



2021-2022 ANNUAL REPORT



**CIOCCA
CENTER**
FOR PRINCIPLED ENTREPRENEURSHIP

THE CATHOLIC
UNIVERSITY
OF AMERICA





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Director's Letter 2022



Andreas
Widmer

Dear Reader,

These annual summary letters feel daunting: how can I put a year's work of my team's ideas, heart, and grit into a couple of paragraphs that will draw friends and strangers alike into our world and work? And will it even be read?

At the same time, I find I'm grateful for the "task" of looking over the year, because it's satisfying to see all the accomplishments and to reflect on where we should head next. For the Art & Carlyse Ciocca Center for Principled Entrepreneurship, the 2021-22 academic year has been a year of innovation within the classroom setting, and the year we began to seriously make our mark in influencing business thinking beyond our Washington, DC campus.

From our founding just six short years ago, we've always considered our strategy to rest on three foundations: forming students; intellectual contributions to the field of entrepreneurship; and what is sometimes today called "thought leadership" – that is, spreading our unique approach and ideas among business practitioners. We made progress on all these fronts this year, but it was especially a break-out year for us to reach beyond the campus: through our CEDE high school outreach and VentureLab work with alumni; but especially this past year saw team-members launch not one, but two, leading business books: my colleague, Luke Burgis' best-seller *Wanting*, and my own just-released work, *The Art of Principled Entrepreneurship*.

You'll learn more about these works and the other good things we've been up to this year in the coming pages. We're proud and happy about what we've done! But it's also bittersweet that our biggest champion, Art Ciocca, isn't here to see it. Art and his wife Carlyse were early and generous backers of our center, as we'd discovered decades ago that we were like-minded in our thoughts about the *purposefulness* of business and the importance of free markets and good character for serving the public and doing good at the personal and community levels.

Much of our center's approach was influenced by conversations I had with Art (a story I tell in my book). While working on *The Art of Principled Entrepreneurship*, I had the privilege of speaking with Art for long hours once a week for the past two years, and he became an even dearer friend and mentor to me in that time. Art passed away after a long illness this past December, and I miss him every day. (I'm still at the stage where I want to call and tell him something and start to dial... and then recall that I can't.)

Art Ciocca was a model of how a person of character who isn't afraid of prudent risk-taking or doing something a little unusual can have an outsized impact for good in his sphere of influence. This report is dedicated to him, and to the love of his life, Carlyse, who has likewise been a good friend to us and is a partner in carrying on his legacy.



Who We Are

Vision: We harness the power of principled entrepreneurship to overcome the small-spirited, zero-sum vision of business by inspiring the creation of profitable, person-centered companies.

Mission:

- To reimagine entrepreneurship education
- To form and educate principled entrepreneurs who produce goods and services that truly serve
- To help people discover and embrace business as a noble vocation that leads to human flourishing
 - To introduce students to the liberating fruits of free enterprise
 - To offer students a pathway to create their own businesses
 - To engage (potential) entrepreneurs in lifelong learning and offer a community for it
 - To produce media content and teaching materials that support our vision
 - To encourage students to critically engage intellectual traditions that see the marketplace as an order based on entrepreneurship and knowledge creation
- To promote principled entrepreneurship and an understanding of Catholic teaching with regards to business

Our Role Model: Art Ciocca

Arthur A. Ciocca was the founder and chairman emeritus of the Wine Group, Inc, the largest wine company in the United States by sales volume. Ciocca formed the Wine Group in 1981 when he and his associates purchased the wine assets from the Coca-Cola Bottling Company of New York. Since then, The Wine Group has grown to 25 times its original size and now includes the brands of Franzia, Concannon, Cupcake, Corbett Canyon, Inglenook, Foxhorn, and many others.



"The Art of business: Cheers to the creator of box wine"

Andreas Widmer's appreciation of Art Ciocca originally ran in Fortune Magazine December 31, 2021



"I have done much more good through my company than I ever did through my philanthropy," said Art Ciocca, a business leader and benefactor America should have known better than it did. He passed away on Dec. 18 at the age of 84, yet his belief that entrepreneurship is the most powerful driver of human progress must live on.

Ironically, Art's name is most likely to endure through his philanthropy, especially his funding of "Ciocca Centers" of Principled Entrepreneurship at The College of the Holy Cross, Santa Clara University, and The Catholic University of America, where I teach. Yet Art's impact on society is most clearly felt in the innovations he shepherded as co-founder of The Wine Group, especially box wine. Whereas his philanthropy has helped tens of thousands, his entrepreneurship has served hundreds of millions.

Art did not invent box wine, but he did introduce it to society. He saw entrepreneurship as more calling than career, and he pursued it with all his heart. He started his company by taking out multiple mortgages and spending his life's savings, only to discover that he couldn't compete with bigger winemakers. His best-laid plan to provide affordable, quality glass-bottled wine wasn't viable. But rather than give up, Art decided to create a completely new market altogether

The search led Art to an Australian vintner who'd experimented with putting wine in plastic bags. The vintner couldn't make it work, but Art thought he could, and his company depended on it. By replacing glass bottles with plastic bags in a cardboard box, he could save huge sums on production costs, while also offering bigger volumes of five liters instead of the typical glass-bottle maximum of three or four. No one else was doing it, and in Art's mind, that meant he had to.

It was easier said than done. Art personally went through twenty-plus iterations of his new product, desperately trying to stop the rips and leaks that flooded grocery stores and sparked furious calls to the sales department. He refused to give up, even after his team begged him to stick with traditional bottled wine. He saw what others didn't: that customers would see tremendous value in this new creation.



He was right. Art's box wine, labeled Franzia, took America by storm. It quickly became the most popular wine in the country, accounting for one of every seven glasses poured in America, and now the world. It took four or five years before competitors got their own box wines to market, but by then, Art's business had built an indomitable lead. More people than ever before now enjoy wine thanks to him.

Art never apologized for his success because he didn't have to. It came from serving others—customers, employees, suppliers, and the community—which he saw as the heart of business. Yet he was quick to say that not all profits deserve praise. He despised companies that cheated their customers and took corporate welfare, actions he knew would enrage the public, opening the door to socialism and the destruction of the market economy.

Art's belief in the moral power of entrepreneurship is urgently needed, especially by fellow business leaders. We live in a time when executives speak of "giving back," as if they have taken something without offering anything in return, and embrace a politicized "stakeholder capitalism," which implies that running a profitable company is somehow insufficient or immoral. Beyond the boardroom, there is a growing sense that business is a problem more than a source of the solutions society needs.

Art profoundly disagreed. The challenges facing America are mounting, from soaring inflation to plummeting social mobility, from rising fear to fading self-belief. He maintained that entrepreneurship—that serving others—was key to overcoming them. Instead of turning on business, he hoped people would embrace it as essential to their wellbeing, and a new generation of principled entrepreneurs would unleash its boundless capacity for good.

Call it the art of Principled Entrepreneurship—an art that can, and must, enrich America's future.



