



**CIOCCA CENTER**  
FOR PRINCIPLED ENTREPRENEURSHIP



# 2020-2021 ANNUAL REPORT

# TABLE OF CONTENTS

A Letter from Our Director.....	3
Who We Are:.....	4
Our Impact in Numbers.....	5
VentureLab.....	6
Social Enterprise Mentorship & Life-Long Learning Initiative.....	8
Catholic Entrepreneurship for High Schools.....	10
Entrepreneurs-in-Residence Updates:.....	12
Academic Program.....	13
Going Viral and Finding Gems with Jamie Besendorfer.....	14
Graduating Seniors.....	20
Novak Reading Group.....	21
Röpke-Wojtyła Fellowship.....	23
Serving in Rome.....	25
Publications & Media:.....	28
Charles Koch Foundation Questions:.....	30
Our Strategic Partners Our Strategic Partners.....	34



# A LETTER FROM OUR DIRECTOR

June 1, 2021

I'm not a native Washingtonian, so though my wife and I have lived here for quite some time, this is our first year to experience an odd local natural phenomenon: the arrival of the "Brood X" cicadas. Perhaps you've read or heard about these creatures as a news feature. "Brood X" is a particularly numerous generation of periodical cicadas, and every 17 years they more or less take over every tree in the Washington area for about six weeks, emerging when the time is ripe after their long industrious years underground. They are "singing" to me now as I write this.

I've been thinking about re-emergence. Just two weeks ago, the university community enjoyed a live commencement ceremony, the first in two years. True, for social distancing purposes we had to gather at our local football stadium rather than at the glorious Basilica of the National Shrine of the Immaculate Conception. But as it's been two years since a graduating class and its parents could assemble for a proper celebration, the occasion was more joyful than ever, vibrating with a sense of thriving life and opportunity — and relief that the constraints of the past year are nearly behind us.

I would never compare our team or our students with big, dumb bugs! But I do think the cicadas offer a metaphor of sorts for the past year. Pandemic-imposed closures compelled us to work quietly, but under the surface there was great life and growth just waiting to be summoned forth at the right moment. We are proud of what we were able to grow this year in the face of external restrictions, and we savor our role as disruptors in a field that too often privileges sameness and status quo over personal uniqueness and creativity. At the Ciocca Center for Principled Entrepreneurship, we aim to build a community of practice where people discover their talents, acquire knowledge and skills on campus and in life-long learning, and discern through these elements their personal vocation: how to add value for customers and communities that only they can provide.

Our goals for the 2020-21 academic year were to improve our hybrid learning skills to maintain excellence and to serve future classroom innovation; to involve more alumni in our projects; to expand the base of partners who can increase our reach; to foment great business projects among our students and alumni; and to expand and improve our Entrepreneurship offerings.

The pages that follow tell the story of how much we built during a year of shut-downs. Thank you for your support and I hope to be able to host you soon for one of our programs. I invite you to keep up with what we are doing through our Facebook and LinkedIn, and Twitter, or on Instagram for student-led activity.

Warm regards,

Andreas Widmer  
Director, Ciocca Center for Principled Entrepreneurship



# 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.*



## *The 5 Pillars of Principled Entrepreneurship*

Pillar #1: The Economy Exists for People, Not People for the Economy

Pillar #2: Creative Work Is Uniquely Human

Pillar #3: Culture Eats Strategy for Breakfast

Pillar #4: Principled Entrepreneurs Create Win/Win Solutions

Pillar #5: Always Think Like an Entrepreneur



2020-2021

# OUR IMPACT IN NUMBERS

**6**

*Honors  
and Awards*

**18**

*CEDE Teachers  
Trained*

**91**

*Presentations and  
Publications*

**93**

*High School  
Students Taught*

**270**

*Student Businesses  
Launched*

**410**

*Undergraduate  
Students Taught*

**+175K**

*Presentation and  
Training Audience*

**+800K**

*Book and  
Article Audience*

**+3M**

*Total Media  
Audience*





# VENTURELAB

We're proud to have launched VentureLab@CatholicU in September 2020. VentureLab instructs and encourages our students' and our general community's entrepreneurial instincts by connecting them with accomplished alumni to mentor them as they develop their own project, business idea or startup venture.

VentureLab is:



## **Entrepreneurial:**

We're encouraging young people with great ideas to find solutions and add value wherever they are.



## **Community-building:**

We're engaging our most accomplished alumni to support future generations.



