

**BUIE SEAWELL**  
**Louis D. Beaumont Professor of Business Education**  
**The Daniels College of Business**  
**The University of Denver**

**I- Contact Data**

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**2- Education**

Juris Doctor, 1975, University of Denver  
Post Graduate Studies, New College, University of Edinburgh, 1961-62  
Masters of Theology, Union Seminary (Richmond), 1961  
Bachelor of Arts in History, Davidson College, 1959

**3- Employment Experience:**

Clinical Professor, Law and Ethics, Daniels Business College 09/95 to Present  
University of Denver (Louis D Beaumont Professor of Business)

Co-Director, The NORWEST Public Policy Research Program, 01/95 to 06/99  
Graduate School of Public Affairs, University of Colorado at Denver.  
Developed, conducted and authored *The Mind of Colorado* an annual survey of public trust in professional and governmental institutions in the Centennial State.

Director, International Center for Administration and Policy 01/93 to 01/95  
Graduate School of Public Affairs, University of Colorado at Denver.

While director of the International Center Seawell developed programs Mexico, Russia and China. He taught public administration law and policy for ten days in the National School of the PRC in 1994.

President, STRATEGIES WEST RESEARCH (SWR)

10/90 to 12/92

SWR is a public policy research firm marketing voter file information, opinion surveys, focus groups, and media productions in the Rocky Mountain West. Clients include U.S. Senator Tim Wirth (D-CO), Citizens for a Healthy Colorado (sponsors of the 1992 tobacco Tax Initiative), and a number of state and municipal elected officials. Mr. Seawell's role is the overall management and marketing of the firm. In December of 1990, SWR produced a two and a half-day conference on Media and Politics at Keystone, Colorado. Political editors from around the nation (The New York Times, Miami Herald, Dallas Morning News, etc.), political consultants and Party leaders, performed an extensive "post mortem" on the 1990 General Election. The 400 page transcript of this event formed the basis of a Pre-'92 Election TV documentary.

Candidate, U.S. Senate from Colorado

07/89 to 04/90

Sought the Democratic Nomination for the seat opened by the retirement of Senator William Armstrong (R-CO).

Chairman, Colorado Democratic Party

03/85 to 03/89

Rebuilt financial and political base of CDP following the Reagan landslide of 1984. Party budget increased from less than \$200,000 in 1984 to over \$1,000,000 in 1986. Was elected to head the Colorado Delegation to the 1988 Democratic National Convention. Seconded the nomination of former Democratic National Committee Chairman Ron Brown.

Chairman, U.S. Delegation to Taiwan

December 1988

Lead a delegation of U.S. political and policy officials in a ten day visit to Taiwan to discuss with national and regional officials of the Taiwanese ruling party means to implement broad democratic reforms.

Chief of Staff, U.S. Senator Gary Hart

08/82 to 01/85

Served Senator Hart as his Senate Chief of Staff during his first run for the Presidency. Overall responsibility for management and policy for the senior Colorado Senator. Directed the 1983 floor debate on the MX Missile, resulting in substantial reductions in Congressional funding. Coordinated Presidential campaign efforts (on leave from the Senate) in

North Carolina and Georgia. Worked on the development of Hart's "Young Leaders Program", a unique venture in international relations which involved identifying and engaging young rising political leaders in the former Soviet Union, Italy, Japan, and Great Britain.

Legislative Liaison, Governor Richard Lamm

08/80 to 01/85

Directed the legislative program of the Governor of Colorado during the 1981-82 General Assembly. Legislative programs included a wide variety of urban, social welfare, educational, and natural resource initiatives.

Director of the Colorado Office of Energy Conservation

09/77 to 08/80

A cabinet level position in the Lamm Administration. Organized the agency which had overall responsibility for state energy policy, solar, wind, conservation, and demand assessment. At the end of three years the office employed fifty staff, including five regional offices throughout Colorado. The highest conservation/alternative energy tax credits in the nation were advocated by the office and adopted by the Colorado General Assembly in 1978. The OEC coordinated state response, including petroleum-based fuel allocation during the 1979 National Energy Crisis.

Partner in the Law Offices of Craig S. Barnes

03/76 to 09/77

General Practice law, including products liability, personal injury, civil rights, criminal, environmental and family law. On a pro bono basis taught course in Family Practice at Metropolitan State College in Denver. Firm represented the nurses of the City and County of Denver in one of the first "comparable worth" (sex discrimination in employment) cases in the nation.

Director of Communications for the Rocky Mountain Center on the Environment

10/71 to 3/76

ROMCOE was an environmental training and coordination center 501c(3) for the eight Rocky Mountain states. Designed and conducted training workshops under Federal grants for both the original Clean Air Act and Federal Water Pollution Control Act. Produced and conducted a major national conference titled "The Media and the Environment" bringing together 120 environmental scientists and journalists to explore problems related to environmental coverage in the early 70s.

Was host and moderator of over 50 PBS TV programs on the environment, including the award winning series FEEDFORWARD. Hosted a statewide TV debate between the 1976 Olympic Organizing Committee and foes of the Olympics in Colorado. Hosted (on WGN Chicago) a ninety minute

Earth Day Special on Lake Michigan. Produced numerous public service environmental Radio and Television advertisements, as well as slide and video presentations distributed privately.

Executive Director of Complex, Inc. 1968 to 1971

An inter-denominational program in the Research Triangle region of North Carolina. Complex acted as “an urban ministry” to the rapidly growing communities of Raleigh, Durham and Chapel Hill.