OUR IMPACT THIS YEAR

+300

New Businesses

6

Book & Program
Launches

90%

Freshmen Perceptions of
Business Changed

20

Events & Workshops

47

CEDE Teachers Trained

12

High Schools Using Our
Curriculum

+700

Students Taught

5

New Financial Partners

+50

Distinguished Fellows &
Alumni Coaches

+100

Scholarly Presentations &
Media Appearances

+3M

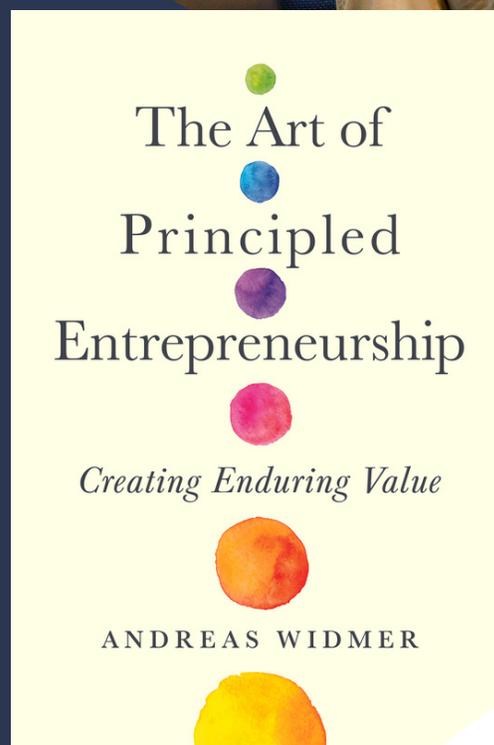
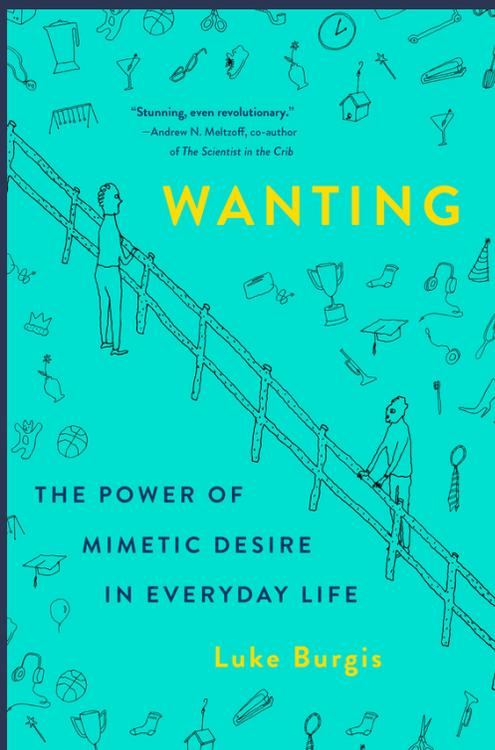
Total Media Audience



2021-2022 HIGHLIGHTS

Business Transforming, Life Enhancing Books

The Ciocca Center for Principled Entrepreneurship is transforming the way seasoned and up-and-coming business professionals think about and conduct business. This year we're particularly proud of the impact being made by two important books:



Wanting

Wanting, a book about the Catholic social theorist René Girard's 'mimetic theory of desire' written by Luke Burgis, Director of Programs and Entrepreneur-in-Residence in the Ciocca Center, sold nearly 100,000 copies in its first year in print and has been translated into more than 15 languages covering every major market in the world. It was a Featured Book in the *Financial Times*, a "Next Best Idea Club" top book of summer 2021, and named a book of the year by *Strategy+Business Magazine* (MIT)

Burgis was a featured guest on over 70 podcasts in this first year after publication, including Shane Parrish's "The Knowledge Project," Ryan Holiday's "The Daily Stoic," "Conversations with Bishop Barron," and EWTN. These reached over 1,000,000 people in the U.S. alone.

In addition, Burgis penned more than ten articles for major publications, including *Lithub*, *America Magazine*, and *Unherd*, with book reviews appearing in *The University Bookman*, *The Sunday Times*, *ArcDigital*, and *The Washington Examiner*.

Wanting explains how "mimetic desire"—the tendency of humans to imitate not just the superficial qualities of others, but their very desires—affects nearly every aspect of human life, from career paths to romantic relationships to markets.

Burgis draws on the ideas of the French-American (and Catholic) social theorist René Girard (+2015), a member of the L'Académie française, and whom Bishop Robert Barron has said should be the next "Church Father." Burgis's book, according to the *International Society of Girard Scholars*, "has done more to popularize the thought of this important thinker than anything in the past sixty years, when his writings first began to be published."

Beyond just explaining Girard's thought to a popular audience, Burgis *develops* Girard's thought by making connections to entrepreneurship, business leadership, and personal development. He makes a unique contribution to the idea of *positive mimetic desire*—that is, that great leaders can transcend existing paradigms by following transcendent models of desire, and helping others to do the same.





The Art of Principled Entrepreneurship

Ciocca Center Founder & Director Andreas Widmer wrote and published his new book, *The Art of Principled Entrepreneurship* this year, and it has been selling briskly after a dual-launch at the Stand Together summit in Florida this Spring, and at a Busch School of Business sponsored event at The Catholic University of America.

At a time when business as a force for good, double and triple bottom lines, and “stakeholder capitalism” have become clichés with meanings hard to pin down, Widmer, in his affable story-telling style, identifies five practical pillars for “principled entrepreneurs” – pillars that allow anyone in business to employ an entrepreneurial mindset while acting with utmost integrity and character.

Writing the book was a passion project for Widmer because, in addition to sharing his own and others’ observations and experiences, he especially gets to share lessons he learned from observing his long-time friend and mentor – and Ciocca Center founding supporter – the late Art Ciocca – an entrepreneur whose example deserves to be better known.

The Five Pillars of Principled Entrepreneurship are the bedrock of the approach the Ciocca Center teaches to its students and endeavors to spread to business practitioners already at work.

- * *The Economy Exists for People, Not People for the Economy*
- * *To Work Is to Create; To Create Is to be Human*
- * *Culture Eats Strategy for Breakfast*
- * *Principled Business Creates Win-Win Solutions*
- * *Always Think Like an Entrepreneur*



Though *The Art of Principled Entrepreneurship* has just launched, Widmer has already received attention from *Profectus Magazine*, *Real Leaders* and *StartupNation*, and early interviews at *Busted Halo* and the *Dose of Leadership* Podcast met with very positive response and further invitations. The book received jacket endorsements from rapper Pitbull, Charles Koch, Arthur C. Brooks, and Dina Dwyer-Owens.

Reader feedback:

"Utterly brilliant! Seldom do books on Leadership deal with the issues of integrity, human dignity, wisdom and making money."

"Whether you're just setting on a path to business or are a seasoned executive, the practical wisdom in this book is timely. I strongly recommend this book be the next one you read!"

"...Ciocca's tremendous success and his humility make him a good mentor for Widmer and for us. Widmer is a great story-teller."