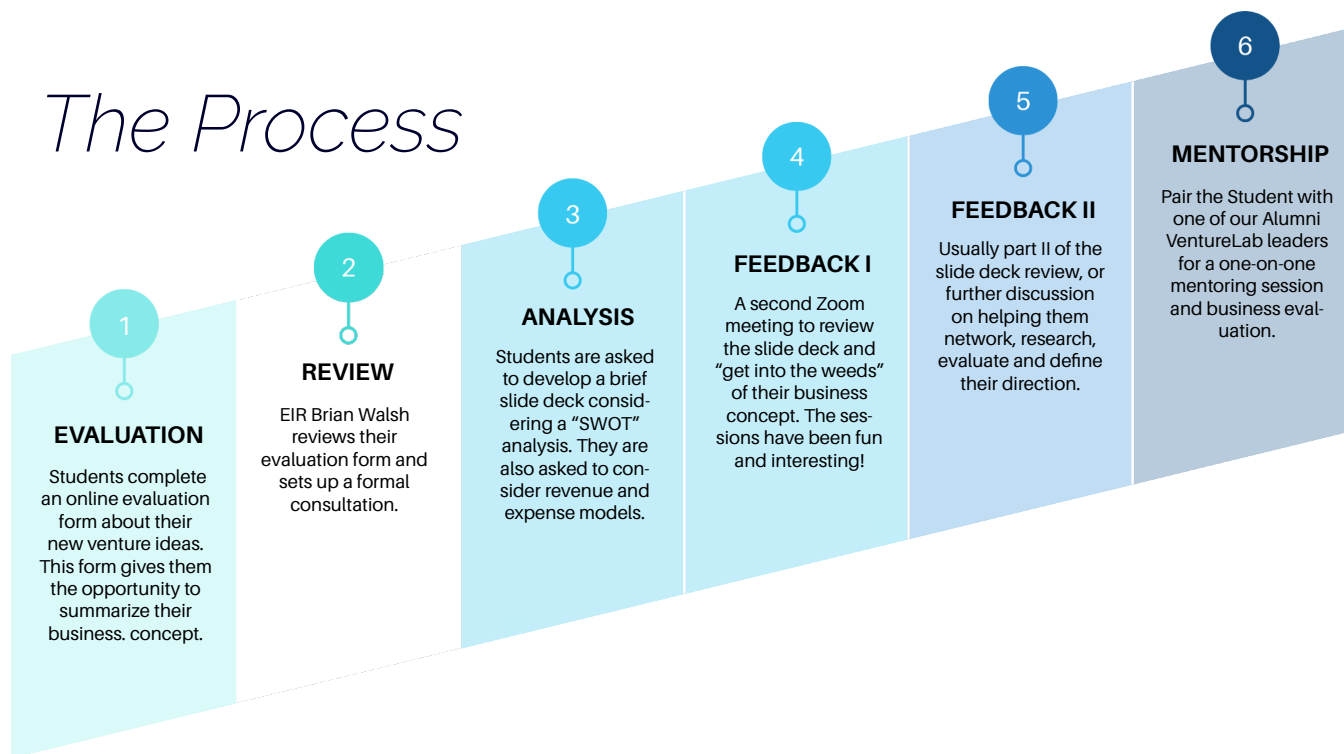
## **Creative:**

Too often education emphasizes conformity and crushes wonder. We invest in student ideas, helping them to develop their unique talents so as to contribute solutions.

VentureLab complements students' classroom experience while giving them a framework and a supportive community to pursue their entrepreneurial dreams. All our business school entrepreneurs have access to VentureLab. But we also encourage others in our community to consider VentureLab and the Busch School entrepreneurship programs. After our launch, we had 15 undergraduate students join the VentureLab program; this includes students from Philosophy, Nursing, and Political Science. We also have around 10 non-student companies that enjoy VentureLab support and mentorship.



# The Process



An integral part of VentureLab is the support from alumni. The VentureLab @Catholic U Alumni Leadership Team has been established to assist the broader CUA community in their pursuit of entrepreneurial excellence. These alumni are impressive leaders in business, law, sports, and marketing, such as: **Brian Cashman**, general manager of the New York Yankees; **Angela Santomero**, creator of Blue's Clues and Daniel Tiger's Neighborhood; and **Jackie Ryall**, associate general counsel at the Gates Foundation. As students develop their innovations, the Alumni Leadership team will help serve as mentors: offering one-on-one consultations, informal business advice, and their individual real business world experiences!

For some students, we blended the VentureLab model with the classroom setting. ENT455 challenged students to build a business in 100 days. The outcomes were most impressive: 14 new student businesses. In just two semesters we evaluated and helped nearly 30 student ventures. Several of these students will "stay" with the VentureLab as they continue their undergraduate studies, and three students have enrolled in the independent study with Entrepreneur-in-Residence Brian Walsh this fall. We are also thrilled to share our first summer VentureLab scholar will be Giselle Barreto; Giselle will be working on her new venture, Beautify, under Walsh's mentorship. For more on VentureLab, [click here](#).



*Giselle Barreto is our first summer Venture Lab scholar as she develops her new venture, Beautify, under the mentorship of Brian Walsh.*





# SOCIAL ENTERPRISE MENTORSHIP & LIFE-LONG LEARNING INITIATIVE

The Ciocca Center is eager to create and support communities of practice beyond the classroom, and to deliver life-long learning. Here are some of the most important ways we are spreading Principled Entrepreneurship in the business world at large.

**Social Enterprise & Business Mentoring:** VentureLab and Ciocca faculty support many companies and organizations outside the university community with coaching and mentorship. We would like to highlight three that show particular promise: one in the social enterprise space, and the others as disruptors in education.



1) [Givr](#) aims to transform communities by getting to know those experiencing homelessness and being good neighbors to them. EIR Brian Walsh serves as an advisor to this innovative non-profit organization that is re-fashioning the way people view and engage homeless individuals. Givr’s scalable model shows great promise, and in a short period of time has begun to offer real value to people in need.

2) [Good News Book Fair](#) is an alternative to market-dominating Scholastic Books, providing books that celebrate the American spirit, the blessings of God, and the goodness of the American people. Like most companies, GNBF was forced to revamp its business model due to Covid-19. EIRs Brian Walsh and Michael Hernandez helped GNBF develop a national “good news” day that featured many prominent conservative authors and leaders as speakers. This virtual event was attended by schools around the country.





3) [Harbor Vocational Discernment Centers](#), started by entrepreneur Martin Ford in San Francisco, is a place for entrepreneurs and other Catholics discerning their vocations to live and develop together. Ciocca Center Director of Programs Luke Burgis is advising the organizational development according to the five pillars of principled entrepreneurship.

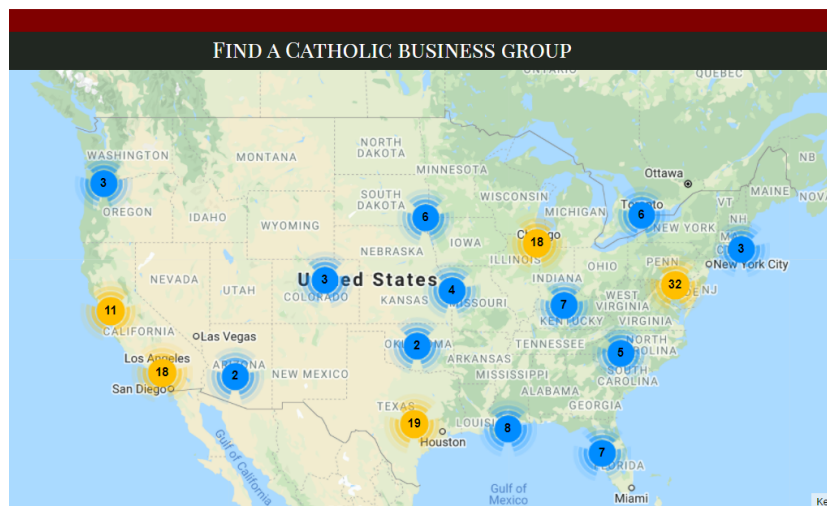
We also partnered, for the 4th year in a row, with the **Initiative for a Competitive Inner City**, to bring the [Inner City Capital Connections program](#) to underserved areas in the District of Columbia and Baltimore. Ciocca team members identified and nominated promising local businesses for the program. EIRs Brian Becker and Michael Hernandez helped provide coach/mentors, and connected some of these businesses with our students for hands-on project help. Students in our Fall 2021 Lab course also participated in the ICCC program, which was held virtually this year.

