

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

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 – 11:00 PM

Empire/Metropolitan Foyer,
FLR 2

Registration/Conference Check-in Open

6:30 PM

Riverside Ballroom, FLR 3

24-hour Eucharistic Adoration begins

6:30 PM – 7:00 PM

Metropolitan East, FLR 2

Welcome Reception

7:00 PM – 9:00 PM

Metropolitan 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.



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MONDAY, OCTOBER 11, 2021

ATTIRE: BUSINESS PROFESSIONAL

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

12:00 AM – 11:59 PM

Riverside Ballroom, FLR 3

24-hour Eucharistic Adoration Available

7:30 AM

New York West, FLR 3

Holy Mass Available in Private Mass Chapel

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

8:00 AM

New York West, FLR 3

Holy Mass

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

9:30 AM – 10:30 AM

Metropolitan West, 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*

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*



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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
Metropolitan West, FLR 2

Lunch

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



TUESDAY, OCTOBER 12, 2021

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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.
Founder, The Indispensable Agent*

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

Title TBA | Speaker TBA

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

Title TBA | Speaker TBA

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

Family Business, the Foundation of Post-Institutional America:

An Interview with Leo Linbeck | *CEO, Aquinas Companies, LLC/ Executive Chairman, Linbeck Group*

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

We are entering a post-institutional phase of American history. None of the major institutions which grew in power as America prospered – corporations, governments, universities, churches, K-12 schools, the military, the press, Wall Street, and professions like law and medicine – are trusted by the broader populace. And without the trust of their core constituents, these institutions will either undergo dramatic change or die and be replaced by new, competing institutions.



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As that transition occurs, older, traditional, inherently-high-trust forms of association will play an outsized role in American life. Two of those forms – the family and the small, private business – come together in the family business. These firms have always been the foundation of the American economy, comprising more than 90% of US firms and 60% of US employment. However, their impact has been diminished in the past few decades as large institutions used their scale advantages in finance, data, and purchasing to apply relentless competitive pressure.

But, contra Tolstoy, happy families are not all the same, nor are all successful family businesses the same. There are many paths to human flourishing, although there are some consistent themes that emerge in long-lived family businesses. Regardless, their diversity is one of the reasons that family businesses will be a critical part of rebuilding the social infrastructure of America in the coming decades. They can provide a robust, flexible, and human-scale foundation that responds to local conditions and needs as national scale institution fail or radically decentralize to survive.

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

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

Cocktail Reception

6:30 PM – 9:00 PM
Metropolitan West, FLR 2

Dinner



TUESDAY, OCTOBER 12, 2021

ATTIRE: BUSINESS PROFESSIONAL

Evening Breakout Sessions/Activities

9:00 PM – 11:00 PM

9:00 PM – 9:45 PM

Central Park West, FLR 2

Being an Intentional Disciple in Business

Robert Flanigan | *Founder, Educate LLC*

9:00 PM – 9:45 PM

Empire East, FLR 2

Title TBA

William N. Evans | *Keough-Hesburgh Professor of Economics, University of Notre Dame*

James X. Sullivan | *Gilbert F. Schaefer College Professor of Economics, University of Notre Dame*

9:00 PM – 11:00 PM

Lenox Ballroom, FLR 2

In Vino Veritas: Evening Cocktail Reception



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WEDNESDAY, OCTOBER 13, 2021

ATTIRE: BUSINESS PROFESSIONAL

12:00 AM – 5:00 PM
Riverside Ballroom, FLR 3

Eucharistic Adoration Available until 5:00 PM

7:30 AM
New York West, FLR 3

Holy Mass Available in Private Mass Chapel

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
Celebrant: TBA

9:00 AM – 10:00 AM
Metropolitan West, 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

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

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

Title TBA | Speaker TBA

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

Title TBA
David DeWolf | *Founder and CEO, 3Pillar Global*

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

Closing for the Morning

1:00 PM – 2:30 PM
Metropolitan West, 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 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.

Empire West, FLR 2

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



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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

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

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-founder/CEO, GEO2 Technologies*

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 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

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



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

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

Closing for the Afternoon

6:00 PM – 6:30 PM
Empire East, FLR 2

Cocktail Reception

6:30 PM – 9:00 PM
Metropolitan West, FLR 2

Closing Dinner

Evening Breakout Sessions/Activities

9:00 PM – 11:00 PM

9:00 PM – 9:45 PM
Central Park West, 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.

9:00 PM – 9:45 PM
Empire West, FLR 2

Title TBA
Speaker TBA | Speaker Title

9:00 PM – 11:00 PM
Empire East, 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

New York East, FLR 3

Breakfast

12:00 PM

Lobby, Sheraton Times Square

Hotel Check-out

Optional Activities/Excursions

9:45 AM – 1:30 PM

Meet in the Lobby,
Sheraton Times Square

Tour of St. Patrick's Cathedral

Join us for a private tour of St. Patrick's Cathedral. Standing in the heart of the city, the Cathedral is a sign and celebration of religious liberty, as it was intended to be by its founders. Designed by James Renwick Jr., it is the largest Gothic Revival Catholic cathedral in North America. What an opportunity to see St. Patrick's from more than the pews!

We will walk from the Sheraton to St. Patrick's Cathedral Parish House and begin our tour there. Lunch will be included following the tour. You will return to the Sheraton by 1:30 PM.

[RSVP Required](#); space is limited

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.



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THURSDAY, OCTOBER 14, 2021

OPTIONAL ACTIVITIES

10:00 AM – 11:30 AM

New York West, FLR 3

Retreat with the Franciscan Friars of the Renewal (CFRs)

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)

10:00 AM – 6:30 PM

Meet in the Lobby,
Sheraton Times Square

A Visit to the Woodcrest Bruderhof Community

Experience “Intentional Communal Living” in beautiful rural New York with the Woodcrest Bruderhof Community. Enjoy an Oktoberfest luncheon and a tour of a nearby Bruderhof private high school, Mount Academy.

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



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