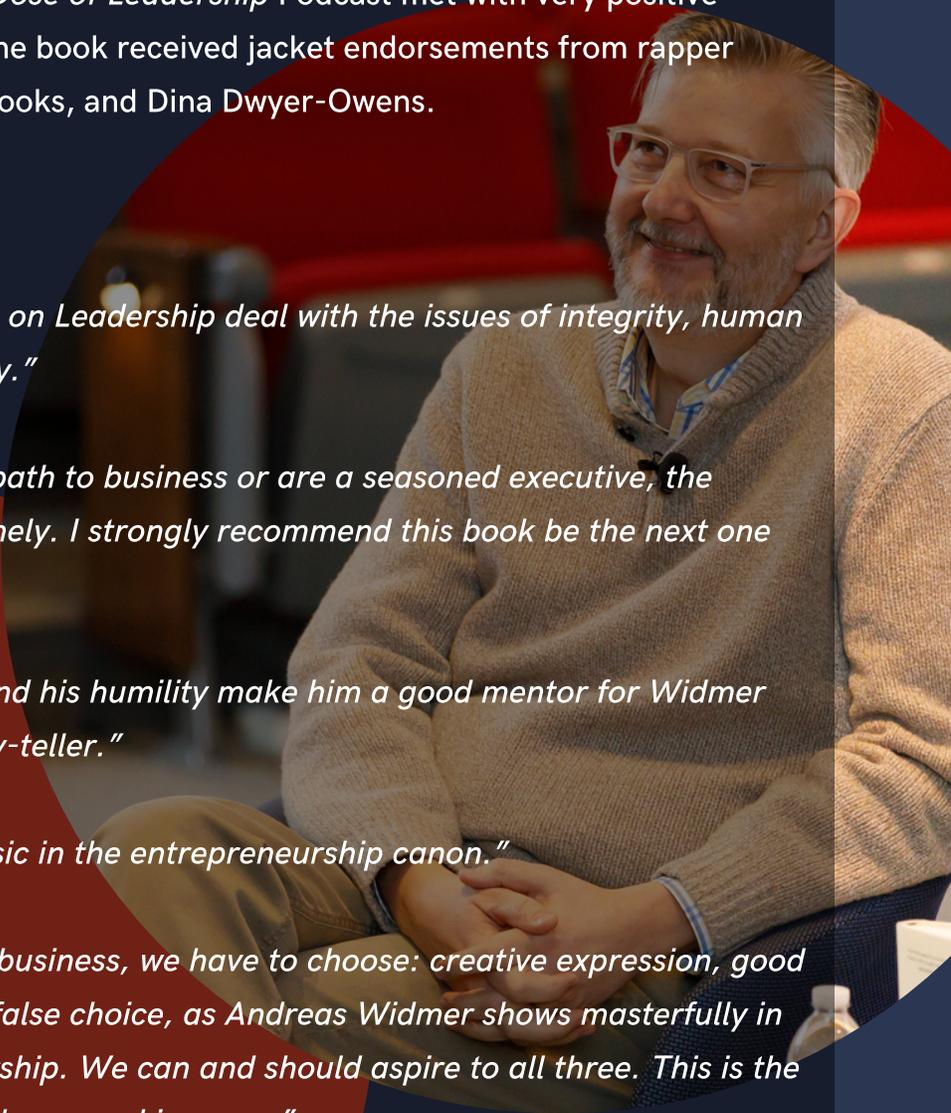
"This book is destined to be a classic in the entrepreneurship canon."

*"Many people today argue that in business, we have to choose: creative expression, good values, or strong profits. This is a false choice, as Andreas Widmer shows masterfully in *The Art of Principled Entrepreneurship*. We can and should aspire to all three. This is the most encouraging business book I have read in years."*

—Arthur C. Brooks, Professor, Harvard Kennedy School and Harvard Business School, and New York Times Bestselling Author

"Through inspiring stories and actionable advice, Widmer shows how the principles of human progress provide a compass for business leaders looking to build a company that succeeds by helping people improve their lives."

—Charles Koch, Chairman and CEO, Koch Industries



ENTREPRENEURSHIP FOR HIGH SCHOOL STUDENTS



Inspired by our popular freshman business course, “The Vocation of Business,” Catholic Entrepreneurship and Design Experience (CEDE) is a highly-flexible modular format course designed for high school students interested in exploring the importance of entrepreneurship and what it means in their own lives.

CEDE had an exciting year of growth and innovation!

New Financial and International Partners!

- Under the direction of Jon Bachura, CEDE became a truly global program by connecting with Catholic community leaders and students from Rwanda, Bolivia, and Qatar.
- Through a generous grant from the Considine Family Foundation, the creation of a self-directed, fully digital version of CEDE has allowed individual students and facilitators to engage with the CEDE program on-demand.

A Year of Innovation

- Another innovation of CEDE for 2022 is the creation of a full-day workshop experience that allows schools to bring students together to encounter the vocation of entrepreneurship.
- In April 2022, the Archdiocese of Philadelphia hosted the CEDE team with 150 students from 5 area high schools at the Malvern Retreat Center in Malvern, PA.



The level of engagement from students was unprecedented and has motivated archdiocesan leaders to pursue the CEDE program more fully and begin to add their teachers to the growing CEDE facilitator community and help more students to explore entrepreneurship based on their Catholic faith. For 2022-23 we are working to bring cohorts of students to the Catholic University of America campus for more of these types of workshops, as well as bringing workshops to schools outside of the DC metro area.

To support the growth of the program into more schools and homes, we completed a series of 90-minute intensive training videos tied to the educational modules of CEDE, and shared them on our YouTube channel in December of 2021. As school and community leaders become more aware of the impact that the program has on students, the demand for facilitator training has grown. To serve this need, CEDE is planning to host the first in-person CEDE Facilitator Training event on the campus of The Catholic University of America in February 2023.



CEDE BY THE NUMBERS

	2020-21	2021-22
Facilitators in the community	18	47
Schools using CEDE	7	12
Students	93	301
Instagram followers	200	1002

CEDE TIMELINE



JUNE 2021

We added our first international CEDE Facilitators in Kigali, Rwanda and La Paz, Bolivia.



SEP 2021

Marin Catholic graduated the first class of CEDE Certified students

NOV 2021

Considine Family Foundation grant was awarded to begin work on the CEDE Self-Directed Program, which launched in March 2022.

DEC 2021

Hosted 12th Monthly Groundwork Session completing the creation of a series of 90-minute intensive training videos for CEDE, one for each module.



JULY 2021

We supported The Busch School's advancement team at the 2021 Napa Institute Conference.

We introduced Grown-Up Go-Fish as a way to engage attendees at the conference and help them to interact with the Busch School and CEDE brands.

Each participant received 5 cards from a standard deck of playing cards. Their goal was to trade with other participants throughout the duration of the conference with the goal of creating the best poker hand they could to compete for a chance to win various prizes including a case of wine.

This game helps create community through creative interactions and it is a lot of fun (three of Michael Novak's cardinal virtues of business). You can see attendees playing at the breakfast table during the event.





JAN 2022

Began facilitating monthly roundtable discussions using CEDE content for the Wichita, KS chapter of the Catholic Assembly for Business

FEB 2022

First CEDE facilitator to complete certification using the self-directed model: Rick Costello, President of Kurtz Brothers, Inc.

MARCH 2022

Self-directed program launches with 27 students and adults participating in the pilot

APRIL 2022

Hosted 150+ students, teachers, parents, and chancery staff at Malvern Retreat Center in Malvern, PA for a full-day CEDE workshop/showcase.

Hosted first-ever CEDE Design Challenge day in conjunction with the city of Tucson, AZ and the Catholic U - Tucson team



PROJECT LAUNCH:

The Busch School of Business FAMILY BUSINESS CONSORTIUM

 THE CATHOLIC UNIVERSITY OF AMERICA



EFFECTIVE



EFFICIENT



COMPETITIVE



HUMAN

The Ciocca Center is proud to have launched The Family Business Consortium, welcoming to our team Busch School of Business Associate Dean Anthony Cannizzarro as director of the Consortium. Its mission is to help generations of like-minded family businesses grow in the fullest sense of the word. By providing resources for current family business owners, and through forming the next generation of family business leaders, we grow closer, wiser, and more prosperous - together.





- We created a degree track to teach the next generation of family entrepreneurs (as many as a third of our students come from family businesses) to grow their businesses in a way that creates a positive impact for their families, communities and society.
- Then we organized the Family Business Consortium, a meeting place for family businesses that share our conviction that family is “the first and vital cell” of social life. The consortium provides family businesses with opportunities to come together, network, learn, and grow.