The Ciocca Center's first Entrepreneur-in-Residence, Bob Keith, started the Catholic University's **Tucson program** four years ago, and this year saw the first cohort start their journey to earn a Business Degree at the reduced rate of \$9k/year. The degree, which is now administered by Catholic University's Metropolitan School of Professional Studies, is a collaboration with Pima Community College in Tucson, AZ. The partnership is an investment in a new generation of learners, filling a gap in education possibilities for the growing Hispanic population in the region. The program is being delivered via a hybrid model. We are proud to have developed the first courses and created the online resources for those courses under the leadership of Ciocca Center team member, Prof. Jay Richards.

**Life-long Learning & Connecting:** We aim to be a resource for connecting and educating Principled Entrepreneurs, facilitating their lifelong learning. This year we piloted a new Virtual Lunch & Learn series, inspired by the Kauffman foundation's One Million Cups program. Once a month Director Widmer interviews accomplished entrepreneurs as they share their insights with online learners for an informal, informative, actionable and interactive discussion. First guests included our own [Luke Burgis](#), who talked about his book *Wanting* and how companies play a role in shaping our desires. ARETE founder [Bill Bowman](#) talked about why entrepreneurs ought to hire for character before skill and how increasing key human virtues improves team performance. We also heard from TipYo founder (and EIR) Brian Walsh about surviving a business crisis. Feedback on the pilot sessions was excellent, so we will proceed with a full program in the Fall.

We also continued our work connecting Catholic entrepreneurs with each other through our [interactive map of Catholic business clubs](#).

People seeking clubs near them can use the map to find one, and clubs can connect with us for speakers and content. Currently we are connected with more than 170 groups nationwide that we estimate reach tens of thousands of business leaders.





# CATHOLIC ENTREPRENEURSHIP FOR HIGH SCHOOLS

Our innovative **Catholic Entrepreneurship and Design Experience (CEDE)** program made great strides this year. Inspired by our popular course ENT 118, “The Vocation of Business,” 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.



INTERACTIVE AND  
EXPERIENTIAL



HIGHLY TEACHABLE



ALL RESOURCES AND  
ACTIVITIES INCLUDED



AUTHENTICALLY  
CATHOLIC

The program is:

- **Vocation-centered**, helping students discover and embrace their unrepeatabe vocation in life.
- Features **teaching excellence**. The program is a collaboration between successful entrepreneurs, Catholic University of America’s business professors, and high school teachers with recognized teaching excellence whom we personally train in the program.
- Relies on **experiential learning**. Every module has students apply the principles taught to their own lives through projects and personal reflections.
- **Equitable**: its flexible format makes it usable in diverse school environments and student bodies.
- Is an excellent **recruitment tool** for the university. One of CEDE’s major goals is to serve as a vehicle for new student recruitment at Catholic University. To that end, this past year we sought and received



approval from the Busch School of Business faculty to offer 3 credits to those who complete the program and enroll at Catholic University, launched the program's [website](#), and established a portal for CEDE students to apply directly to Catholic U.



**Jon Bachura** joined our staff as CEDE's first full-time director in September 2020. Under Jon's leadership we have trained and certified fifteen new CEDE facilitators and created a Community Forum to allow facilitators to ask questions and share resources and best practices. Jon has also designed and implemented an on-demand, self-directed facilitator certification pathway, through which three new facilitators are currently being trained. We have also produced a spiral-bound Teacher Guide as a resource for CEDE facilitators.

Our monthly CEDE newsletter currently has 139 subscribers, and we have also begun hosting monthly events for the CEDE Community. The monthly Fireside Chat series is an open house for individuals to learn more about the program, ask questions, and be introduced to the CEDE community. Groundwork Sessions are 90-minute intensive trainings that dig deeper into the content and pedagogy of CEDE.

Jon continues to expand our marketing and outreach to share CEDE with high schools and homeschool communities. Last fall he coordinated a CEDE panel that was hosted by the [Catholic Homeschool Conference](#), and in the spring he created a [CEDE Instagram account](#), which currently has 200+ followers. Looking ahead to 2022, **we are planning to relaunch the former Summer Business Institute, now as the CEDE Summer Academy**. This will be a great opportunity for us to build out our recruitment efforts by hosting CEDE alumni and other high school students on campus at Catholic U.



*Some CEDE facilitators at a recent training with Jon Bachura (top row, second from the left)*



# ENTREPRENEURS-IN-RESIDENCE UPDATES:

To keep our programs and offerings fresh, the Ciocca Center invites a rotating group of talented principled entrepreneurs to collaborate with us in launching new program solutions and allowing our students to work and learn alongside them. Here's what they have been up to.



**Luke Burgis** — In addition to co-teaching the Vocation to Business class and mentoring students, CEDE founder Luke Burgis had a productive year building philanthropic and educational partnerships for CEDE and pursuing dual enrollment for CEDE high schools and Catholic University. We congratulate him on the launch of his second book, *Wanting*, released by St. Martin's Press on June 1, 2021.



**W. Brian Walsh** — The newest member of our Entrepreneur-in-Residence team, Brian is a serial entrepreneur responsible for FaithDirect, and, currently, TipYo, a newly-launched touchless tipping service for the hospitality industry. Brian is a Catholic U alumnus and the founder of our new Venture Lab. He has a passion for start-ups and we're delighted with his vision for engaging the larger Catholic U. community by involving our talented alumni. Brian has a servant's heart, and is active in prison ministry in addition to his business and teaching.



**Michael Hernandez** — Sadly, we say goodbye to Michael Hernandez this year. Michael was our first-ever Entrepreneurship Fellow, and became so irreplaceable for us that we persuaded him to stay for an extra year beyond his initial fellowship. He built our 455/ 456 lab classes into what they are, brilliantly guiding students through more than 30 hands-on projects for local businesses. This year he helped transition the lab classes into Venture Lab programs, all while being an encouraging and passionate guide to our students. He's off to pursue grad school and his own enterprises, but we expect to continue to collaborate with him as our newest Distinguished Fellow.



**Brian Becker** — You know you are doing entrepreneurship right when you face the bittersweet problem of having to say goodbye to great people because they succeed. Brian first came to us as a client of our Inner City Capital Connections collaboration. We found in Brian a like-minded soul and asked him to come run that program for us — which he did, bringing his considerable connections with local high schools and his love for his hometown of Washington, DC with him. Brian expanded our reach through ICCC, launched the first-ever city-wide Capital Access Expo, and connected us to dozens and dozens of local businesses, especially in the burgeoning DC “maker” space. In the process, Brian, an educator, discovered his own entrepreneurial talents, and has become the COO of a local business. We thank him, and wish him well.



