

# PRINCIPLED ENTREPRENEURSHIP™

## 2021 PRINCIPLED ENTREPRENEURSHIP CONFERENCE

OCTOBER 11-14, 2021

NEW YORK CITY, NEW YORK  
SHERATON NEW YORK TIMES SQUARE



NAPA INSTITUTE™



THE CATHOLIC UNIVERSITY OF AMERICA  
The Busch School of Business

# MONDAY, OCTOBER 11, 2021

*ATTIRE: BUSINESS PROFESSIONAL*

**7:30 AM**

128 West 37th Street  
New York, NY 10018

**Public Mass Available**

The Shrine & Parish Church of the Holy Innocents

**10:00 AM – 10:30 AM**

**Private Napa Institute Foundation Board Meeting**

**10:30 AM – 12:00 PM**

**Private Napa Legal Institute Board Meeting**

**12:00 PM – 1:30 PM**

**Private Napa Institute Board Meeting**

**1:30 PM – 2:30 PM**

**Private Napa Institute Communications Committee Meeting**

**2:30 PM – 4:45 PM**

**Private Busch School Board of Visitors Meeting**

**3:30 PM**

New York West, FLR 3

**Travelers Mass Available in Private Mass Chapel**  
celebrated by Fr. Robert Spitzer, S.J.

**4:00 PM**

Lobby, Sheraton Times Square

**Hotel Check-in**

**5:00 PM**

128 West 37th Street  
New York, NY 10018

**Opening Mass**

celebrated by The Most Revered Edmund Whalen,  
Archdiocese of New York

The Shrine & Parish Church of the Holy Innocents

**6:00 PM**

128 West 37th Street  
New York, NY

**Eucharistic Procession**

From The Shrine & Parish Church of the Holy Innocents to  
the Sheraton New York Times Square

**5:30 PM – 7:00 PM**

Empire/Metropolitan Foyer,  
FLR 2

**Registration/Conference Check-in Open**

**6:30 PM – 7:00 PM**

Riverside Ballroom, FLR 3

**Eucharistic Adoration Available**

**6:30 PM – 7:00 PM**

Empire East, FLR 2

**Welcome Reception**



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**MONDAY, OCTOBER 11, 2021**

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**7:00 PM – 9:00 PM**  
Empire East, FLR 2

**Opening Dinner with Keynote Address**

**Why Marriage and Family Matter for Human Flourishing**

**Ryan Anderson** / *President, Ethics and Public Policy Center/ Founding Editor, Public Discourse*

Marriage and the family mediate human flourishing at every stage of our existence from our conception until our death. Marriage impacts how we are conceived and develop in utero, how we are born and raised, how we in turn form our own marriages and families, and how we work and grow old. Kids benefit from marriage, but so too marriages benefit from children, and adults benefit from marriage. Both for the intrinsic goods that marriage and family instantiate and for the various instrumental benefits that marriage and family life facilitate, the “future of humanity passes by way of the family” as Saint John Paul II rightly noted.

**Evening Breakout Sessions/Activities**

9:00 PM – 11:00 PM

**9:00 PM – 11:00 PM**  
Lenox Ballroom, FLR 2

**In Vino Veritas:** Evening Cocktail Reception



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**TUESDAY, OCTOBER 12, 2021**

