

PRINCIPLED  
ENTREPRENEURSHIP™

ETHICAL MANAGEMENT AND FAITH  
IN AN ERA OF WOKE CAPITALISM

VIRTUAL  
PRINCIPLED ENTREPRENEURSHIP CONFERENCE

OCTOBER 13-14, 2020

HOSTED BY THE BUSCH SCHOOL OF BUSINESS AT THE  
CATHOLIC UNIVERSITY OF AMERICA AND NAPA INSTITUTE

*PLEASE NOTE THE SCHEDULE IS SUBJECT TO CHANGE.*



**MONDAY, OCTOBER 12, 2020**

## OPTIONAL ACTIVITIES

LIVE EVENT	
<b>6:00 - 7:30 p.m. Eastern</b>	<p><b>Napa Legal Institute Workshop</b> Practice What You Preach: Securing Your Religious Identity in Cancel Culture</p> <p>Amidst cancel culture, it is more essential than ever that faith-based organizations practice what they preach.</p> <p>In the eyes of the courts—including the court of public opinion—an authentic and legally sound religious identity can separate organizations of sincere faith from those that are “cancelled” for discrimination. The ability to prove the sincerity of its beliefs can be a faith-based organization's best defense.</p> <p>Additionally, practicing what you preach is essential in order to qualify for religious liberty protections. Supreme Court wins can be of little use if an organization inadvertently waives the religious liberty protections to which it is entitled.</p> <p>Join Napa Legal for a discussion about concrete steps an organization can take to secure your religious identity amidst cancel culture.</p> <p><i>*This activity is free of charge; prior RSVP is required.</i></p> <p><a href="#">RSVP for the Workshop Here</a></p>



**NAPA INSTITUTE™**



**THE CATHOLIC UNIVERSITY OF AMERICA**  
The Busch School of Business

**TUESDAY, OCTOBER 13, 2020**

## MORNING AGENDA

WELCOME AND CONFERENCE OPENING – ON-DEMAND SESSIONS	
<b>9:00 a.m. Eastern</b>	<b>Welcome by The Most Reverend Paul S. Coakley,</b> <i>Archbishop of Oklahoma City</i>
	<b>Introduction to the Conference</b>  <i>Dr. Andrew Abela</i>   <i>Dean, The Busch School of Business at The Catholic University of America</i>
	<b>Opening Panel</b>  <i>David Bahnsen</i>   <i>Founder/Managing Partner, Bahnsen Group</i> <i>Tim Busch</i>   <i>CEO, Pacific Hospitality Group</i> <i>John Meyer</i>   <i>Executive Director, Napa Institute</i> <i>Fr. Robert Spitzer, S.J.</i>   <i>President, Magis Center</i>
	<b>Managing in the Light of Faith</b>  <i>Steve Green</i> <i>President, Hobby Lobby</i>  In this presentation, Steve Green discusses Hobby Lobby's approach to integrating faith and business, without compromise.

ON-DEMAND SESSIONS	
<b>10:00 a.m. Eastern</b>	<b>Part 1: Defining the Problem</b>  These sessions will be available to watch at your leisure from 10:00 a.m. Eastern until December 30, 2020.



**NAPA INSTITUTE™**



**THE CATHOLIC UNIVERSITY OF AMERICA**  
The Busch School of Business

## TUESDAY, OCTOBER 13, 2020

<b>Speaker</b>	<b>Topic</b>
<p><b>Jason DeSena Trennert</b>  <i>Founder, Managing Partner,  and Chief Investment  Strategist, Strategas  Securities, LLC</i></p>	<p><b>Session 1: No Excuses: The Social Utility of Free Markets as Observed by a Wall Street Strategist</b></p> <p>During his presentation, Jason DeSena Trennert addresses Freedom vs. Security and how greater economic equality does not, in fact, equal more wealth. He then explains how long-term business success requires character and being a person for others.</p>
<p><b>Dr. James Otteson</b>  <i>Professor of Business Ethics  Marketing, Mendoza College  of Business at the University  of Notre Dame</i></p>	<p><b>Session 2: Is Capitalism Moral?</b></p> <p>The last 200 years has seen an unprecedented increase in prosperity. Dr. Otteson discusses the reason for this and shows how “honorable business” answers the call to create genuine value through cooperation, thereby respecting human dignity.</p>
<p><b>Dr. Catherine Pakaluk</b>  <i>Director of Social Research  and Assistant Professor, The  Busch School of Business at  The Catholic University of  America</i></p>	<p><b>Session 3: Colleague or Commissar? How Diversity Officers (Mis) Align Corporate Culture</b></p> <p>Dr. Catherine Pakaluk discusses how and why forced diversity within a business and its hierarchy affects the corporate culture from the top down.</p>
<p><b>Dr. Elizabeth Corey</b>  <i>Honors Program Director,  Baylor University</i></p>	<p><b>Session 4: What is Wokeness and Where Did It Come From?</b></p> <p>Dr. Elizabeth Corey discusses the origins of “wokeness” and how microaggressions, unconscious bias, and cultural humility contribute to the “woke” vision.</p>