# ACADEMIC PROGRAM

12 Entrepreneurship program graduates in Spring 2021 (7 Busch students /5 Non- Busch students).  
33 students enrolled in Entrepreneurship program as of Fall 2021.

Capterra founder Michael Ortner, a frequent guest-lecturer to our freshmen, describes the turning point of his career as the time when he was able to regain his sense of wonder after feeling it had been crushed into flat conformity during his period of formal education. Any education worth the name will include mastery of certain concepts and skills; but that should never come at the expense of the individual spirit.

The Ciocca Center’s approach to entrepreneurship education entails:

## SELF-KNOWLEDGE:

Discovery of personal talents and motivations and development of character and virtue.  
What am I good at?  
What could I be great at?



## DISCERNMENT:

Finding my personal vocation, where I put my virtues, my knowledge, my skills, and motivations together to create value for others on the job and in relationships.



## MASTERY:

Acquiring the body of knowledge and skills it takes to be an innovator and a desirable team member and partner in any venture. Mentoring and hands-on learning go hand-in-hand with intellectual preparation.



## Courses:

### **MGT/ENT 118: Vocation of Business**

**Instructors: Andreas Widmer, Rebecca Teti, Dr. Jay Richards, Jon Bachura, Luke Burgis**

*Fall 2020: 176 students*

*Spring 2021: 46 students*

In this, the Busch School of Business’ freshman survey class, students dive in the deep end: they launch their first business, while exploring what they want out of life, their strengths, and how to apply them to their career. What do I have to offer to the world? How do I find my professional vocation? How do I decide what major to choose? How do I decide on a career? How is business a force for good? How do I start a business? How do I use a computer for business? We will explore these and many other questions through lectures, lab classes, and various projects. Guest speakers from the Fall 2020 and Spring 2021



*A MGT/ENT 118: Success Story:*

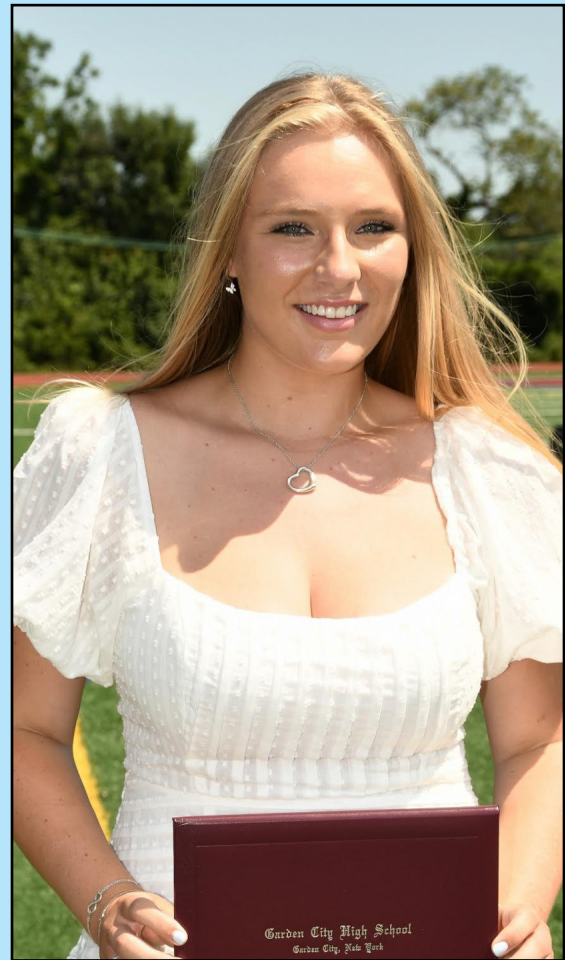
## **GOING VIRAL AND FINDING GEMS WITH JAMIE BESENDORFER**

**J**amie Besendorfer, Catholic '24, is a first year Marketing major from Garden City, NY. During Professor Widmer's class, MGT 118 The Vocation of Business, Jamie started her own business, and it immediately took off. Read Jamie's story below to see how her project started, and how it quickly grew through TikTok and Instagram.

"Professor Widmer asked us for our 'first business project' to select an area of interest. Once we did that, we had to decide what platform we'd use to start our business on. Identifying the focus of this project was easy as I love fashion! Shopping for me is a sport, a game where the goal is to get what I want at the best price available. I wanted the focus of my business to be something that I not only knew well, but for which I also had a real passion for. Initially, I planned to create a series of clips that would showcase trendy items and explain where to get these in-demand items at more affordable prices. I created videos that showed where to find sales and how to find money saving coupon codes. I posted videos on TikTok, shortly after I created an Instagram account and my own website to expand my platform. Pretty soon I created my brand, Find Gems with Jamie, and started to post more often to build momentum.

I watched a few of my posts gain particular attention and my followers increased steadily. I realized that there was a definite demand for a knowledgeable shopping guide, not only because of my product selection, but also be-

cause of the information I offered about these items. My opinion and feedback was gaining trust and popularity. Around Thanksgiving, I identified what has since become my primary market when a video I posted about a designed-inspired item went viral. My niche became finding "dupes" online and posting the links to them. Our long winter break gave me the time I needed to learn more..."



To read more about Jamie's project, [click here](#).



semesters included: **Lee Carosi Dunn**, Google White House Liaison; **Michael Ortner**, founder of Capterra; **Elise Crawford**, Founder & CEO Ringlet; best-selling author **Steve McLatchy**; **Iqbal Quadir**, founder of Grameenphone; **Magatte Wade**, CEO of Skin is Skin; and Busch School founder **Tim Busch** and his daughter, **Kenzie**.

### *What Students Said About MGT/ENT 118:*

*“My answer to the “purpose of business” has changed entirely since the beginning of the semester. Previously, I stereotypically thought that business was primarily just a way to make money and hold a job....Now, I believe that the purpose of business is to help others. Creating a product or service that makes profit is one goal of business, but the primary purpose is to alleviate a pain, solve a problem, or fuel a passion. Business is a way to fulfill one’s vocation to serve others.”*

– Maggie, a freshman

*“[The purpose of business?] To serve other people.... My answer has changed because I honestly thought it was about numbers, sales, etc but I now understand what has to come first.”*

– Ellie, a freshman

*“I felt like this was one of my courses that did a great job transferring online. They really worked together, communicated well with us, and made the course really great in a different format. While I wish we were still in class just because it makes it more engaging, each professor did their best to really make this work well for everyone.”*

– Anonymous from University Course Feedback Survey

*“Professor Widmer is amazing! He is incredibly engaging and made the large lecture feel like a more personalized class. His enthusiasm for business and his students is unreal!”*

– Anonymous from University Course Feedback Survey

### **MGT 123B: Foundations of Business B**

**Instructor: Dr. Frederic Sautet**

*Fall 2020: 48 students*

*Spring 2021: 36 students*

Part of the Business Requirements for the Bachelor of Science in Business Administration, it is an introduction to management theory, process, and behavior. Emphasis is given to the understanding of human behavior in organizations leading to the view of management as both anticipation and adaptation to change under uncertainty. We also stress the ethical tenets of Catholic social tradition, and how these tenets inform decision-making in the business world.