*ATTIRE: BUSINESS PROFESSIONAL*

**7:30 AM**  
New York West, FLR 3

**Holy Mass Available in Private Mass Chapel**  
celebrated by Fr. Sean Suckiel

**8:00 AM – 6:00 PM**  
Empire/Metropolitan Foyer,  
FLR 2

**Registration/Conference Check-in Open**

**8:00 AM – 10:00 AM**  
Carnegie East, FLR 3

**Spiritual Direction & Confession Available**  
*\*Sign-up sheet available outside Carnegie East\**

**8:00 AM – 10:00 AM**  
Carnegie West, FLR 3

**Spiritual Direction & Confession Available**  
*\*Sign-up sheet available outside Carnegie West\**

**8:30 AM**  
New York West, FLR 3

**Holy Mass** celebrated by The Most Reverend Nicholas  
A. DiMarzio, Diocese of Brooklyn

**9:00 AM – 10:30 AM**  
Riverside Ballroom, FLR 3

**Eucharistic Adoration Available**

**9:30 AM – 10:30 AM**  
Empire East, FLR 2

**Breakfast**

**10:45 AM – 11:00 AM**  
Metropolitan East, FLR 2

**Opening Prayer & Introductory Remarks**  
*Fr. Robert Spitzer, S.J. | Co-founder/President, Napa  
Institute & Conference Emcee*

*Timothy R. Busch | Co-founder/Chairman of the Board,  
Napa Institute*

**Keynote Session 1:**  
**11:00 AM – 11:35 AM**  
Metropolitan East, FLR 2

**Creating the "Fellowship of the Family", "Through  
Work": St. John Paul II on the Future of Humanity**  
*Janice Breidenbach | Associate Professor of Philosophy  
at Ave Maria University*

Both published in 1981, St John Paul II's encyclical *Laborem Exercens* and apostolic exhortation *Familiaris Consortio* have had lasting significance. They are especially notable for their emphasis on the human and natural dimensions of salvific history, from creation to our final redemption. Read



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together, they reveal two foundational pillars supporting the future of humanity, and not least because they defend the theological and philosophical meaning of what it is to be essentially human.

This presentation specifically addresses St John Paul II's critique of "capitalism", clarifying that it amounts to an affirmation of philosophical personalism rather than a condemnation of free enterprise and entrepreneurship. It also explores key points of integration between *Laborem Exercens* and *Familiaris Consortio*, which advocate for a unity of life across the realms of work and family fellowship. Through analysis of his insights, St John Paul II reveals himself not only as a Supreme Pastor of the Church, but also as a philosopher and poet for all ages.

**Keynote Session 2:**  
**11:35 AM – 12:10 PM**  
Metropolitan East, FLR 2

**The State of Our Unions: What's Really Going on with Marriage in America**

**Brad Wilcox** | *Director, National Marriage Project/  
Professor of Sociology, University of Virginia*

Much of what you've heard about marriage in America—like the statistic that "1 in 2 marriages ends in divorce"—is not true. UVA Professor Brad Wilcox will deliver an unvarnished assessment of the "State of Our Unions" in America, highlighting both the bad news and good news about marriage and family life in America. Specifically, the bad news that Wilcox will convey is that marriage and fertility are in free fall in America, with the U.S. reaching record lows on both of these key family outcomes. But the good news is that the marriages that are forming are stronger and more stable today—and the share of kids being exposed to divorce and single motherhood is falling.

**Keynote Session 3:**  
**12:10 PM – 12:45 PM**  
Metropolitan East, FLR 2

**Wall Street and the Family**

**Jason Trennert** | *Founder, Managing Partner, and Chief  
Investment Strategist, Strategas Securities, LLC*

**12:45 PM – 1:00 PM**  
Metropolitan East, FLR 2

**Closing for the Morning**

**1:00 PM – 2:30 PM**  
Empire East, FLR 2

**Lunch**



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**1:15 PM – 1:45 PM**  
New York West, FLR 3

**Holy Mass Available in Private Mass Chapel**  
celebrated by Fr. Robert Spitzer, S.J.

**2:30 PM – 3:30 PM**  
Carnegie East, FLR 3

**Spiritual Direction & Confession Available**  
*\*Sign-up sheet available outside Carnegie East\**

**2:30 PM – 3:30 PM**  
Carnegie West, FLR 3

**Spiritual Direction & Confession Available**  
*\*Sign-up sheet available outside Carnegie West\**

**2:30 PM – 2:45 PM**  
Metropolitan East, FLR 2

**Introduction to Afternoon Sessions**  
*Fr. Robert Spitzer, S.J. | Co-founder/President, Napa Institute & Conference Emcee*

**Keynote Session 4:**  
**2:45 PM – 3:20 PM**  
Metropolitan East, FLR 2

**Fatherpreneurship: How Fathers are Already Wired to Use the Craft of Business to Form their Families and Save the World**

*Patrick Kilner | CEO, Kilner & Kirk Real Estate Group. Author, FIND YOUR SIX, Stop Lead Generating & Start Building Influence*

What if your business was a primary tool for your kid's formation? What if the talent you hire and network with shaped your family culture? What if you could disruption-proof your business because of its service to your family?