Our family-centric perspective is unique. While secular economists often look at family ownership as “second-best,” we understand that family businesses continue to form the bedrock of the American economy. By some estimates they contribute as much as two-thirds of total gross domestic product and three-quarters of all new jobs created in the United States.

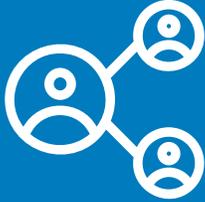
Family businesses are effective, efficient and competitive - but more importantly, they are human. As the “first and irreplaceable school of social life,” families are inherently “marked by respect, justice, dialogue and love.” They are the natural precursor for the strong cultures, values and trust that are pivotal to business success, yet private non-family firms often struggle to achieve.

Indeed, well-run family businesses are often known for high-levels of employee and client satisfaction, low turnover rates, and great attention to human needs. In the language of the Catholic intellectual tradition, they are the perfect seedbed for human flourishing.



Collecting Partners, Not Members

The Family Business Consortium operates on a partnership model, aiming to be a Center of Excellence for:



Creation of a peer-to-peer hub for family businesses, faculty, students, and more



Continual learning and growth



Sharing of best practices

Our Partners enter into a mutually beneficial relationship with faculty, students, fellow businesses and other collaborators to create a vibrant, open, and educational environment supported through the generosity of our partners.

- The Family Business Consortium launched in October, 2021, with its inaugural event, "Growing Family Business Back After Crisis."
- It followed that success later the same month by taking the lead for the content of the 2021 Principled Entrepreneurship Conference in New York City, with the theme, "Work & the American Family."
- In January 2022, the Consortium hosted a conference on "The Future of Family Business." Planned as an in-person event, high local Covid rates and new gathering restrictions compelled us to take this meeting virtual, yet it still garnered the participation of more than 50 family businesses.
- In April, Family Business Members gathered again on campus for an afternoon of programming related to wealth management. We were pleased to offer an authors panel with NYT best-selling author Steve McClatchy (*Decide*), and Ciocca Center authors Luke Burgis (*Wanting*) and Andreas Widmer (*The Art of Principled Entrepreneurship*).

Members also learned from Eddy Moss, (Vice President Morgan Stanley Private Wealth Management) and Lino Linbeck III, President & CEO of the Aquinas Companies.



Venture Lab



CIOCCA CENTER
FOR PRINCIPLED ENTREPRENEURSHIP

VentureLab, the Ciocca Center's classroom-based incubator for student and alumni businesses had a solid year of growth during the 2021-2022 academic year.

In the classroom, VentureLab is ENT 455, the Small Business Growth Lab. Using the Business Model Canvas, students spend the semester learning about notable founders, iconic businesses, and hearing from a select number of Alumni speakers. By semester's end, each student develops their own business and presents to the class. (Find the VentureLAB highlight video on our website!)

Classroom improvements and innovation: An improvement we're pleased with this year is emphasizing the element of student support and constructive criticism during class and specially designed breakout sessions. It's excellent practice for the business team environment, and it fosters the entrepreneurial spirit. The students love new ideas and genuinely want to support each other.

Outside the classroom, VentureLab has seen a steady flow of students (including students from outside the Busch School of Business) interested in pursuing their own business ventures.

By the Numbers

- 24 • new student businesses through ENT 455 and Independent Study, with several poised to continue their collaboration with Venturelab.
- 21 • student businesses have enrolled in VentureLab outside the classroom setting since fall of 2020.
- 3 • new alumni businesses since January 2022
- 15 • alumni involved as mentors and coaches



Venture Lab

Alumni Board Support



- *Brian Cashman* - General Manager of NY Yankees spoke to ENT 455 on Leadership.



- *Angela and Greg Santomero* - Angela is founder of Blues Clues, and Daniel Tiger's Neighborhood: spoke to ENT 455 on Ideation.



- *Mike Wetmore* - Partner of CPA firm, Ryan & Wetmore: spoke to ENT 455 on Break Even Analysis. Mike also mentored Scott McKinnon, guiding him on his Foul Ball Mitt business; this includes attending a minor league baseball team sales presentation Scott led.



- *Mike McGarrity* - Head of Global Security for Capital One, and former Deputy Director FBI for Counterterrorism. Mike spoke to ENT 455 on Customer Relations.



- *Jackie Ryall* -Deputy General Counsel for the Gates Foundation mentored senior Cecilia Craig on her retail business, Feminine Genius.



Student Business Highlights

<p>FOUL BALL MITT <i>Scott McKinnon</i> baseball mitt novelty</p>	<p>BATTLE NAUSEA <i>Makayla Clemmer</i> Custom anti-nausea bracelets for cancer patients, pregnant women, and sea travelers</p>	<p>DEE & SIMONE <i>Jack Dee and Will Simone</i> Event and staffing services</p>	<p>SPARTAN HELMET <i>Jack Minerva</i> sport helmet for Football and lacrosse with enhanced safety and camera features.</p>
<p>CONFUCIUS NOODLE AND DUMPLING COMPANY <i>Jason Xiong</i> Fresh, fast Chinese food</p>	<p>BUSTRACK <i>Emmett Lee</i> App to help students and parents meet daily school bus pick up on time</p>	<p>TEENFEEM <i>Cate O'Grady</i> knowledge-based health program for young women</p>	
<p>CITY OF SWIFT <i>Connor Gerrity</i> Taylor Swift family theme park</p>	<p>VIVA VICTORIA <i>Victoria Lising</i> Young women's mental health support program</p>	<p>YNM CO <i>Samuel Compton and Austin Mosley</i> Online retail for refurbished shoes</p>	

Sponsored Events

NOV 2021

Ben Gardner's live podcast on campus with Watts of Love Founder, Nancy Economou, attended by more than 50 students. Student Rodney McKenna received a free trip giveaway this event and will be accompanying VentureLab Director Brian Walsh on a Watts of Love mission trip to Malawi in July.

MARCH 2022

Brian Burke, Venture Capital expert gave a presentation on early-stage funding; attended by more than 25 students as well as a handsome representation from local small business owners attending both live and virtually.



Alumni Spotlight: A Venture Lab Success Story

Employing People with Disabilities and Providing the Whole DMV with Delicious Authentic Gelato

Francesco Brown, La Marmotta Gelateria



The Ciocca Center's emphasis on work as something not only for earning a living, but as a source of the sense of dignity and potentially a mode of expressing creativity and beauty affected Francesco Brown personally while he was a student. He was thinking about his own career, but he also worried about a future for his brother, Carlo, who has Down Syndrome. "It seemed to me that opportunities for people with intellectual disabilities to realize their full potential through meaningful work were severely lacking," Francesco says.



Francesco (right) and his brother Carlo

"With what I learned from my studies in marketing and entrepreneurship, I decided to launch a business that would be satisfying for me and provide opportunities for Carlo and people like him." Drawing inspiration from his Italian heritage and the notable absence of high-quality gelato in the Washington area, Francesco went to Italy following graduation, apprenticed himself with an artisanal gelato maker, and learned the craft of gelato-making. Now he's launched La Marmotta gelateria to, as he puts it, "add a little beauty and goodness to the world through delicious products, purposeful work and meaningful relationships. It's essential to our mission to employ people with disabilities, because work is a fundamental part of our human dignity. We want to create a work environment in which everyone is welcomed as a unique person, with their own strengths and weaknesses, capable of positively contributing to this business and the world."

This Spring semester, the deans of The Busch school brought a Marmotta gelato cart to campus as an Easter treat. We can all vouch for the gelato being outstanding!