## What Students Said About MGT 123B:

***“I wanted to just say thank you so much for a great semester in MGT 123. I really enjoyed taking your class and I learned a lot about management that I plan to apply to my life. Also, I really liked how you always gave book suggestions each week and hopefully I’ll get to all of them at some point.”***

– Maureen, Sophomore

***“This is my favorite class this semester! Everything is great. I learned that you want to find your competitive advantage and use it in a way that is ethical and respects the dignity of others.”***

– Brynn, Junior

***“I learned a lot about how businesses work from a local...as well as a global standpoint. I feel that my overall understanding of business has greatly improved and has made me excel in other courses.”***

– Karla, Sophomore

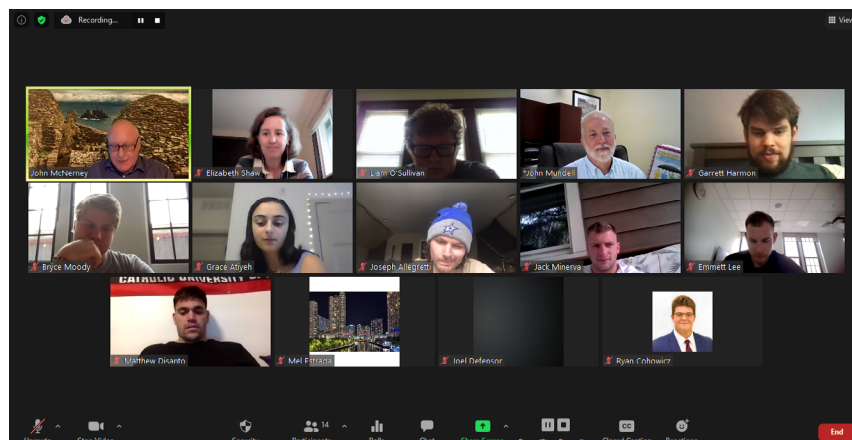
***“...Before I took this class, there were key vocabulary and strategies I had never heard of and now I know. This class was a great overall foundation for my future in business. Dr. Sautet was also a great teacher.”***

– Alessia, Sophomore

### ENT 360: Approaches to the Human Person: Business and Entrepreneurial Perspectives

**Instructors: Fr. John McNerney and Dr. Elizabeth Shaw**

Spring 2021: 11 students, 3 guest speakers (Prof. David Walsh, CUA Department of Politics; Nick Sanna, CEO of [Risklens](#); John Mundell, CEO of [Mundell & Associates](#)).



A study centered on the splendor, truth, and reality of being a human person, with special emphasis on the implications in the drama of business and entrepreneurial life. The course draws on the rich Judeo-Christian intellectual tradition, which provides a comprehensive perspective for realizing how business theory and practice can actually be person-centric. Sources include Plato, Aristotle, Augustine, and Aquinas, as well as contemporary figures such as Viktor Frankl, Martin Luther King, Jr., Michael Novak, and John Paul II.





## What Students Said About ENT 360:

***“I really enjoyed this class and the fusion of a philosophy of persons and business. I think this is something that can be applied to the business world but in my day-to-day life as well.”***

***“I can confidently say that this has been one of the most value packed courses I’ve taken in my four years at CUA. I really appreciated everything we discussed this semester, and I have recommended this course to every underclassman I know!”***

***“This class is without a doubt one of the most fascinating I have had the pleasure of participating in during my time at CUA.”***

***“I hope you continue to offer this class to other entrepreneurship students; I really did learn a lot and hope that others have the opportunity to take this class in the future.”***

**ENT 372: Entrepreneurship and Venture Capital**  
**One of the four courses of the Entrepreneurship Co-Specialization**  
**Instructor: Dr. Frederic Sautet**  
*Fall 2020: 24 students*  
*Spring 2021: 2 students (special section)*

A study of how the phenomenon of entrepreneurship can be theorized so as to be understood better. The course centers on the human person, as a creator who is alert to hitherto unknown potential gains from trade. Topics include: the process of entrepreneurship in the marketplace, the role of venture capital, the importance of institutions and culture, the difference between market entrepreneurship and non-market forms, the impact of regulation and taxes, the importance of policy, and the place of entrepreneurship in Church history.

## What Students Said About ENT 372:

***“I wanted to say a big thank you for the knowledge you provided me with this semester. Kirzner’s view of entrepreneurship and your understanding and experience has elevated my exposure to entrepreneurship.”***

– Daniel, senior

**ENT 455: Small Business Growth Lab**  
**One of the four courses of the Entrepreneurship Co-Specialization**  
**Instructors: Michael Hernandez and Brian Walsh**  
*Fall 2020: 7 students*  
*Spring 2021: 14 students*

Students were introduced to VentureLab in the classroom and challenged with creating their own businesses within 100 days. In addition to guest lectures by notable alumni leaders who are part



of the VentureLab Alumni Board, students were introduced to the Business Model Canvas, and Core and Explore start up frameworks. Each student successfully created and presented their businesses in a PowerPoint format. By semester's end, 13 new business ideas came to fruition; several of these students will pursue their businesses with VentureLab mentorship and three of our students will participate in the Fall Independent Study program with Brian Walsh.



*Students learning to draw in ENT 472.*

### **ENT 472: Principled Entrepreneurship**

**One of the four courses of the Entrepreneurship Co-Specialization**

**Instructor: Andreas Widmer**

*Fall 2020: 5 students*

*Spring 2021: 15 students*

Students learn in this course how to create good profit through the art of principled entrepreneurship. We explore the five pillars and the ten most important concepts of principled entrepreneurship. During the course of the semester, students will also learn to sketch, brainstorm, contemplate and innovate through a variety of exercises and projects. Each student works on an innovation that is presented to the class at the end of the semester.