**Keynote Session 5:**  
**3:20 PM – 3:55 PM**  
Metropolitan East, FLR 2

**Being an Intentional Disciple in Business**  
*Robert Flanigan | Founder, Educate LLC*

The God-shaped hole, the big questions, searching in all the wrong places, conversion, put down your net, surrender, Divine Intimacy, Acts:242, authentic friendship, the high call. What do all of these have in common? They are all waypoints on the path of Missionary Discipleship. Let's explore the Method Modeled by the Master for us and our beloved Church. How do we live Missionary Discipleship in the 21st Century?

**Keynote Session 6:**  
**3:55 PM – 4:30 PM**  
Metropolitan East, FLR 2

**Freedom and the Common Good**  
*Stephanie Slade | Managing Editor, Reason Magazine*



**TUESDAY, OCTOBER 12, 2021**

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**Keynote Session 7:**  
**4:30 PM – 5:05 PM**  
Metropolitan East, FLR 2

**Lessons from a Lifetime in Family Business: An Interview with Timothy R. Busch**  
*CEO, Pacific Hospitality Group; Co-founder/Chairman of the Board, Napa Institute*

*Led by Anthony P. Cannizzaro | Director of Strategy, Management & Operations/Associate Professor, The Busch School of Business at The Catholic University of America*

**5:05 PM – 5:30 PM**  
Metropolitan East, FLR 2

**Closing for the Afternoon**

**5:30 PM**  
New York West, FLR 3

**Holy Mass Available in Private Mass Chapel**  
celebrated by Fr. Sean Suckiel

**5:30 PM – 6:30 PM**  
Riverside Ballroom, FLR 3

**Eucharistic Adoration Available**

**5:30 PM – 6:30 PM**  
Lenox Ballroom, FLR 2

**Cocktail Reception**

**6:30 PM – 9:00 PM**  
Empire East, FLR 2

**Dinner**

**Evening Breakout Sessions/Activities**

9:00 PM – 11:00 PM

**9:00 PM – 9:45 PM**  
Central Park West, FLR 2

**Building a Pro-Family Silicon Valley:  
A Conversation with Kailash Duraiswami  
and Lily Sin**  
*Kailash Duraiswami | Founder, Pantenix LLC*

**9:00 PM – 9:45 PM**  
Empire West, FLR 2

**Entrepreneurship, Virtue, and Work: Law and the  
Meaning of Business**  
*John Czarnetsky | Chief Executive Officer and Dean,*



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**9:00 PM – 11:00 PM**  
Lenox Ballroom, FLR 2

*Ave Maria Law School*

**In Vino Veritas:** Evening Cocktail Reception



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**WEDNESDAY, OCTOBER 13, 2021**

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**7:30 AM**  
New York West, FLR 3

**Holy Mass Available in Private Mass Chapel**  
celebrated by Fr. Michael Duffy

**8:00 AM – 6:00 PM**  
Empire/Metropolitan Foyer,  
FLR 2

**Registration/Conference Check-in Open**

**8:00 AM – 10:00 AM**  
Carnegie West, FLR 3

**Spiritual Direction & Confession Available**  
*\*Sign-up sheet available outside Carnegie West\**

**8:30 AM**  
New York West, FLR 3

**Holy Mass Available in Private Mass Chapel**  
celebrated by Fr. Sean Suckiel

**9:00 AM – 10:30 PM**  
Riverside Ballroom, FLR 3

**Eucharistic Adoration Available**

**9:00 AM – 10:00 AM**  
Empire East, FLR 2

**Breakfast**

**10:15 AM – 10:30 AM**  
Metropolitan East, FLR 2

**Opening Prayer and Introduction to the Day**  
*Fr. Robert Spitzer, S.J. | Co-founder/President, Napa  
Institute & Conference Emcee*

