short History* (Princeton: Princeton University Press, 2016) for *The History Teacher* 49.2 (August 2016): 622-3.
- "Capitalism with a Conscience?: Whole Foods Market and the Complications of Caring." SAGE Business Cases. Croton-on-Hudson, NY: Golson Media. April 2016.
- "Bear Flag Revolt", "Californios", "Empresarios." *Imperialism and Expansionism in American History: A Social, Political and Cultural Encyclopedia and Document Collection. Vol 1*. Eds. David Bernstein and Chris Magoc. Santa Barbara, CA (2015): ABC-CLIO, 128; 135; 140.
- "Tarnished Dreams and Toxic Waste: The Slippery Meaning of Science and Rectification at Love Canal." *The Quint: An Interdisciplinary Journal from the North* 7.4 (Winter 2015): 9-37.
- "Doused in Faygo and Scorn: Insane Clown Posse's Paradox of Cool and the Culture Industry." *Music at the Extremes: Essays on Sounds Outside of the Mainstream*. Ed. Scott Wilson. Jefferson, NC: McFarland (2015): 227-244.
- Review of Louis J. Parascandola and John Parascandola, *The Coney Island Reader* (New York: Columbia University Press, 2014) for *New York History* 96.1 (Winter 2015): 153-155.
- "Middle of the Road Populists." *Encyclopedia of Populism in America: A Historical Encyclopedia*. Ed. Alexandra Kindell. Santa Barbara, CA, ABC-CLIO (2014): 432-3.
- "Keeping Consumers Clean: Ivory Soap." *We Are What We Sell: How Advertising Shapes American Life...And Always Has* Vol.1. Ed. Danielle Coombs and Bob Batchelor. Westport, CT: Praeger (2014): 197-212.

- Introduction to *The Story of Secret Service* by Richard Wilmer Rowan. Washington DC: Westphalia Press, 2014.
- Review of Grace Peña Delgado, *Making the Chinese Mexican: Global Migration, Localism, and Exclusion in the US-Mexico Borderlands* (Stanford) for *The Middle Ground Journal* 6 (Spring 2013): <http://www2.css.edu/app/depts/HIS/historyjournal/index.cfm?cat=7&art=161>
- "Muhammad Ali" and "Selena." *100 Entertainers Who Changed America: An Encyclopedia of Pop Culture Luminaries*. Ed. Robert C. Sickels. Westport, CT, Greenwood Press (2013): 2-9 and 477-483.
- Review of Brian D. Behnken, *Fighting Their Own Battles: Mexican Americans, African Americans and the Struggle for Civil Rights* (University of North Carolina) for *Southern Historian: A Journal of Southern History* Vol. XXXIV (Spring 2013): 106-8.
- "Eden Electrified: Industrial Utopias and the Promise of Niagara Falls." *Western New York Heritage Magazine* (Spring 2013): 18-26.
- "Tomorrow Never Dies?: On Civilizing the American Landscape." *American Papers* 30 (2012): 99-110.
- "Float Like a Butterfly, Stings Like Racism: Examining the Changing Context and Language of News Coverage on Muhammad Ali." In *Proceedings of the Significations 2010 Conference* at California State University, Los Angeles.

## Conferences

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- "Uneasy Spaces: Capitalism, Race, and Pleasure." Chair and Commentator. Organization of American Historians Annual Conference. Los Angeles, CA: 2023.
- "Selling the End: The Business of Funerals During Pandemics." Organization of American Historians Annual Conference. Boston, MA: March 2022.
- "Barriers to Utopia: Membership Challenges Faced by Communal Societies." Communal Studies Association Annual Conference. Online. September 2021.
- "Selling a Tiny Civilization: Advertising Utopia, Business and the Apocalypse." Business History Annual Conference. Denver, CO: March 2017.
- "The Impossibility of Dreams and Financing: Two Case Studies of Utopian Attempts." Pacific Ancient and Modern Language Association (PAMLA) Annual Conference. Pasadena, CA: November 2016.
- "Stelle: Preserving Community, Environment and the End Times." 2016 Communal Studies Association (CSA) Annual Conference. Salt Lake City, UT: October 2016.
- "Holding the Invisible Hand: The Internal Economies of 1970s' Utopian Communities." Business History Conference Annual Meeting. Miami, FL: June 2015.
- Chair and Panelist, "Unconventional Profits: Exploring the Fringes of Business Culture " Organization of American Historians Annual Meeting. St. Louis, MO: April 2015
- "Dressing Up for the Locals: Race, Gender, Business and the First Ten Years of Twin Oaks." The Virginia Forum. Richmond, VA: March 2015.
- "Not Above the Law: The Role of the State in American Countercultural Commune Development." Far West Popular Culture and American Culture Association Annual Conference. Las Vegas, NV: February 2014.
- Chair and Panelist, "The Frontier Never Closed: The Pioneer Ethos and Countercultural Communes." Pacific Ancient and Modern Language Association Conference. San Diego, CA: November 2013.
- "The Commune as Critique: An Analysis of Economic Responses by Intentional Communities in the 20th Century." Critiquing Culture: The Cultural Studies Graduate Conference: Fairfax, VA, September 2013.
- "Better to Pick or to Clean?: Popular American TV and the Desire to Consume and Cleanse." Mid-Atlantic Popular and American Culture Conference: Pittsburgh, PA, November 2012.
- "Shaving Against the Grain: King Camp Gillette's Longing for a Socialist Utopia and the Evasive American Dream." Pacific Ancient and Modern Language Association Conference: Seattle, WA, October 2012.
- "Manufactured Dissent: Graffiti and the Corruption of the Signifier." Critiquing Culture: The Cultural Studies