Alumni Spotlight: A Venture Lab Success Story

Turning Intellectual Curiosity into a Business

Ben Gardner, TOTs Podcast

Ben Gardner always loved learning what makes people tick and launched a blog where he could interview people from all walks of life to learn about their interests. It was a fun hobby, but probably would have remained a vanity project until two Ciocca Center professors (now Distinguished Fellows), Michael Hernandez and Brian Becker, encouraged him to try his hand at a podcast. Thus "TOTs" or Thoughts on Things was born.

"Since day one, I have enjoyed interviewing many different kinds of people who all have something interesting about themselves to share," Ben says. "Two of my favorite episodes --with very different people!-- were with Astronaut Nicole Mann, who will soon be the first woman to land on the moon and with Carole Baskin of the Netflix show *The Tiger King*."

A highlight for the Ciocca Center this year was having hosted an episode of TOTs live on campus for our students. In that episode he interviewed Nancy Economou of Watts of Love, a project to bring solar lighting to underprivileged areas that rely on kerosene lamps. Ben says, "VentureLab founder Brian Walsh has been a good coach for me and I've really enjoyed working with him. He's a big part of why I was able to do my first live broadcast from the Catholic U. campus."



Ben recalls recording the first episode of TOTs in the closet of his student apartment his senior year. Now he has an audience thousands-strong and growing. He's grateful to the Venture Lab team's support in helping him build an audience and consistency of content. But he's also grateful for the initial push: "The Ciocca center and the Busch School were instrumental in teaching me about taking a risk on something you believe in and having the courage to take the first step."

TOTs
PODCAST



Alumni Spotlight: A Venture Lab Success Story

The Art of Being a Woman Masterclass

Victoria Lising, Viva

Victoria Lising is quick to describe how studying Entrepreneurship with the Ciocca Center for Principled Entrepreneurship radically changed her outlook. "Before studying entrepreneurship," she says, "I thought that business was the 'easy' way to get rich. I've learned instead that business depends on entrepreneurs to see and create practical solutions to people's problems."

Viva is Victoria's very personal coaching business that had its first iteration in her freshman year Vocation to Business class, where she parlayed a positive experience with The Wholeness School into a blog and affiliate marketing business. Each new class at the Ciocca Center brought new iterations, culminating in her time with Venture Lab as an incubator for her formal start-up and launch.

Viva is my personal coaching brand that encourages young women to live to their fullest by living a life by design. I use The Wholeness School, a holistic online coaching program, as the basis for my coaching, but I've made it my own business through Venture Lab's teaching me practical tools like the business model canvas and the pitch deck, while supporting me through mentoring and independent study to build my company.



Victoria says: "Entrepreneurs are some of the most hardworking, creative, well-rounded, and generous people that I have met. I like to use the Walt Disney term for them: "imagineers," dreaming, imagining, and creating a better world.



Röpke-Wojtyła Fellowship



Class of 2022

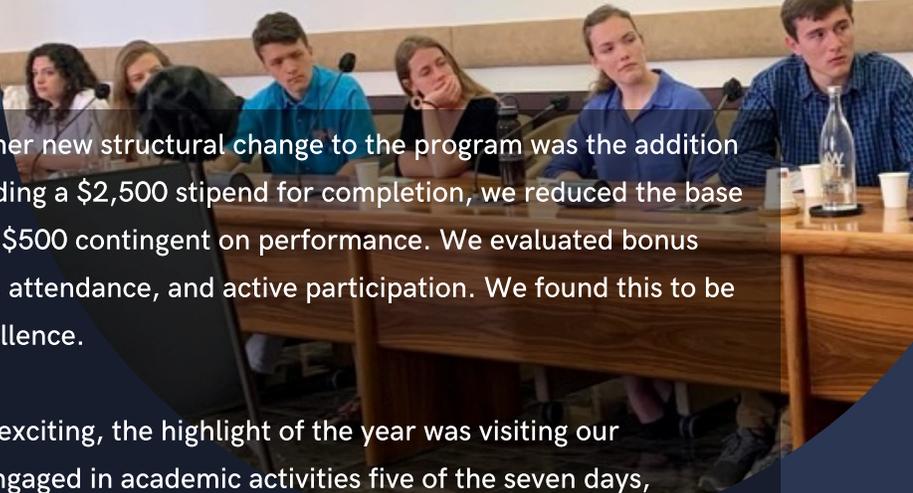
This year was a delightful change of pace for the Röpke-Wojtyła Fellowship as we were finally able to return to an in-person experience after a year-and-a-half on Zoom.

A year ago, we made a new assumption that a hybrid-model (2 virtual meetings, 2 in-person meetings) would allow us to achieve the desired academic impact, camaraderie, and vibrancy at a lower cost. This model was a success during its first year and we plan to continue with it next year. While Zoom is not a perfect substitute for in-person meetings, we found that as long as virtual meetings and in-person experiences alternate, enthusiasm can be maintained.

We hosted a cohort of 16 Fellows this year and realized a 27% acceptance rate. The 16 Fellows, Universities, and majors are as follows:

- Taylr Bahr, *Creighton University*, Economics and Management
- Rebekah Balick, *Mt. St. Mary's University*, International Studies and History
- Anthony Crnkovich, *Catholic University*, Philosophy
- Michaella Maniscalco, *University of St. Thomas Houston*, Economics
- Veronica Maska, *University of Notre Dame*, Business Analytics
- Reed McLean, *Saint Louis University*, Economics and Musical Theater Performance
- Sean Piwowar, *University of Virginia*, Government
- Jack Power, *University of Virginia*, Political Philosophy, Policy, Law, and Economics
- Elizabeth Regnerus, *University of Dallas*, Philosophy
- David Republicano, *Santa Clara University*, Accounting and Information Systems
- James Republicano, *Santa Clara University*, Classics
- Nicholas Schaffield, *Hillsdale College*, Philosophy
- Harry Scherer, *Mt. St. Mary's University*, Philosophy, Politics, Economics, and History
- Elizabeth Self, *University of Notre Dame*, Liberal Studies and Theology
- Victoria Xiao, *Dartmouth College*, Philosophy
- Lexi Zambito, *Mt. St. Mary's University*, Philosophy and Theology





Besides the pivot to a hybrid model, the other new structural change to the program was the addition of a performance bonus. Rather than awarding a \$2,500 stipend for completion, we reduced the base stipend to \$2,000 and made the remaining \$500 contingent on performance. We evaluated bonus eligibility based on adherence to deadlines, attendance, and active participation. We found this to be an extremely effective way to demand excellence.



While the weekend in Washington DC was exciting, the highlight of the year was visiting our University's Rome campus. The students engaged in academic activities five of the seven days, celebrated Mass daily, toured key sites of Rome, and met with high ranking Church officials including officials of the Dicastery for Promoting Integral Human Development, and James Cardinal Harvey. Over the course of the week the students discussed constantly, walked everywhere, dined together, and overall became very close.

Noteworthy placements of this cohort include graduate school at Baylor University, Oxford University, and Catholic University of America, missions work, Ernst & Young, Northrop Grumman, The American Conservative, and the American Enterprise Institute (AEI).

We look forward to meeting with them one more time later this summer to offer feedback on their capstone essays and keeping up with them as they set out on their careers.

Alumni Updates

Each winter, we invite all RWF alumni who live in the greater Washington, DC area to attend a dinner. It is first and foremost an opportunity for students and faculty to catch up in a relaxed, informal setting, but it also fosters networking across the various cohorts. We hope that through these events, in addition to making new professional connections, they make new friends who continue to strengthen the program as a genuine multi-generational fellowship. This year's alumni dinner in Old Town Alexandria enjoyed the best turnout yet, and the attendees informally told us they value these gatherings tremendously.