**10:30 AM – 10:45 AM**  
Metropolitan East, FLR 2

**Introduction to the Morning Sessions**  
*Fr. Robert Spitzer, S.J. | Co-founder/President, Napa  
Institute & Conference Emcee*

**Keynote Session 8:**  
**10:45 AM – 11:20 AM**  
Metropolitan East, FLR 2

**Big Tech & the Threat to Human Dignity**  
*Blake Masters | Chief Operation Officer, Theil Capital*

Our faith teaches that each person is made in God's image, that every life has innate dignity. Our communities and our government must safeguard the physical safety, the rights, and the dignity of all members of our society—especially the most vulnerable. In the modern age, Big Tech has introduced new perils. Join us to discuss the form of these threats and how we must fight back.



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**Keynote Session 9:**  
**11:20 AM – 11:55 AM**  
Metropolitan East, FLR 2

**Strengthening Families Through Sound Public Policy**  
**Patrick T. Brown** | *Fellow, Ethics and Public Policy Center*

**Keynote Session 10:**  
**11:55 AM – 12:30 PM**  
Metropolitan East, FLR 2

**Leading a Secular Business Through the Cardinal Virtues**  
**Harvey Seegers** | *Associate Dean of The Busch School of Business and Professor of Practice, The Catholic University of America*

Each one of us is called according to the gifts we have been given. For many business leaders this means running a secular business. In this session we will explore strategies for faithfully living your faith and impacting the culture while leading and thriving in a business environment that can oftentimes be hostile to our beliefs.

**12:30 PM – 12:45 PM**  
Metropolitan East, FLR 2

**Closing for the Morning**

**1:00 PM – 2:30 PM**  
Empire East, FLR 2

**Lunch**

**1:00 PM – 1:30 PM**  
New York West, FLR 3

**Holy Mass Available in Private Mass Chapel**  
celebrated by Fr. Robert Spitzer, S.J.

**1:30 PM – 3:30 PM**  
Carnegie West, FLR 3

**Spiritual Direction & Confession**  
*\*Sign-up sheet available outside Carnegie West\**

**Afternoon Breakout Sessions/Activities**

**2:30 PM – 3:15 PM**

Central Park West, FLR 2

**Faith, Family, and Charitable Giving**  
**John Peiffer** | *Partner, Brown and Streza*  
**Josh Holdenried** | *VP and Executive Director, Napa Legal Institute*  
**Anthony Minopoli** | *Executive Vice President & Chief Investment Officer, Knights of Columbus; President and*



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Empire West, FLR 2

*Chief Executive Officer, Knights of Columbus Asset Advisors, LLC*

How to give in a way that strategically builds the Church while using your financial resources effectively, without letting your giving become a second job.

**Big Oil, Big Tobacco, Big Family? Why Catholics Need to Treat Families as a Political Organization**

*Terry Schilling | President, American Principles Project*

The American family has never been in worse shape. Beyond the decades of skyrocketing divorces and broken homes, our country now also suffers from an increasing deficit of family formation — marriages and births are at all-time lows. And as if that wasn't bad enough, American parents have an impossible job in protecting their children from online pornography and harmful sex-education curricula in schools. There are even radical LGBT influences on popular children's shows such as "Blue's Clues." How and why did this happen, and how do we change course? The answer is to do what every other institution in America has done: organize and engage in politics. Why do oil, tobacco, and pharmaceutical companies have special interest groups that elect allies and unelect enemies, but not families? This needs to change.