**TUESDAY, OCTOBER 13, 2020**

## AFTERNOON AGENDA

ON-DEMAND SESSIONS	
12:00 p.m. Eastern	<b>Part 1: Defining the Problem</b>  These sessions will be available to watch at your leisure from 12:00 p.m. Eastern until December 30, 2020.
<b>Speaker</b>	<b>Topic</b>
<b>Vincent Phillip Muñoz</b> <i>Tocqueville Associate Professor of Religion &amp; Public Life, University of Notre Dame</i>	<b>Session 5: What is Woke Capitalism and Why Should I Care?</b>  In this presentation, Phil Muñoz discusses the ideology that animates Woke Capitalism and why it is problematic for a free society.
<b>Ross Douthat</b> <i>Op-Ed Columnist, Podcast Host and Author, The New York Times</i>	<b>Session 6: The Cultural Contradictions of the Woke Capitalism Bargain</b>  Ross Douthat discusses three key contradictions of Woke Capitalism - Wokeness as the cynical cost of doing business, Woke Capitalism as a sincere replacement for the Protestant work ethic, and Woke Capitalism as a temporary values-driven solution to the problem identified by Daniel Bell.
<b>Dr. Samuel Gregg</b> <i>Research Director, Acton Institute</i>	<b>Session 7: How Woke Capitalism Corrupts Business</b>  The phenomenon of woke capitalism reflects deep confusion about the purpose of business and how commerce serves the common good. The alternative to woke capitalism is not amoral utilitarianism but business that acts morally.



**NAPA INSTITUTE™**



**THE CATHOLIC UNIVERSITY OF AMERICA**  
The Busch School of Business

## TUESDAY, OCTOBER 13, 2020

LIVE EVENT	
6:00 p.m. Eastern	Live Afternoon Sessions
	<b>Holy Mass Livestreamed from the St. Michael the Archangel Chapel at The Busch School of Business</b> <i>Celebrated by Msgr. Robert Panke</i>
	<b>Panel Discussion on Sessions from the Day</b>  <i>Dr. Andrew Abela</i>   Dean, The Busch School of Business at The Catholic University of America <i>Tim Busch</i>   CEO, Pacific Hospitality Group <i>Fr. Roger Landry</i>   Attaché, Permanent Observer Mission of the Holy See to the United Nations <i>John Meyer</i>   Executive Director, Napa Institute
	<b>Faith and the Economy</b>  <i>Senator Marco Rubio (R-FL)</i> <i>United States Senator</i> <i>Interview by Dr. Andrew Abela</i>   Dean, The Busch School of Business at The Catholic University of America

## EVENING AGENDA

ON-DEMAND SESSIONS	
9:00 p.m. Eastern	<b>Evening Videos Released</b>  These sessions will be available to watch at your leisure from 9:00 p.m. Eastern until December 30, 2020.
	<b>Concert with The Catholic University of America Student Ensemble</b>