Pastor of the Church of Reconciliation 1965 to 1968

Was “organizing” pastor of a new Presbyterian congregation in The University community of Chapel Hill, NC.

Pastor of the Childersburg, Alabama, Presbyterian Church 1961 to 1965

Independent Study, University of Edinburgh, Scotland 1960 to 1961

Ordained to the Presbyterian Ministry at the First Presbyterian Church, Lumberton, N.C. 1960

#### **4-Teaching Activities:**

Primary responsibilities involve teaching two “values” courses in the Daniels College of Business MBA curriculum. These two required Courses cover professional responsibility, business law, ethics, public policy and political issues, and are taught by teams of two professors.

Developed and teach a course in International Business Law offered both to MBA and Master of International Management students. This course is also available to advanced undergraduates.

Developed and taught (1997) “The Law, Ethic and Ethos of the Sea.”

Developed with wife and Americas Cup Women's Team member Sarah Cavanagh a team building and management course for the Daniels' Executive MBA using off-shore sailboats as the venue for performance evaluation of mid-career management professionals.

#### **5- Honors:**

1974 Media Award for Environmental Excellence in Broadcasting

1985 Elected Chairman of the Colorado Democratic Party

1988 Elected Delegate and Chair of Delegation to the Democratic National Convention

1989 Dale Tooley, Democrat of the Year Award, Denver Democratic Party

- 1990 Human Relations Award, Rocky Mountain Region, United Methodist Church  
1992 Skipped MATCHLESS Colorado to second place finish (Racing Class, 12th out of 143 overall) in America 500 Trans-Atlantic Race (Spain to Bahamas).  
2000 "Professor of the Year, Daniels College of Business" by The Institute of Professional Excellence (IPE)  
2001 Appointed "Louis D. Beaumont Professor of Business" at the Daniels College (an endowed chair in the Department of Legal Studies of the College of Business).

## **6- Publications:**

Wrote, produced and directed over 50 PBS-TV regional television programs on the environment, politics and public policy (1975 to 1978).

Creator and Co-Director and author of "The Mind of Colorado" an annual public survey and analysis of confidence and trust in public institutions and professions. The 1998 Mind of Colorado Survey is the fourth in a continuing series.

Numerous editorials, opeds, and magazine articles on issues of public policy, politics, law and ethics.

Author and principal investigator in more than 30 research surveys for both the public and private sectors, including more than a dozen proprietary surveys for major state and national political candidates of both major parties.

Author of two papers (one co-authored by Professor John Holcomb) for the 1997 meeting of the Academy of Legal Studies in Business.

## **7- Research in Progress:**

For a text on professional ethics, working title: *Turning Pro, The Future of Professionalism*.  
Completion date: Summer of 2002.

The Role of Metaphor in the Evolution of American Law, a major paper prepared for delivery at the annual convention of South Carolina English Teachers, Charleston, SC, March 1998.

The Use of Informed Respondent Surveying in Democratic Policy Formulation, a work in progress with local elected officials in Colorado.

## **8- Professional Memberships:**

The American Bar Association  
The Colorado Bar Association  
The Presbytery of New Hope, The United Presbyterian Church in the United States

## **9- Service Activities:**

Keynote Speaker at the 1997 Colorado Judicial Conference on Small Claims Courts

Chair of the Daniels College of Business Code of Conduct Committee (1998)

Member of the Executive Committee of the Ethics Institute, University of Denver

Keynote Speaker for the Colorado Association of School Boards (1997)

Chair of the Selection Committee Colorado Business Ethics Awards (5 of past 7 years)

President of “Lamm 98”, the Dottie Lamm US Senate Campaign.

Keynote Speaker, Colorado Association of Community Colleges

Member of the Executive Committee of the Carl M. Williams Institute for Values and Ethics

Member of the Board of Directors of the Colorado Humanities Council

## **10- Consulting:**

To The Greenville, SC, School District for Professional Ethics and Teaching.

To the US Natural Foods and Health Products Industry on Business and Professional Ethics.

To George K. Baum and Associates on initiatives to bond and build public schools in Colorado.

To the University of Colorado in Denver (UCD) on *The Mind of Colorado* (see above).

To **Sail into the Future**, a private business consulting group using sailing as a venue for the teaching of high performance management.

To the Bear Creek Corporation on structuring an ethical and socially responsible firm – (April 1999)

To Montgomery/Watson Corporation on professional ethics in government contracting.

To The National Conference of State Legislatures (NCSL) on Ethics and the Legislative Process.

## **11- Personal and Family**

Wife: Sarah Hooper Cavanagh

Children: Frances Scott Seawell (Mother, Chapel Hill, N.C.)  
Malcolm Burns Seawell (Attorney, Denver, CO)

Mary Ashley Seawell (Victims Assistance Director, Denver, CO)  
David Buie Seawell (Attorney, Public Defender, Denver, CO)  
Duncan Beaird Seawell (Youth Corrections, Denver, CO)  
Joshua Charles Seawell (Musician, Denver, CO)

Grand Children: Erin, Rachel and Lauren Boyle (daughters of Dr. Phillip Boyle and Frances Scott Seawell, Chapel Hill, N.C.)  
Hallie Furgeson (daughter of Lee Furgeson and Mary Ashley Seawell, Denver, CO.)  
William Seawell (son of Malcolm Burns Seawell and Nichole Elias Seawell, Denver, CO.)

Parents: Malcolm B Seawell and Frances Poole Seawell (of Lumberton, N. C. deceased)

Birth Date: July 8, 1937, Lumberton, North Carolina.