In February, our 4th edition of the edited volume was released. When we first produced the edited volume, the idea was to have something tangible from the year to offer to anyone interested in the topics of the Fellowship. In the past we've distributed them on an informal basis to guests of the Ciocca Center, but this year, we had someone reach out and ask to buy 25 copies!



Noteworthy Alumni Achievements

- Justin Callais, RWF '18 graduated with a PhD in economics from Texas Tech University (TTU) and secured a role at the University of Louisiana La Fayette as an Assistant Professor of Economics and Finance. He also won the prestigious Horn Distinguished Professors Graduate Achievement Award at TTU, an award given to just 2-4 of the roughly 6,000 graduate students at the University. Justin's research focuses on economic development, microeconomics, economics of reform, and institutional analysis. Check out his study through the Fraser Institute on how economic freedom promotes upward income mobility and his study through the Archbridge Institute on the importance of property rights and the rule of law.
- Emily Dalsky, RWF '18, completed her Master's in Catholic Studies at the University of St. Thomas.
- Kasey Reeves West, RWF '18, PhD student at George Mason University, received final acceptance from Business Ethics Quarterly for her paper entitled, "Prudent Entrepreneurship in Theory of Moral Sentiments."
- Nick Vance, RWF '18, recently finished Theology II at the Saint Paul Seminary and will be continuing forward with formation in the fall, looking towards ordination to the diaconate in May of 2023.
- Jean Paul Juge, RWF '19, completed his first year in Boston College's Historical Theology PhD program.
- Tobias Hoonhout, RWF '19, continues to be a prolific writer at the National Review.
- Patrick Ambrogio, RWF '19, graduated with a MA in Regional Studies from Columbia University.
- Nicholas Marr, RWF '20, will be joining Susan B. Anthony List as an Advisor to the President.
- Sarah Becker, RWF '20, was named one of three Outstanding M1 Students at Oakland University William Beaumont School of Medicine. She is also serving on the Michigan Academy of Family Physicians' Advocacy Committee and the Michigan State Medical Society Committee on Bioethics.
- Michelle Carlson Bennett, RWF '20, completed her Master's in Biological Sciences through the University of Notre Dame.
- Max Bodach, RWF '21, joined the Philos Leadership Institute's summer program.
- Maggie Tynan, RWF '21, was accepted into the John Jay Fellows program.
- Michaela Peine, RWF '21, will begin a Master's in Art History this Fall at the University of St. Thomas.

Looking Forward

Heading into the academic year 2022-2023, we want to build on our current momentum.

In October 2021, RWF secured a grant from the Sarah Scaife Foundation which was the first grant to the Ciocca Center earmarked exclusively for RWF. We are very grateful to them for their support. The Fellowship's landing page received 2,638 page views between May 18, 2021 and May 18, 2022, which was the 4th highest visit rate of all Busch School of Business webpages.

At the time of this report, we are actively interviewing the next cohort of Fellows and will likely add new universities to our roster. Thanks to support from the John Templeton Foundation, next year the Fellowship will be incorporating the work of theologian Michael Novak. This is a natural addition to our curriculum as the Fellowship provides a discussion space for the very questions embodied in the thought tradition of Novak such as what is the place of business and trade in the Economy of Salvation? Is entrepreneurial profit compatible with the social doctrine of the Church?



How this program impacted young lives in their own words:

"Through the RWF, I feel as though I've received an entire formation in economics and political philosophy that I did not have the time to study during my time as an undergraduate. Even more wonderfully, I was able to put these disciplines into conversation with my studies in Catholic theology and philosophy in a way that gives me a tremendous amount of confidence and enthusiasm as I engage politically and economically with American society." - Patrick Mitchell, Hillsdale College alumnus

"The Röpke-Wojtyła Fellowship was a highlight of my senior year. I have participated in many fellowships and seminars but have never experienced such a strong fellowship community united by a shared pursuit of intellectual truth, friendship, and incredible travel experiences." - Veronica Maska, University of Notre Dame alumna

"Being a part of the RW Fellowship was truly transformative for me as it allowed me to share ideas with other students and engage in very passionate and healthy debate, something that is not common nowadays. The trip to Rome was a perfect way to culminate the fellowship and was filled with the perfect amount of education, excitement, and exploration of the eternal city." - David Republican, University of Santa Clara alumnus

"I am grateful that the Fellowship came at such a pivotal point in my life when I am learning about how to be a faithful Catholic in my post-college career. Students in the fellowship are preparing to enter into the business world, pursue graduate education, and follow their vocations to married life or religious life. The fellowship has taught me how I can apply Catholic teaching and rigorous academic thought to problems posed in the marketplace." - Michaella Maniscalco, University of St. Thomas

"One of the most valuable gifts provided by the Röpke-Wojtyła Fellowship is the opportunity to read primary source material and discuss it in a group setting. A few summers ago, I found myself working a 5:00 AM shift, and after using the remainder of the day to finish the other parts of my routine, I was so tired that it was difficult to find the energy to read. I realized how difficult it is to work with primary sources outside of formal education. Time to read is a luxury. This fellowship was an enormous blessing insofar as it provided me the opportunity and encouragement to interact with great texts. I hope to take the lessons I have learned from this fellowship with me as I begin studies in Catholic University of America's Ph.D. program in the fall, and someday, into a classroom of my own." - Nicholas Schaffield, Hillsdale College alumnus

"RWF has proven to be the most valuable co-curricular program of my college career. In Rome, we were given the opportunity to engage with key works of political economy and Catholic social thought in an environment of mutual good will and respect." - Harry Scherer, Mt. St. Mary's alumnus

"The Röpke-Wojtyła Fellowship has shattered all my initial expectations. I am leaving the Röpke-Wojtyła Fellowship with lifelong friendships and experiences that have challenged me to do more in the right way - for the Church, for my loved ones, for my country, for the broader human family, and in service to God. I am leaving the program with a stronger grounding in the Catholic intellectual tradition and a related, greater understanding of the critical role commerce plays in advancing the common good." - Taylr Bahr, Creighton University alumnus

"The time in Rome with the Fellowship changed my life, and that is no exaggeration. I discovered that I have a deep love for art, beauty, and art history, and am looking into how to make that the focus of my life. Additionally, the chance to really speak with and get to know the fellows while in Rome forged friendships that are unforgettable and truly contributed to conversion on the part of all of us." - Rebekah Balick, Mt. St. Mary's University alumna

"My favorite part of this fellowship was its ability to form a true intellectual community. From the beginning, everyone was committed to a genuine pursuit of the truth, which led to passionate yet charitable discussions while in seminars and equal enthusiasm to encounter each other outside of the classroom. I am so grateful to the Ciocca center for bringing us together and creating an atmosphere where we could express curiosity and engage in fruitful conversation." - Elizabeth Regnerus, University of Dallas alumna

"My experience with the RWF program has been remarkable. A tremendous amount of gratitude must be extended to Candace Mottice and Frederic Sautet, who have been affirming me and my contributions since the beginning of the program. In my opinion, traveling to Rome was the peak of the program because we were actually able to spend time together with the other fellows, our visiting scholars, faculty mentors, and Carlyse Ciocca herself. The itinerary was very well-planned and intentional. We had plenty of free time and also plenty of scheduled events. It was also an immense privilege to have private tours of the Vatican and the Sistine Chapel with Dr. Liz Lev, as well as private tours of St. Peter's and The Swiss Guard Barracks with Andreas Widmer. This was truly a once-in-a-lifetime experience, and I am incredibly grateful for the opportunity to have been a 2021-2022 Röpke-Wojtyła Fellow." - Reed McLean, Saint Louis University, alumna

"Our time in Rome really solidified our friendships with one another, and this was evident during our colloquia there. We were able to have conversations that were charitable, open, and intense because our time in Rome allowed us to really know one another on a deep level. Young people are often made to feel as if they shouldn't trust themselves and don't know anything, which is why I'm so grateful that the RWF placed its trust in us. It was an empowering experience, and I am so hopeful for the future after learning from and growing in communion with my peers." - Lexi Zambito, Mt. St. Mary's University alumna

INNOVATIVE TEACHING

Thinking like entrepreneurs –with eyes always alert to improvements– is something we at the Ciocca Center apply not only to our programs, but in our classroom presentations as well. Particularly we are alert for opportunities to provide hands-on learning, because the lessons sink deep.