## What Students Said about ENT 472:

*“I wanted to thank you for a great semester. I truly enjoyed diving into the uncomfortable experience of sketching, learning a ton about myself, and even more about innovation.”*

*“One of my favorite (and most proud) yet most annoying projects was the 30 drawings. I dreaded the project prompt since I had zero drawing skills. But then I enjoyed the first half and realized I could actually sketch something decent. I am glad I got pushed outside my comfort zone. Another favorite was the innovation project. I got to be creative and*

*had fun with it. I got to know myself better and where I want to go in life. “*

*“I want to thank you again for easily the most creative and dynamic course I have taken here at Catholic. The “unschooling” you talked about hit home as someone who hates feeling like just another fish in a school. I generally enjoy your personal philosophy and I was wondering if there are groups of students you meet up with to discuss things outside of the classroom setting? If so I know that is something I would enjoy a lot.”*

**ENT 476: The Spirit of Entrepreneurial Capitalism**  
**One of the four courses of the Entrepreneurship Co-Specialization**  
**Instructor: Dr. Frederic Sautet**  
*Spring 2021: 16 students*

This course looks at one of the most important issues to understand the reality of the social world: why and how entrepreneurship has been the driving force behind the rise of civilization. It is a course on the political economy of entrepreneurial capitalism. The economic history of the West can be interpreted as a history of the spirit of entrepreneurial capitalism. That history is one of: (a) public and private institutions that enabled production and trade, (b) entrepreneurs and business organizations, and (c) an ecology which includes Christianity and its culture of dignity, virtues, and excellence, as well as other mechanisms enabling reciprocity and the respect of promises made. This course analyzes the history of entrepreneurial capitalism emphasizing these three intertwined aspects.

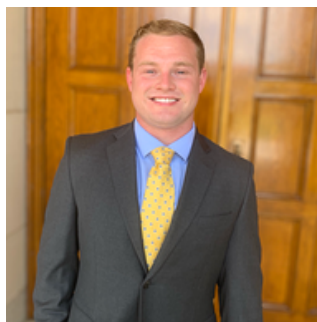


# GRADUATING SENIORS

We asked three of our graduating seniors what their biggest takeaway was from studying entrepreneurship, and if they had any advice to the underclassmen coming after them. Here's what they said:

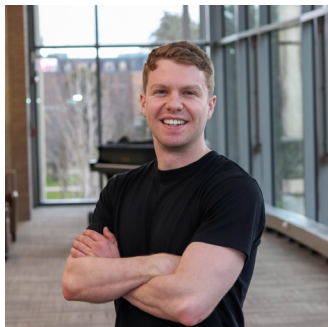
## Jackson DuBois

Bachelor of Philosophy with Minor in Entrepreneurship and Sales  
Nashville, TN



*“My biggest takeaway from my studies has been how integral entrepreneurship is in a healthy society. I now understand how it is an extension of God’s creating spirit he has endowed us with and how it must proceed from creating a solution and value that are win-win rather than the sole purpose of turning profit. All of my ENT courses have taught me how to bridge the gap between successful business practices and living an authentic, ethical life in accord with Church Teaching and the Christian faith.”*

*My advice would be to spend time getting to know the professors within the Ciocca Center on a personal level. They are all wise, have been in your shoes, and genuinely want to help you grow and succeed in the classroom, in business, and in life. Do not be a student that merely shows up to class. Use this opportunity to network not only to set yourself up for future success but to gain stellar guides and mentors for your future. You will find that here in the Ciocca Center.”*



## Steve Cypher

Mechanical Engineering, concentration in Aerospace Engineering; minor in Entrepreneurship  
Leesburg, VA

*“Entrepreneurship as a vocation can be used to create good. Anyone can pursue entrepreneurship and the skills that I learned in the classes that I took at Catholic U can be applied across a wide variety of specializations.”*



## Mari-Nicole Rosales

Strategy, Management, and Operations major with Media/Studies, Entrepreneurship, and Philosophy minors  
Orlando, FL

*“There can be so much good done when it comes to creation and innovation! Entrepreneurship allows for everyone to have the opportunity to work and innovate. Ask questions and get to know your professors, especially those in the Ciocca Center! They are all there to support you throughout your entire college career.”*





# NOVAK READING GROUP

The Novak Reading Group (NRG) is a new program launched this past year. With it we seek to create a conversation and a place of learning about the roles of business, entrepreneurship, economics, and society by studying the work of the late Michael Novak. In eight sessions spanning the Fall 2020 and Spring 2021 semesters, the first NRG cohort of Catholic U seniors from a variety of majors along with Ciocca staff read and discussed together Novak's major work, [The Spirit of Democratic Capitalism](#) (SDC).

In SDC Novak offers a defense of the American synthesis of a free society and traditional religion. As he explains, democratic capitalism requires the healthy interaction of institutions and interests both among and within the political, economic, and moral-cultural spheres. The NRG examined in close detail Novak's arguments and reconsidered their relevance in the world today.

## *Student feedback:*

*The opportunity to read and analyze SDC with my classmates in different majors has been a great learning process! Our conversations have pushed me to think deeply on our topics and pushed me outside of my comfort zone in the world of business and economics. ... I'd highly recommend this group to any student who has any interest in learning more about how the market and economics is related to religion, culture, and politics.*

— Magdalene Jensen (History)



*[The NRG was] an excellent opportunity to meet and connect with peers you may not have encountered in your classes before, discuss interesting and thought-provoking topics, and have conversations where you can freely share your opinions with each other and see how all the topics can be approached from such a variety of different viewpoints and angles. Reading SDC was so interesting to me because the topics involved areas of philosophy, economics, etc. that I didn't always get to explore in my classes and discussing it with my peers really made me delve deeper into my own opinions on the subject matter as well as learn from others' perspectives.*

— Veronica Milosz (International Economics & Finance)

*Through the reading of Novak's work...I have come to a better understanding regarding how I might better participate within a system which is frowned upon by many. Despite the imperfectness of the world which one lives in today, democratic capitalism allows the possibility for so much good to occur through the labor of one's own hands.*

— Christophe Sanchez-O'Brien (Philosophy & Pre-Law)

*The NRG is a place for intellectual curiosity. With some of the brightest minds at the Busch School, I was able to question and learn from some of the most profound elements of Novak's work.*

*Without hesitation I would encourage others to apply to the NRG and to engage seriously with Novak. Members of the group, the professors who manage it, and Novak's words themselves all had great wisdom to provide.*

— Christopher Sullivan (Politics)

*The NRG is such a fruitful and insightful community to be in. It's been the best place to further develop my knowledge in democratic capitalism and learn from some amazing peers and leaders. This group opened up new doors of interest for me, and I cannot wait to continue using the knowledge I learned within my future endeavors. I cannot recommend the NRG enough!*

— Mari Nicole Rosales (Strategy, Management, and Operations)



*Portrait of Michael Novak by Igor Babailov*





# RÖPKE-WOJTYŁA FELLOWSHIP

## *2020-2021 Fellows:*

The Röpke-Wojtyła Fellowship spent its fourth year in an entirely virtual format due to the pandemic. While this was remarkably disappointing both for us and the Fellows, we made the best of it and learned a few things along the way. Moving forward, the Fellowship will operate in a hybrid format with two in-person meetings and two virtual meetings. We believe this is a strategic cost-saving measure that will not significantly dampen the program's impact.

