GERMAN DAY at Concordia University Irvine

Good for the Economy
Good for People
Good for the Planet

A Celebration of Entrepreneurship

MODERATOR
Dr. Uwe Siemon-Netto
Journalist, CLTPL-LFM Executive Director

A Convocation at CUI

ORGANIZED BY
The Center for Lutheran Theology & Public Life and League of Faithful Masks

IN PARTNERSHIP WITH
The German American Business Association in Southern California

Goethe Institut Los Angeles
Landesjugendorchester Rheinland-Pfalz Germany

www.faithfulmasks.org
www.germanday.org
German Day 2011

Morning Convocation, CU Center

10:00 a.m.  Registration

10:20  Prelude
Presenter: Serge Kasimoff, Los Angeles, on the Blüthner grand piano donated by the Blüthner-Kasimoff Company to Concordia University

10:25-10:30  Musical opening
Jazz Variations on the theme of the German national anthem
Presenter: Serge Kasimoff

10:30-10:40  Welcome
Dr. Kurt J. Krueger, President, Concordia University Irvine
Dr. Uwe Siemon-Netto, Executive Director, Center for Lutheran Theology and Public Life

10:40-11:00 a.m. Invocation
Rev. Dr. Steven Mueller, Dean, Christ College School of Theology

Greetings
Mayor Sukhee Kang, for the City of Irvine
Consul-General Wolfgang Drautz for The Federal Republic of Germany

Musical Interlude
Pianist: Dr. Hyunjoo Choi, Director of Piano Instruction, CUI

11:00-12:00 a.m. Faith and Ethics Talk
Boss and business as orders of creation
Presenter: James A. Lowe, attorney at Irvine
Robert Bosch, the Global Entrepreneur
Michael Traub, President & CEO, BSH Home Appliances

Musical Interlude
Wolfgang Amadeus Mozart: Andante Grazioso from Piano Sonata in A Major, K. 331
Emily Duescher, junior in piano performance, CUI

Training Talk
Vocational Training, an Ancient Formula for Success
Dr. Stephan Hollmann, CEO, Pacific Aviation & Lease Management, San Diego
New Ways to Make Managers
Romy Ricart, Vice President, Steinbeis Center of Management and Technology, Santa Monica

Managing the Workplace the German Way
Johannes Kim, VP for Human Relations, Carl Zeiss Vision, San Diego

Musical Interlude
Johannes Brahms, Vivace from Clarinet Sonata Nr. 1 in F minor, Opus 120
Carmen Aleman, senior in biology and music, CUI

Design: Good for Business, Good for People, Good for the Planet
Prof. Nikolaus Hafermaas, Dean at Art Center College of Design, Pasadena

Musical Postlude
Johann Sebastian Bach, Allegro from trio sonata Nr. 5, BWV 529
Matthew Laub, organist, Redeemer Lutheran Church, Huntington Beach and sophomore in church music, CUI.

12:00-1:00 Lunch
Afternoon Symposium, CU Center

1:10–2:00

Musical prelude
Ludwig van Beethoven, Adagio cantabile from Piano Sonata in C minor, “Pathétique,” Opus 13
Brian Pereboom, piano performance major, CUI

Greetings from Germany
Consul-General Wolfgang Drautz

Business as a Divine Order of Creation
James A. Lowe

Robert Bosch, the Global Entrepreneur
Michael Traub

Musical interlude
Robert Schumann, Symphonic Études, Opus 18, Variation 12
Dr. Hyunjoo Choi

2:10–3:45

Vocational Training, an Ancient Formula for Success
Stephan Hollmann

Dual Education in Practice
Anita Ritter, Vice President, Steinbeis Center of Management and Technology

Managing the Workplace the German Way
Johannes Kim

Design: Good for Business, Good for People, Good for the Planet
Prof. Nikolaus Hafermaas

Closing Words
Dr. Peter Senkbeil, associate Provost, Concordia

Benediction
Rev. Dr. Daniel Harmelink, Pastor, Redeemer Lutheran Church, Huntington Beach

Organ Postlude
Johann Sebastian Bach, Organ prelude to Ich ruf’ zu Dir, Herr Jesu Christ (BWV 639)
Matthew Laub
GABA Forum, DeNault Auditorium