- Graduate Conference: Fairfax, VA, September 2012.
- "A Cultural Ouroboros?: The Paradox of Authenticity and the Power of Image in Corporate and Graffiti Culture." The 42nd Annual Popular Culture and American Culture Conference: Boston, MA, April 2012.
- "Runnin' With the Hatchet Man: The Life and (Presumed) Crimes of the Juggalo." 47<sup>th</sup> Annual Comparative Literature Conference: Long Beach, CA, March 2012.
- "Reading Between the Li(n)es: Analyzing Historical Trends in Food Marketing Media." Eighth Annual Public Anthropology Conference: Washington, D.C., October 2011.
- "Radiation from Sea to Shining Sea: Examining the Environmental Impact of Weapons Development on the American Landscape." California American Studies Conference: Fullerton, CA, May 2011.
- "Did Somebody Say Kool-Aid?: Examining Changing Social and Brand Construction of Kool-Aid in America." Food! The Conference!: New York City, NY, April, 2011.
- "All Along the Neon Front: American Modern Architecture and the Cold War." Southwest Texas Popular Culture and American Culture Association: San Antonio, TX, April 2011.
- "Under the Cover of the Lab Coat: Examining Ethics and the Historical Rebranding of the Medical Profession." Society for Literature, Science, and the Arts Conference: Indianapolis, IN, October 2010.
- "Tarnished Dreams and Toxic Waste: Remembering Love Canal as a Lost Utopia." k(NO)w Tomorrow: The Fourth Annual Cultural Studies Graduate Conference: Arlington, VA, September 2010.
- "Meaning is Skin Deep: Body Modification as a Method of Iconic Identification." Forum for Interdisciplinary Dialogue: Charlottesville, VA, September 2010.
- "Hi, My Name is \_\_\_\_\_: Moving Beyond Gender and Sexuality Identification." Mid-Atlantic Women's Studies Association Conference: Silver Springs, MD, May 2010.
- "Vitamins, Vitality and Vacations: Using Print Advertising to Examine Americans' Relationship with Food in the Twentieth Century." International Journal of Arts and Sciences Conference: Cambridge, MA, May 2010.
- "Float like a Butterfly, Stings like Racism: Examining the Changing Context and Language of News Coverage on Muhammad Ali." Significations: Los Angeles, CA, April 2010.
- "The Scholar and the Shylock: Eugenics, Identity and Jewish Immigrant Literature." Pacific Northwest American Studies Association Conference: Spokane, WA, April 2010.
- "High Hopes and Shattered Dreams: Niagara Falls as the Site of Utopian Dreams." Middle Atlantic American Studies Association Conference: Philadelphia, PA, March 2010.
- "From the Flannel Suit to the Boxing Ring: The Changing Appearance of Communism, Conservatism and Masculinity in Cold War Films." Southwest Texas Popular Culture and American Culture Association: Albuquerque, NM, February 2010.

### Teaching Experience

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- Adjunct Professor, Conceptualizing Space, Spring 2019  
The George Washington University, Washington, DC
- Adjunct Professor, Examining America, Spring 2018  
The George Washington University, Washington, DC
- Lecturer, "Life Inside the End: Utopia and the Apocalypse." Little Academy. June 2017. Washington, DC.
- Teaching Assistant, Freedom in American Thought and Popular Culture with Dr. Elizabeth Anker, Spring 2017  
The George Washington University, Washington, DC
- Teaching Assistant, Freedom in American Thought and Popular Culture with Dr. Elizabeth Anker, Spring 2016  
The George Washington University, Washington, DC
- Teaching Assistant, Early American Cultural History with Professor Scott Larson, Fall 2015  
The George Washington University, Washington, DC
- Teaching Assistant, Modern American Cultural History with Dr. Christina Larocco, Spring 2015