This year's class was made up of 15 students from 10 different colleges and universities and a fairly typical assortment of majors: philosophy, english, political economy, theology, economics, among others. Four of the ten universities were new to us which is an encouraging metric. Those four are Tufts University, Ave Maria University, University of California, Berkeley, and Mt. St. Mary's University.

Despite being on Zoom all year, the conversations were lively and vibrant and we know these young minds will go on to do great things. Several of them plan to go on to teach, including one at Sacred Heart Academy in Grand Rapids, MI, the home parish of the Acton Institute's Fr. Sirico. Some will pursue graduate studies including through the Institute for Human Ecology at the Catholic University of America. Other notable placements include the Jack Miller Center, NASA, and Deloitte.

If we successfully obtain funding for an alumni component of the Fellowship, meeting the class of 2021 in-person will be near the top of the priority list.



# Alumni:

The 2020 edited volume was released in February. It includes essays on Austrian economics, socialism, religious liberty, poverty, and more. We are pleased to mail a copy to anyone who would like one.

We continue to remain in contact with and support the previous participants in any way we can. With 45 alumni, we have a huge variety of careers represented including business, academia, education, government, think tanks, etc. Two alumni in particular have become quite prolific writers. Justin Callais of the Free Market Institute at Texas Tech University has 11 journal article publications as a 3rd year PhD student, which is a remarkable pace. Tobias Hoonhout of the National Review has nearly daily by-lines. A 2020 graduate of the Fellowship will start at Scalia Law School in the Fall.



*The 2021 cohort met virtually with the RWF Scholars for the colloquia.*

One of the most exciting developments this year was when **Cardinal Turkson** hired two previous program participants to join his staff at the Dicastery for Promoting Integral Human Development in Rome. Cardinal Turkson advises Pope Francis on his economic policies. This is a concrete example of the Fellowship accomplishing one of its founding goals: to have a direct line of communication with the leadership of the Catholic Church.

In 2019 the Fellowship had meetings with Cardinal Turkson at his offices in Rome. He was so impressed with the caliber of the students that when he had entry level roles open within his organization, he sought applications directly from our program. The two chosen for the roles were Serena Viti of The Catholic University of America and Jordan Glassman of St. Louis University.





# SERVING IN ROME



**F**or Röpke-Wojtyła Fellowship (RWF) alumnus Jordan Glassman, the third time really is the charm. The COVID-19 pandemic abruptly squashed Jordan’s first opportunity to visit Rome at the end of his senior year in college. While disappointed, he felt relieved that he had a second opportunity on the horizon: to attend the Economy of Francesco conference in late 2020. Unfortunately, that too was later canceled. Little did he know that a third opportunity would soon come along and by

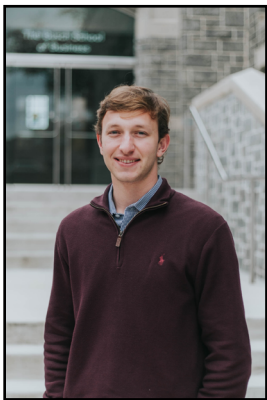
March of 2021, not only would he have visited the Eternal City, he’d be living and working there within the Vatican at the Dicastery for Promoting Integral Human Development. Today, he spends his days working on the COVID-economy task force and doing public debt relief research.

Pope Francis created the Dicastery in 2016 to direct the Church’s attention to “issues regarding migrants, those in need, the sick, the excluded and marginalized, the imprisoned and the unem-



ployed, as well as victims of armed conflict, natural disasters, and all forms of slavery and torture.”

In May 2019, a year prior to Jordan’s participation in the RWF, Fellowship participants had the opportunity to visit the Dicastery in Rome and converse with some of its leaders. The Prefect of the Dicastery, Cardinal Peter Turkson, was so impressed by the caliber of RWF’s participants during these meetings that the Ciocca Center was one of his first stops when it was time to recruit for new entry-level roles within his office a year later.



Although Jordan originally planned to take the year after graduation off to prepare for law school, that all changed when the Ciocca Center’s Director Andreas Widmer contacted all RWF alumni to see if anyone wanted to apply for positions to work directly under Cardinal Turkson.

“I was happy to put off graduate school for another year if it meant I could work at the Dicastery in Rome, so I eagerly applied. When I first saw an email from Cardinal Turkson on my phone saying that my profile caught his eye, I could hardly believe it. After a handful of Zoom calls with him, I figured out the logistics of an international move during a pandemic, and now I’m here!” Jordan said.

Jordan, who graduated with high honors in 2020 from St. Louis University with a dual BA in philosophy and political economy, was in the 2019-2020 cohort of the Röpke-Wojtyła Fellowship. His cohort met in person for the first two colloquia but ultimately had to finish the program virtually.

“Though we didn’t get to go to Rome, there was no disappointment there because I have tremendous respect for the people I met [through the program] and still keep in regular touch.”

While at the Dicastery, Jordan hopes to use the perspective he gained from his studies both at SLU and at Catholic University. He recalled a spirited conversation during his time in the Fellowship, where a peer insisted the solution to most social issues was more education.

“Someone else pointed to a great line from Plato’s Republic about why [education] is not the only solution. It’s actually human ingenuity and a well-organized society where the rules of the game allow for the solving of modern problems,” Jordan said. “That really stuck with me and has come up a lot ... This is the kind of mentality that I try to bring to my meetings here. I think I can offer a unique American perspective.”

Jordan won’t be the only previous RWF participant working in the Dicastery: Serena Viti, also of the 2019-2020 cohort, will join the team in September 2021 after finishing her tenure as a **Fulbright Scholar** in Mauritius. Jordan hopes they can contribute to the greater mission of the Dicastery.

“I like to think that I am someone who aligns with quite a few of the goals of the RWF. I loved reading what we read. I would like to bring as much of that as I can to the work I am doing,” Jordan said. “I’m doing this in service of God. I’m here to work hard and serve God in whatever way I can, so if I do that I’ll feel like I gave what I have. I am quite grateful to the Ciocca Center for leading me to this opportunity.”