Here are five ways the Ciocca Center innovated in the classroom this year:

CioccaBucks

In several entrepreneurship courses, we introduced a classroom fiat currency as an engaging way to teach students about creation of value and the relationship among value, price, and money. CioccaBucks also imparted valuable lessons about non-fiduciary rewards, incentives, and win-win partnerships.

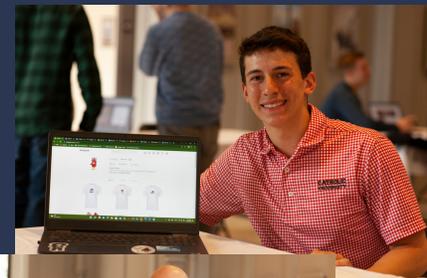


Game Week

CEDE Director Jon Bachura joined our Vocation to Business Classes to teach concepts such as the Four-S Framework, resolving pain-points, and team work through dynamic entrepreneurship games.

Trade Show

Each student in our highly sought-after Vocation to Business class must launch a business of some kind. To this process we added a new element: a trade show, where students could practice pitching an idea, networking in their fields, and investing in promising business models.



Right-Brain Training

In Principled Entrepreneurship (ENT 472), a course for upper-level Entrepreneurship students, Prof. Widmer used sketching, mind-mapping and other creativity-developing exercises to drive innovation and iteration in student businesses.



Team Feedback

In 455, the classroom iteration of VentureLab, Prof. Walsh developed and emphasized the element of student support and constructive criticism during class and specially designed breakout sessions. It's excellent practice for the business team environment, and it fosters the entrepreneurial spirit. The students love new ideas and genuinely want to support each other.



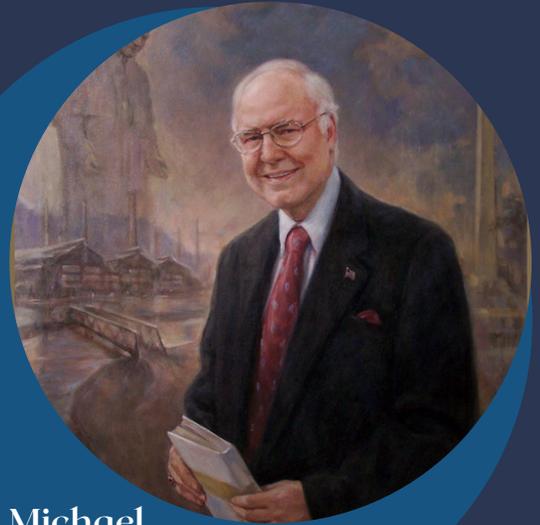
LAUNCH: NOVAK UNDERGRADUATE FELLOWSHIP



Rebecca
Teti

We're proud and pleased that our interdisciplinary reading group for Catholic University seniors transitioned to live meetings this year and has been elevated to an Undergraduate Fellowship. The Fellowship brings together excellent students from across the university's twelve schools to explore the question: What conditions and institutions must exist for a community that promotes human flourishing in all its dimensions, including for the marginalized poor who may be excluded?

Led by Rebecca Teti, Director of Operations for the Ciocca Center, the fellowship meets 8 times per year, taking as the basis for their discussion a close reading of sections of the late Ambassador Michael Novak's seminal work, *The Spirit of Democratic Capitalism*. A former colleague in the Ciocca Center, Ambassador Novak was interdisciplinary, open-minded, and supremely realistic, and therefore able to bring fresh insights to old problems precisely because he could cast aside convention and examine an institution afresh. It is with an eye to his generous and open approach to human problems that The Novak Undergraduate Fellowship meets to discuss the needs of the human community.



Michael
Novak

"I learned so much from reading and discussing this book. I highly recommend this experience to anyone who wants a fresh take on the problems we are all pondering."

- Laura Jacoby, Nursing, '22



Student Testimonials

MGT 123B

"Your class truly gave me more inspiration and much more opportunity to learn than any other course I have taken -- even within the Honors college, which is meant to be in a "different" prestige. So, thank you for the semester!"

Kathryn Knepper, Minor in Business

"I can genuinely say that it has been one of the most useful and enjoyable subjects for me, not only at CUA but also in Barcelona. As a possible successor of my father's company, I feel that having had the opportunity to take this course has finally allowed me to structure and define well concepts that many times had passed through my head in the form of divagations. I can definitely say that the knowledge I now possess will be of great help to me."

Marti Jiménez-Colmenero (student from Barcelona, Spain)

ENT Program

"Thanks for a great couple of years - I'm very grateful for all the things you've given me to chew on, and the opportunity to analyze and ask lots of questions about them in classes and papers. The Busch school classes were really a good outlet for me, and they've helped me grow a lot, in ways I couldn't have predicted (in my continual state of radical ignorance). I hope and pray you get to do the same for a lot more students."

Ruth Swope, Music Major, Minor in Entrepreneurship

ENT 118

"This course got me out of my comfort zone and challenged me in more ways than one. I remember one of the professors saying that this is the most harmless way to learn real world lessons during Game Week. I completely agree with that and think this class was structured in a way that gave real world experience without the consequences or danger of the real world. I would recommend this course to anyone looking to step out of their comfort zone and come out of their shell."

"Widmer's delivery of the content is always clear and based on real life experiences, which makes him get his point across easily."

Anonymous



New Distinguished Fellows

The Ciocca Center is pleased to welcome the following inspiring business leaders to our existing team of Distinguished Fellows. Ciocca Distinguished Fellows are men and women who through their work exemplify the Five Pillars of Principled Entrepreneurship and excellence at what they do. We rely on them for their example, their wise advice, their mentoring of our student and alumni businesses, and their collaboration in projects.



JOHN CANNON, SENT VENTURES

John Cannon is the founder of SENT, a network of Catholic founders and executives seeking to grow their ventures and faith. Prior to starting SENT, John lived as a Carmelite monk, where he prayed, taught spirituality, and worked in a variety of ministries. Before entering the monastery, John was an investment banker for Wells Fargo, ran a boutique management consulting practice, and served a political appointment as Policy Advisor to the Governor of Alabama.



LEE CAROSI DUNN, GOOGLE, CATHOLIC U ALUMNA

Lee Carosi Dunn has spent over ten years at Google in various roles. Currently, she heads up policy and government relations for Google Cloud in North America where she supports Google Cloud's partnerships with the government to bring innovative solutions to support Americans, and oversees regulatory, policy and outreach efforts for Google Cloud.



MICHAEL MATHISON MILLER, FILMMAKER, KALLOS MEDIA

Michael Matheson Miller is a Research Fellow at the Acton Institute and the Director and Producer of the award-winning documentary film, *Poverty, Inc.* He speaks extensively on themes of international development, entrepreneurship, political economy, social philosophy, and culture and has directed and produced two other video series including the award winning *PovertyCure* DVD Series. Michael has also been the Director of Media, and the Director of Programs at the Acton Institute.