**3:30 PM – 3:45 PM**  
Metropolitan East, FLR 2

**Introduction to the Afternoon Sessions**  
*Fr. Robert Spitzer, S.J. | Co-founder/President, Napa Institute & Conference Emcee*

**Keynote Session 11:**  
**3:45 PM – 4:20 PM**  
Metropolitan East, FLR 2

**The Impact of Debt on Growth in The Economy**  
*David Bahnsen | Founder & Managing Partner, the Bahnsen Group*

**Keynote Session 12:**  
**4:20 PM – 4:55 PM**  
Metropolitan East, FLR 2

**Owner Strategy in Family Business: Looking Beyond Profits**  
*Rob Lachenauer | Managing Partner, BanyanGlobal & Co-Author of the "Harvard Business Review Family Business Handbook"*

Family business owners do not have to prioritize their share price above all other goals. Instead, they must set owner goals and strategy to reflect what they value. Rob will discuss a



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useful framework to set owner strategy and provide examples from leading family business who express what they value in powerful ways.

**Keynote Session 13:**  
**4:55 PM – 5:30 PM**  
Metropolitan East, FLR 2

## **How Markets Fail the Family (And What to Do About It)**

***Oren Cass*** / Author and Executive Director, *American Compass*

Free markets are vital to preserving our liberty and delivering prosperity, but there are some things they don't do. For instance, they offer no guarantee of good jobs that will allow workers to support their families and communities, and the push for ever greater efficiency can be powerfully corrosive to the non-market assets and values that provide the foundation for human flourishing. In a well-functioning capitalist system, both policy makers and business leaders play a role in constraining the market's influence and channeling its forces toward advancing the coming good.

**5:30 PM – 5:45 PM**  
Metropolitan East, FLR 2

## **Closing for the Afternoon**

**5:30 PM – 6:30 PM**  
Riverside Ballroom, FLR 3

## **Eucharistic Adoration Available**

**6:00 PM – 6:30 PM**  
Lenox Ballroom, FLR 2

## **Cocktail Reception**

**6:30 PM – 9:00 PM**  
Empire East, FLR 2

## **Closing Dinner**

## **Evening Breakout Sessions/Activities** 9:00 PM – 11:00 PM

**9:00 PM – 11:00 PM**  
Lenox Ballroom, FLR 2

## **In Vino Veritas: Evening Cocktail Reception**



**WEDNESDAY, OCTOBER 13, 2021**

*ATTIRE: BUSINESS PROFESSIONAL*

**9:00 PM – 11:00 PM**

The Carnegie Club

156 W 56th St, New York, NY 10019

**In Vino Veritas:** Evening Cigar Reception



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## THURSDAY, OCTOBER 14, 2021

### OPTIONAL ACTIVITIES

**8:30 AM**

New York West, FLR 3

#### **Holy Mass**

celebrated by The Most Reverend John O. Barres,  
Diocese of Rockville Centre

**9:00 AM – 10:00 AM**

Empire East, FLR 2

#### **Breakfast**

**12:00 PM**

Lobby, Sheraton Times Square

#### **Hotel Check-out**

### **Optional Activities/Excursions**

**10:00 AM – 2:45 PM**

Meet in the Lobby,  
Sheraton Times Square

#### **9/11 Memorial and Museum Tour**

Join us for a tour of the 9/11 Memorial and Museum in the 20th anniversary year of the tragedy of 2001. Our tour will be led by Bishop Coffey, Auxiliary Bishop for the Roman Catholic Archdiocese for the Military Services, USA.

Transportation will be provided from the Sheraton Times Square. Please meet in the lobby for departure at 10:00 AM. Lunch will be included following the conclusion of the tour. You will return to the Sheraton by 2:45 PM.

[\*RSVP Required; space is limited.\*](#)

**10:00 AM – 11:30 AM**

New York West, FLR 3

#### **Retreat with the Franciscan Friars of the Renewal (CFRs): "Rebuild My Church: Refreshed in Trust"**

Come renew, reflect, and reinvigorate your faith on this last day of the conference. Take some time and guidance to return to the Lord before returning to your daily life.

[\*RSVP Requested \(but not required\)\*](#)



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