

PRINCIPLED ENTREPRENEURSHIP™

WORK AND THE AMERICAN FAMILY

VIRTUAL CONFERENCE
OCTOBER 11-13, 2021

All times listed are Eastern Standard.

PLEASE NOTE THE SCHEDULE IS SUBJECT TO CHANGE.



NAPA INSTITUTE™



THE CATHOLIC UNIVERSITY OF AMERICA
The Busch School of Business

MONDAY, OCTOBER 11, 2021

EVENING AGENDA

LIVE EVENT	
7:30 p.m. Eastern	Live Streamed Keynote Talk
7:30 - 8:15 pm	<p>Why Marriage and Family Matter for Human Flourishing Ryan Anderson <i>President, Ethics and Public Policy Center/ Founding Editor, Public Discourse</i></p> <p>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.</p>



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TUESDAY, OCTOBER 12, 2021

MORNING AGENDA

ON-DEMAND VIDEOS	
8:00 a.m. Eastern	Breakout Talks These videos will be available to watch at your leisure.
<i>Speakers and topics to be announced.</i>	

LIVE EVENT	
10:45 a.m. Eastern	Live Streamed Keynote Talks
10:45 am	Opening Prayer <i>Fr. Robert Spitzer, S.J. Co-founder/President, Napa Institute & Conference Emcee</i> Introductory Remarks <i>Timothy Busch, Chairman, Napa Institute</i>
11:00 am	Session 1: Creating the "Fellowship of the Family", "Through Work": St. John Paul II on the Future of Humanity <i>Janice Breidenbach Associate Professor of Philosophy at Ave Maria University</i>
11:35 am	Session 2: The State of Our Unions: What's Really Going on with Marriage in America <i>Brad Wilcox Director, National Marriage Project/ Professor of Sociology, University of Virginia</i> 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,

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	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.
12:10 pm	Session 3: Wall Street and the Family <i>Jason Trennert</i> <i>Founder, Managing Partner, and Chief Investment Strategist, Strategas Securities, LLC</i>
12:45 pm	Closing for the Morning

AFTERNOON AGENDA

LIVE EVENT	
2:30 p.m. Eastern	Live Streamed Keynote Talks
2:30 pm	Introduction to Afternoon Sessions <i>Anthony P. Cannizzaro</i> <i>Director of Strategy, Management & Operations/Associate Professor, The Busch School of Business at The Catholic University of America</i>
2:45 pm	Session 4: Fatherpreneurship: How Fathers are Already Wired to Use the Craft of Business to Form their Families and Save the World <i>Patrick Kilner</i> <i>CEO, Kilner & Kirk Real Estate Group. Founder, The Indispensable Agent</i> 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?



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3:20 pm	Session 5: Title TBA Speaker TBA
3:55 pm	Session 6: Title TBA Speaker TBA
4:30 pm	<p>Session 7: Family Business, the Foundation of Post-Institutional America: An Interview with Leo Linbeck <i>Leo Linbeck CEO, Aquinas Companies, LLC/ Executive Chairman, Linbeck Group</i></p> <p>Led by Anthony P. Cannizzaro Director of Strategy, Management & Operations/Associate Professor, The Busch School of Business at The Catholic University of America</p> <p>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.</p> <p>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.</p> <p>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</p>



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	that responds to local conditions and needs as national scale institution fail or radically decentralize to survive.
5:05 pm	Closing for the Afternoon

WEDNESDAY, OCTOBER 13, 2021

MORNING AGENDA

LIVE EVENT	
9:00 a.m. Eastern	Live Streamed Keynote Talks
10:15 am	Opening Prayer and Introduction to the Day <i>Fr. Robert Spitzer, S.J.</i> <i>Co-founder/President, Napa Institute & Conference Emcee</i>
10:30 am	Introduction to the Morning Sessions <i>Fr. Robert Spitzer, S.J.</i> <i>Co-founder/President, Napa Institute & Conference Emcee</i>
10:45 am	Session 8: Freedom and the Common Good <i>Stephanie Slade</i> <i>Managing Editor, Reason Magazine</i>
11:20 am	Session 9 <i>Patrick T. Brown</i> <i>Fellow, Ethics and Public Policy Center</i>
11:55 am	Session 10 <i>David DeWolf</i> <i>Founder and CEO of 3Pillar Global</i>
12:30 pm	Closing for the Morning

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AFTERNOON AGENDA

LIVE EVENT	
3:30 p.m. Eastern	Live Streamed Keynote Talks
3:30 pm	Introduction to the Afternoon Sessions <i>Anthony P. Cannizzaro</i> Director of Strategy, Management & Operations/Associate Professor, The Busch School of Business at The Catholic University of America
3:45 pm	Session 11: The Impact of Debt on Growth in The Economy <i>David Bahnsen</i> Founder & Managing Partner, the Bahnsen Group
4:20 pm	Session 12: Owner Strategy in Family Business: Looking Beyond Profits <i>Rob Lachenauer</i> 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.
4:55 pm	Session 13: Lessons from a Lifetime in Family Business: An Interview with Timothy R. Busch <i>CEO, Pacific Hospitality Group; Co-founder/Chairman of the Board, Napa Institute</i> <i>Led by Anthony P. Cannizzaro</i> Director of Strategy, Management & Operations/Associate Professor, The Busch School of Business at The Catholic University of America
5:30 - 5:45 pm	Closing



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