NAPA INSTITUTE™



THE CATHOLIC UNIVERSITY OF AMERICA  
The Busch School of Business

WEDNESDAY, OCTOBER 14, 2020

## MORNING AGENDA

INTRODUCTION TO THE DAY	
9:00 a.m. Eastern	<b>Opening Panel</b>  <i>David Bahnsen</i>   Founder/Managing Partner, Bahnsen Group <i>Tim Busch</i>   CEO, Pacific Hospitality Group <i>John Meyer</i>   Executive Director, Napa Institute <i>Fr. Robert Spitzer, S.J.</i>   President, Magis Center
ON-DEMAND SESSIONS	
10:00 a.m. Eastern	<b>Part 2: Pathways to a Solution</b>  These sessions will be available to watch at your leisure from 10:00 a.m. Eastern until December 30, 2020.
Speaker	Topic
<b>Stephen Auth, CFA</b> <i>Chief Investment Officer</i> <i>Equities, Federated Hermes</i>	<b>Session 8: A Missionary on Wall Street: Why Christian Business Leaders Need to Engage, Not Run From, Woke Capitalism</b>  In today's highly charged political environment, business leaders often find themselves avoiding the topic of Woke Capitalism, or alternatively, offering banal support which often lacks specificity or substance. Though perhaps "safe" in the short term, Stephen Auth proposes a different, longer term solution: engagement.
<b>Msgr. Martin Schlag</b> <i>Alan W. Moss Endowed</i> <i>Chair for Catholic Social</i> <i>Thought, University of St.</i> <i>Thomas</i>	<b>Session 9: The Christian Anthropology of St. John Paul II</b>  Wokeness is the contemporary version of the Western betrayal of its Christian culture that we have seen in play since 1968. Msgr. Martin Schlag presents lessons we can learn from St. John Paul II for addressing Woke Capitalism.



NAPA INSTITUTE™



THE CATHOLIC UNIVERSITY OF AMERICA  
The Busch School of Business

## WEDNESDAY, OCTOBER 14, 2020

<p><b>William P. Mumma</b> <i>CEO &amp; Board Chairman, The Becket Fund</i></p>	<p><b>Session 10: Three Kings &amp; Two Children</b></p> <p>In this presentation, Bill Mumma discusses how social coercion warps the truth, and the role of business in this falsification regime. He closes with thoughts on what Christians can do in response.</p>
<p><b>John Bursch</b> <i>Senior Counsel and Vice President of Appellate Advocacy, Alliance Defending Freedom</i></p>	<p><b>Session 11: What are the Legal Implications of Gender and Life Issues for Business and What degrees of Freedom do Businesses still Have?</b></p> <p>“SOGI” (sexual-orientation/gender-identity) laws and contraceptive mandates are increasingly being enacted to attack religiously-motivated businesses. John Bursch looks at what freedoms such businesses still have to live their faith in the public square.</p>
<p><b>Roger Severino</b> <i>Director, Office for Civil Rights (OCR), U.S. Department of Health and Human Services</i></p>	<p><b>Session 12: Dialoguing with Integrity in a Time of Division</b></p> <p>Roger Severino draws from his professional experience to provide principles for dialoguing with integrity.</p>



WEDNESDAY, OCTOBER 14, 2020

## AFTERNOON AGENDA

ON-DEMAND SESSIONS	
12:00 p.m. Eastern	<b>Part 2: Pathways to a Solution</b>  These sessions will be available to watch at your leisure from 12:00 p.m. Eastern until December 30, 2020.
<b>Speaker</b>	<b>Topic</b>
<b>Brian J. Grim</b> <i>President, Religious Freedom &amp; Business Foundation</i>	<b>Session 13: Religious Liberty in Corporate America</b>  There is a new trend happening in America’s most successful corporations: they are becoming more faith friendly. Brian Grim discusses why promoting religious diversity in the workplace can now be seen as just good business.
<b>Dr. Michael J. Naughton</b> <i>Director of the Center for Catholic Studies, University of St. Thomas</i>	<b>Session 14: The Displacement of “Good Work” for “Bad Woke”</b>  The Woke Corporation is one more example in American history of disordering and misallocating the good that business does. What is needed to respond to this distorted view of business? A clarification of the goods of the modern corporation, i.e. “good work”, “good goods”, and “good wealth”. This talk will principally speak about “good work” and why the Woke corporation is eroding its possibility.
<b>Andreas Widmer</b> <i>Director of the Ciocca Center for Principled Entrepreneurship, The Busch School of Business at The Catholic University of America</i>	<b>Session 15: Woke Capitalism and the “Sale of Indulgences”</b>  Andreas Widmer argues that we need to move away from the idea that business is amoral, or even immoral, and has to be expiated through woke activism, and back to the idea that business is inherently good when it serves society by creating employment and goods that serve the common good.