*Jordan in his office at the DPIHD in Rome.*



## RWF Student testimonials:

*“I am very grateful to you for making the Röpke Wojtyła Fellowship possible. The Fellowship made my senior year at Notre Dame that much better. I made some wonderful friends who want to pursue Christ, I learned how to defend business as a genuine human good, and I engaged with some of the sharpest professors I have known. My final paper on religious education and the Supreme Court is a testament to those professors who challenged me, and formed in me a love for learning and discipline, and ultimately exemplified a good life. Thank you for helping me have these encounters.”*

*“The RWF was a dialogue unlike any other. Imagine engaging the insight of classical philosophers, renowned theologians, and change-making economists, and then watching it shape the leaders of tomorrow. The Fellowship is stirring, formative, and inspiring, and its impact has just begun!”*

*“RWF provided the space for unforgettable experiences and opened the door to wonderful opportunities while enabling me to develop genuine relationships in a deeply faithful community. The ability to fruitfully engage with peers and scholars from diverse fields in pursuit of a future that respects tradition and aims toward Christ makes the RWF a unique and lasting endeavor.”*

## Looking forward:

Applications for the 2021-2022 cohort were due on May 15. We received **60 applications** from **more than twenty different universities**, including some for the first time such as the University of Kansas, the University of Arkansas, Dartmouth College, and Santa Clara University, which tells us the word is spreading. We are excited to get back to an in-person Fellowship experience.



# PUBLICATIONS & MEDIA:

**Director Andreas Widmer** addressed more than 25 outside audiences this year via presentations and media appearances. Talk highlights included addressing the **Catholic Social Teaching for Business Professors Conference** in July 2020 (a joint project between the Ciocca Center, and the University of St. Thomas and Notre Dame University); [a talk on “Woke” capitalism](#) to more than 500 people at the Napa conference in New York; presentations to the **Lagos Business School** in Nigeria and **Ukrainian Catholic University**; addressing students at the Young America’s Foundation; a Homeschool Catholic Connections Conference with more than 10,000 participants, a conference at the **Poverty Cure Summit**; and a talk at St. John’s seminary in Boston, where he received a **Distinguished Alumnus** award.

Widmer’s notable media appearances included several podcasts (including [TOTS](#), launched this year by Ciocca student Ben Gardner!), hosting our newly launched Lunch & Learn video series, interviews with Morning Air Radio show, Harmel Academy’s [Working Man Podcast](#), the Jack Krasula Radio Show [Anything is Possible](#), and [The Catholic Talk Show](#).



**CEDE founder and Entrepreneur-in-Residence Luke Burgis** completed a whirlwind virtual book tour, recording close to a podcast each day from the middle of April to the middle of May ahead of the launch of his new book, [Wanting: The Power of Mimetic Desire in Daily Life](#). He was also featured in The Daily Stoic: [Stoicism and Mimetic Desire: 3 Keys To Living Intentionally](#), and launched a newsletter, [Anti-Mimetic](#).

**Novak Distinguished Visiting Scholar Rev. John McNerney** gave four major presentations in addition to several smaller appearances in 2020. They were:

- [Interfaith Reading of “Fratelli Tutti”](#) involving Jewish, Christian and Muslim leaders and co-sponsored by the Ciocca Center and the Center for Education in Dialogue, Hyde Park, New York in January.
- A Hearth for the Human Family Webinar - [“Reflections on an Economy that Works for All”](#)
- In May, Fr. presented [“Laudato Me or Laudato We: Integral Ecology and Economics”](#) at a [seminar](#) at an international conference sponsored by the Ciocca Center and Sophia University, Florence, Italy.
- And in June of 2020, “Courage to Embrace the World: Listening to the Cry of Humanity,” a weekend seminar address to North-American community leaders.

Fr. John also published six opinion pieces in Living City, NY, and two academic articles: “The Economy of Communion: Towards Recapturing the Personalist Nature of Business,” in the Journal of Religion and



Society, and “Frosinone Monastery,” in *Fidelitas: Journal of the Fellowship of Catholic Scholars*.



*Fr. John presented on a Catholic perspective of Fratelli Tutti at this conference in March.*

**Ciocca Professor and Team Member Jay Richards** wrote two academic articles and published more than 26 opinion pieces, appearing in such venues as *The New York Post*, *National Review*, *The Federalist*, and *The Stream*. His co-authored book, *The Price of Panic*, appeared in October 2020.

**Ciocca Co-Founder Frederic Sautet** gave a major presentation: Prosperity, Entrepreneurship and the Business Organization at Catholic University of America for a hybrid audience.

**Elizabeth Shaw, Director of Special Academic Programs**, gave a virtual presentation June 7th to Catholic Distance University: “Response to Fr. Bevil Bramwell’s remarks on Ex corde ecclesiae.”

**Operations Director Rebecca Teti** recorded several contributions to an online course on Spiritual Direction she helped develop for Divine Mercy University; gave seven presentations on developing virtue at local Catholic venues, and led a CEDE Groundwork session on the relationship between prudence and liberty.

In all, we estimate the reach of the Ciocca team’s written publications and media appearances to be an audience of more than 3 million beyond the university community.



# OUR STRATEGIC PARTNERS

The Ciocca Center partners with a variety of educational and private sector, and philanthropic institutions to build and execute its programs.



DICASTERY FOR PROMOTING INTEGRAL HUMAN DEVELOPMENT



FONDAZIONE CENTESIMUS ANNUS PRO PONTIFICE



ICIC

Initiative for a Competitive Inner City



NAPA INSTITUTE™



SENT VENTURES



ZERMATT SUMMIT  
HUMANIZING GLOBALIZATION



Pontificia Università della SANTA CROCE



UNIVERSITY OF NOTRE DAME

Mendoza College of Business



CIOCCA CENTER

INNOVATION & ENTREPRENEURSHIP



THE CATHOLIC UNIVERSITY OF AMERICA

The Busch School of Business



COLLEGE OF THE HOLY CROSS

Ciocca Center for Business, Ethics, and Society



MERCATUS CENTER  
George Mason University



DIVINE MERCY UNIVERSITY



LAGOS BUSINESS SCHOOL

PAN-ATLANTIC UNIVERSITY



MRN

I'm going  
WITH THE grace  
that got  
me here

~WTS

CUA 2021



@CioccaCenter



@CioccaCenter



CioccaCenter



@CioccaCenter



**CIOCCA  
CENTER**  
FOR PRINCIPLED ENTREPRENEURSHIP

THE CATHOLIC  
UNIVERSITY  
OF AMERICA