ELIZABETH SHAW, EDUCATOR

Dr. Elizabeth Shaw is a member of the faculty and associate dean for accreditation at Catholic Distance University. She also lectures in the School of Philosophy at Catholic University. She is an associated scholar of the Hildebrand Project and associate editor of two journals, *The Review of Metaphysics* and the *Fellowship of Catholic Scholars Quarterly*.

For eight years Elizabeth was research assistant to Catholic intellectual and Busch School faculty member Michael Novak, and she is a former Ciocca Center team member.



PEGGY O'FLAHERTY

Peggy O'Flaherty is an accomplished entrepreneur, author and community-centric business leader with over 30 years of experience managing and growing female-founded and mission-driven businesses and organizations. Her work has been featured in *Forbes*, *Start-up Hustle*, *Chicago Inno*, *Business Insider*, *Women's Wear Daily*, *Modern Retail*, and more.



Spreading the Principled Entrepreneurship Mindset

Members of the Ciocca Team gave over 100 presentations or interviews in the past year, and had articles placed in more than 15 publications. Below is an indicative list.

PUBLICATIONS



APPEARANCES AND PRESENTATIONS

2021
June

- Andreas Widmer addresses [The Portsmouth Institute Virtual Summer Conference](#) (Benedictine Abbey High School)
- Rebecca Teti hosts 42 students from the *Leonidas Foundation* on campus for tour, entrepreneurship games and discussion, and Busch School of Business overview

July

- Andreas Widmer shoots video for *Edify*
- Brian Walsh interviews for *RM World Travel*
- Rebecca Teti gives two talks on the role of the laity to retreatants at Our Lady of Bethesda retreat center
- Rebecca Teti & Candace Mottice represent the Ciocca Center at the annual "Establish Your Edge" Mercatus Summit

Aug

- Andreas Widmer addresses students at Catholic University of America's Tucson campus

Sep

- Andreas Widmer addresses Western Massachusetts Legatus Chapter
- Andreas Widmer gives talks for Busch School of Business Admissions Event
- Jon Bachura, Luke Burgis, and Rebecca Teti make virtual presentations at Marin Catholic High School CEDE program graduation ceremony
- Andreas Widmer interviews for RadioMaria
- Andreas Widmer delivers Dorothy Day Lecture for University of Toronto Newman Center

Oct

- Andreas Widmer delivers series of talks at Duc In Altum homeschool conference in Nashville, TN
- Ciocca Center hosts St. John's College High School on Catholic U. campus. Andreas Widmer addresses the group.
- Andreas Widmer guest lectures in University of Dallas Entrepreneurship Class (virtual)
- Rebecca Teti gives talk to virtual discernment group on Charity as an Intellectual Virtue

Nov

- Andreas Widmer, Jon Bachura, & Ciocca Center team host Scott Brown of Georgia Pacific for Lunch & Learn with small business owners (virtual)

- Andreas Widmer and Ciocca Team host Ringlet co-founders Elise Crawford and Claire Conway for Lunch & Learn with small business owners (virtual)

Dec

- William Albrecht interviews Andreas Widmer for Reason and Theology
- Andreas Widmer speaks at Busch School memorial event for Art Ciocca in Palm Springs

2022
Jan

- Andreas Widmer delivers eulogy at Art Ciocca funeral
- Andreas Widmer & Jon Bachura address Frassati High School CEDE Class
- Andreas Widmer appears on the Limitless Spirit podcast
- 16 Andreas Widmer addresses Legatus chapter in Fort Wayne, IN
- The Faith and Ale presentation delivered in Ft. Myers, FL by Andreas Widmer
- Andreas Widmer delivers "Cardinal Preview Day" Presentation for Bush School of Business
- Andreas Widmer interviewed by Don Orrico for Faith and Ale
- Luke Burgis appears on Mo Bunnell's Real Relationships Real Revenue podcast
- Erik Torenberg hosts Luke Burgis on Venture Stories with Village Global podcast
- Luke Burgis is interviewed by best-selling author Michael Cavel for Trend Following radio
- Luke Burgis appears on Team Human podcast
- House of Beautiful Business "What You Want" edition features Luke Burgis



- Andreas Widmer moderates Synod Sharing Session #1 on campus, as part of world-wide Synod
- 17 Luke Burgis appears on Nervous Habits podcast
- Andreas Widmer address the Busch School Board of Visitors about The Art of Principled Entrepreneurship
- Rebecca Teti present to Ashburn Women’s Group on Growth in Virtue through a Program of Life

Feb

- Rebecca Teti preaches retreat on Discernment of Spirits for Mt. Calvary parish in Baltimore, MD.
- Andreas Widmer addresses Mt. St. Mary’s seminarians about The Pope & The CEO (virtual)
- Ciocca Co-Founder Frederic Sautet delivers presentation: Prosperity, Entrepreneurship and the Business Organization to the entire cohort of freshmen (120 students) at the Busch School of The Catholic University of America.

March

- Luke Burgis appears on The Science of Success

April

- Ciocca Co-Founder Frederic Sautet gives a presentation about his work on Kirznerian alertness and Aristotelian philosophy to the Busch School faculty at The Catholic University of America
- Tim Busch interviews Andreas Widmer at Stand Together Breakfast regarding The Art of Principled Entrepreneurship
- Rebecca Teti preaches at Lenten Renewal Retreat at Our Lady of Bethesda
- Busch School Lent Lecture: Andreas Widmer speaks to students on "Prayer"
- Luke Burgis appears on The Daily Stoic
- Cory Allen interviews Luke Burgis for The Astral Hustle
- Luke Burgis appears on Finding Brave with Kathy Caprino
- Luke Burgis appears on Two Pages with MBS, where brilliant people read their best two pages
- Luke Burgis interviewed on The Accidental Creative with Todd Henry
- Luke Burgis interviewed for interview for Infinite Loops
- Widmer/The Art of Principled Entrepreneurship Book Launch Presentation & Reception
- Luke Burgis records interview for Initialized Capital
- Leadership Freak interviews Luke Burgis
- Luke Burgis interviewed for The Learning Leader Show with Ryan Hawk
- Luke Burgis & Andreas Widmer appear with Steve McClatchy at Family Business Consortium authors panel. Anthony Cannizzarro hosts Family Business Consortium program.

May

- Andreas Widmer appears on Dose of Leadership Podcast with Richard Rierson
- Luke Burgis interviewed for The Gabby Reece Show
- Luke Burgis interviewed for What’s Essential with Greg McKeown
- Luke Burgis is special guest for EVERYMAN Community Call
- Kelly Leonard interviews Luke Burgis for Getting to Yes
- Luke Burgis appears on The Minimalists
- Mike Carruthers interviews Luke Burgis for Something You Should Know
- Luke Burgis appears on Economics & Beyond with Rob Johnson
- The Art of Manliness interviews Luke Burgis
- Luke Burgis appears on The Innovation Show
- Luke Burgis appears on Hidden Forces
- Luke Burgis appears with Michael Philip on Third Eye Drops

June

- Luke Burgis appears on Stacking Benjamins
- Luke Burgis does Q & A for Reddit AMA
- Monk Manual interviews Luke Burgis
- Rebecca Teti discusses developing practical wisdom for Couples Formation group in Arlington, VA
- Luke Burgis interviewed for Jon Leonotti in the Morning radio show
- Luke Burgis interviewed for Dallas NPR/ KERA Think



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