NAPA INSTITUTE™



THE CATHOLIC UNIVERSITY OF AMERICA  
The Busch School of Business

## WEDNESDAY, OCTOBER 14, 2020

<p><b>Fr. Philip Bochanski</b>  <i>Priest for the Archdiocese of Philadelphia, and the Executive Director of Courage International</i></p>	<p><b>Session 16: “Three Things Remain...” – The Spiritual Battle for What Really Matters</b></p> <p>In this presentation, Fr. Bochanski explores ways to grow in faith, hope, and charity.</p>
--	---

### ON-DEMAND SESSIONS

<p><b>2:00 p.m. Eastern</b></p>	<p><b>Exploring Related Issues in the Culture</b></p> <p>These sessions will be available to watch at your leisure from 2:00 p.m. Eastern until December 30, 2020.</p>
---------------------------------	--

<b>Speaker</b>	<b>Topic</b>
<p><b>Sohrab Ahmari</b>  <i>Author/Op-ed Editor, The New York Post</i></p>	<p><b>The Catholic Antidote to Woke Capitalism</b></p> <p>Sohrab Ahmari looks at the problem of woke capitalism and what the Catholic response is.</p>
<p><b>Most Rev. Thomas Daly</b>  <i>Bishop of Spokane</i></p>	<p><b>How to Live as Missionary Disciples in Your Own Circumstances</b></p> <p>In this presentation, Bishop Thomas Daly expounds upon what it means to be a missionary disciple, the challenges that a missionary disciple may face, and the importance of humility, gratitude, and intercessory prayer in living out this discipleship.</p>
<p><b>Brian Hooks</b>  <i>Chairman &amp; CEO, Stand Together; President, Charles Koch Foundation &amp; Charles Koch Institute</i></p>	<p><b>Believe in People: Bottom Up Solutions for a Top Down World</b></p> <p>Join Stand Together CEO, Brian Hooks, and Napa Institute founder Tim Busch for an interview on Brian's forthcoming book <i>Believe in People: Bottom Up Solutions for a Top Down World</i>. Written with Charles Koch, <i>Believe in People</i> shows</p>



## WEDNESDAY, OCTOBER 14, 2020

	<p>how Americans from all walks of life can tackle our country's biggest problems and create a society where all people can thrive. Written for the millions of "social entrepreneurs" who want to make a bigger difference, the book provides a guide for anyone who wants to help end the injustices that surround us and transform society by empowering people from the bottom-up.</p>
<p><b><i>His Eminence, George Cardinal Pell</i></b>  <i>Cardinal Priest of Santa Maria Domenica Mazzarello</i></p>	<p><b>Interview with His Eminence, George Cardinal Pell</b></p> <p><b>His Eminence, George Cardinal Pell</b>, Cardinal Priest of Santa Maria Domenica Mazzarello  <b>Interviewed by Monica Doumit</b>, Director, Public Affairs and Engagement for the Archdiocese of Sydney and a columnist with The Catholic Weekly</p>
<p><b><i>Jimmy Lai</i></b>  <i>British Hong Kong entrepreneur and pro-democracy activist</i></p>	<p><b>Interview with Jimmy Lai</b></p> <p>Join the Napa Institute for an exclusive conversation with Jimmy Lai, led by Francis X. Maier. In this interview, Jimmy discusses his recent arrest and why he continues to stay in Hong Kong, risking his comfort and freedom.</p>

<b>LIVE EVENT</b>	
<b>6:00 p.m. Eastern</b>	<b>Live Afternoon Sessions</b>
	<p><b>Holy Mass Livestreamed from St. Patrick's Cathedral</b>  <i>Celebrated by The Most Reverend Paul S. Coakley</i></p>
	<p><b>Paul Singer interviewed by Robert P. George</b></p> <p><b><i>Paul Singer</i></b>  <i>Founder, Elliott Management</i></p>



## WEDNESDAY, OCTOBER 14, 2020

	<p><b>Closing Remarks</b></p> <p><i>Tim Busch</i> CEO, Pacific Hospitality Group</p>
--	--

## EVENING AGENDA

ON-DEMAND SESSIONS	
<b>9:00 p.m. Eastern</b>	<p><b>Evening Videos Released</b></p> <p>These sessions will be available to watch at your leisure from 9:00 p.m. Eastern until December 30, 2020.</p>
<p><i>Fr. Robert Spitzer, S.J.</i> President, Magis Center</p>	<p><b>A Remarkable Relic of The Resurrection</b></p> <p>Inspired by the Museum of the Bible's fascinating, innovative, and interactive exhibit, "The Shroud of Turin: Mystery and Faith" opening February 19, 2021, we recall Fr. Spitzer's keynote address from the 2017 Napa Institute Conference.</p>