The George Washington University, Washington, DC  
Teaching Assistant, World War II History and Memory with Dr. Tom Guglielmo, Fall 2014  
The George Washington University, Washington, DC  
Teaching Assistant, Science, Politics and Society with Dr. Jamie Cohen-Cole, Spring 2014  
The George Washington University, Washington, DC  
Teaching Assistant, World War II History and Memory with Dr. Tom Guglielmo, Fall 2013  
The George Washington University, Washington, DC  
Teaching Assistant, Science, Politics and Society with Dr. Jamie Cohen-Cole, Spring 2013  
The George Washington University, Washington, DC  
Teaching Assistant, Latino Cultures in the US with Dr. Elaine Peña, Fall 2012  
The George Washington University, Washington, DC  
Teaching Assistant, Nation Building Along the Border with Dr. Elaine Peña, Spring 2012,  
The George Washington University, Washington, DC  
Teaching Assistant, Latino Cultures in the US with Dr. Elaine Peña, Fall 2011  
The George Washington University, Washington, DC  
Teaching Assistant, American Culture with Dr. Pamela Steinle, Fall 2010  
California State University, Fullerton, Fullerton, CA

#### Grants and Scholarships

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Alfred D. Chandler, Jr. Travel Grant, 2017  
American Studies Academic Excellence Summer Research Stipend, 2016  
American Studies Academic Excellence Summer Research Stipend, 2015  
Jeffrey C. Kasch Foundation Grant, 2015  
American Studies Academic Excellence Summer Research Stipend, 2014  
James and Sylvia Thayer Research Fellowship, 2013  
Center for Communal Studies Research Travel Grant, 2012  
Michael K. Schoenecke Travel Award, 2012  
EPOCHS Travel Grant, 2011  
HSS Inter-Club Council Conference Funding, 2010-11  
Schweitzer First Quarter Fund Scholarship, 2010  
California State University, Fullerton Book Scholarship, 2010  
Margarete Liebe Sekhon Graduate Scholarship, 2009  
Graduate Non-Resident Tuition Waiver Award, 2009  
President's Distinguished Student Scholarship, 2002  
Sig Hagen Scholarship, 2002  
National Scholarship, 2002  
LaSalle Educational Scholarship, 2002  
Moore Business Forms Scholarship, 2002

#### Awards

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Center for Communal Studies Graduate Paper Prize, 2018  
Philip Amsterdam Graduate Teaching Assistant Award for Outstanding Teaching (nominated), 2012  
California State University, Fullerton Outstanding Graduate Student of the Year, 2011  
Phi Beta Delta International Scholar Honor Society, 2010  
New Voices Young Journalists Conference Attendant Award, 2008  
Dean's List, Spring 2004-June 2006

Multicultural Center for Academic Excellence Award, 2004

#### Academic Service and Experience

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Member, OAH Committee on Marketing and Communications, 2023-Present

Technical Director, *Popular Culture Review*, 2018-2023

Invited Participant, Workshop on Facilitated Dialogue, *International Sites of Conscience*, September 2016

Creative Director, *Journal of Arts and International Affairs*, 2015-6

Reviewer, *Pennsylvania Magazine of History and Biography*, 2016

Reviewer, *Journal of History Research*, 2016

Public Policy and Liberty Colloquium, The Liberty Fund, Arlington, VA, March 4-6, 2016.

Reviewer, *Chop Suey and Sushi from Sea to Shining Sea: Asian Restaurants in the United States*, ed. Bruce M. Arnold, August 2015

Economy and Society Summer School, Blackwater Castle, Co. Cork, Ireland. May 10-14, 2015.

Senor Project Judge, US Domestic Issues, School Without Walls, 2013

Archivist, The National Grange, Spring 2012

Research Assistant, Elon Multi-Institutional Writing Project, August 2012

Editorial Assistant, *The American Quarterly*, University of Southern California, Spring 2011

#### Activities and Offices Held

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Director of Media and Marketing, Policy Studies Organization, 2014-Present

DC Books to Prisons Project, Volunteer, 2015-6

Casey Trees, Volunteer, 2014-5

Visibility Staff, Presidential Inauguration Committee Volunteer, 2013

National History Day, Montgomery County Senior Documentary Judge, 2012

Volunteer, Martin Luther King, Jr. Day of Service, 2012

President, American Studies Student Association, 2010-2011

Docent, Fullerton Museum Center, 2010-2011

Inter-Club Council Representative for American Studies Department, 2009-2011

Representative, American Studies Student Association, 2009-2010

Photographer, *The Wake*, 2006-2009

#### Press

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Interview with Donald Pitzer, Professor and Founder of the Center for Communal Studies, 2022.

<https://www.youtube.com/watch?v=5DryZxYLGWY&t=1s>

Cantor, Doug. "The Worst Jobs in Science and Three Awesome Ones." *Popular Science*. October 2013.

<http://www.popsci.com/gallery/science/worst-jobs-science-and-three-awesome-ones>

#### Professional Memberships

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American Historical Association

Business History Conference

Communal Studies Association

Organization of American Historians

Society for Utopian Studies