4:00-5:45  Panel Discussion

Form Follows Function: Creating Beautiful Products That Sell
Host: The German-American Business Association of Southern California
Moderator: Michael Boehm, COO Haig Barrett, Inc. Management Consultants

Panelists:

Franz Bosshard, President and CEO Emeritus, BSH Home Appliances Corporation
Barry Malone, President, Pacific Design Works LCC
Anne Kramer, Sales Manager Poggenpohl U.S., Inc.
Barry Malone, President, Pacific Design Works LCC
Laurenz Schaffer, President BMW Group DesignWorksU.S.A
Rebecca Wetzstein, Account Executive Energy & Environmental Solutions, Siemens Industry, Inc.
A representative of Porsche Design

Topics:

- The role of product design in the engineering and manufacturing process
- How modern manufacturers are investing in product design
- How consumer tastes influence product design, marketing and advertising
- How cutting-edge technology is driving innovative design
- How the new emphasis on sustainability is influencing product design
- The future of commercial design in the 21st century

5:45-6:30 p.m.  Reception

6:30-8:00 p.m.  Dinner
Symphonic Concert, CU Center

8:00-5:45 p.m.  Ludwig van Beethoven: Coriolanus Overture
Hidas Frigyes: Concerto for Brass Quintet and Orchestra
Anton Bruckner: Symphony No. 4 in E-flat Major
Landesjugendorchester Rheinland-Pfalz
Hannes Krämer, Conductor
Presenters

Carmen Aleman, clarinetist, senior in biology and music, CUI
Michael Boehm, COO Haig Barrett, Inc. Management Consultants
Franz Bosshard, President and CEO Emeritus, BSH Home Appliances Corporation
Dr. Hyunjoo Choi, Director of Piano Instruction, CUI
Hon. Wolfgang Drautz, Consul-General of Germany
Emily Duescher, junior in piano performance, CUI
Prof. Nikolaus Hafermaas, Dean of special programs, Art Center College of Design, Pasadena
Rev. Dr. Daniel Harmelink, Pastor, Redeemer Lutheran Church, Huntington Beach
Stephan Hollmann, CEO, Pacific Aviation & Lease Management and honorary Consul of Germany, San Diego
Sukhee Kang, Mayor of Irvine
Serge Kasimoff, Pianist
Johannes Kim, Vice President for Human Relations, Carl Zeiss Vision, San Diego
Anne Kramer, Sales Manager Poggenpohl U.S., Inc.
Dr. Kurt J. Krueger, President, Concordia University Irvine
Matthew Laub, organist, Redeemer Lutheran Church, Huntington Beach, sophomore in church music, CUI
Landesjugendorchster, Rheinland-Pfalz, Germany
James A. Lowe, attorney
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Romy Ricart, Vice President, Steinbeis Center of Management and Technology, Santa Monica
Anita Ritter, Vice President, Steinbeis Center of Management and Technology
Laurenz Schaffer, President, BMW Group DesignWorks U.S.A
Dr. Peter Senkbeil, Associate Provost, Concordia University Irvine
Dr. Uwe Siemon-Netto, Journalist, Executive Director, Center for Lutheran Theology and Public Life
Michael Traub, President & CEO, BSH Home Appliances Corporation, Huntington Beach
Rebecca Wetzstein, Account Executive Energy & Environmental Solutions, Siemens Industry, Inc.
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CENTER FOR LUTHERAN THEOLOGY AND PUBLIC LIFE AND LEAGUE OF FAITHFUL MASKS

Resisting the Me culture by serving our neighbors

CLTPL-LFM champions the Judeo-Christian worldview of vocation in secular life as an effective antidote to the destructive narcissism of contemporary society.

GERMAN AMERICAN BUSINESS ASSOCIATION LOS ANGELES

Encouraging German-American business and trade

GABA fosters transatlantic knowledge-sharing and networking among German-American and Californian business and tech communities.
Why did we choose a painting by Hans Holbein the Younger to promote German Day at Concordia? Why do we organize a German Day at all? This has to do with the approaching 500th anniversary of the Reformation in 2017. The annual German Day series of events started at Concordia Seminary St. Louis in 2007 as part of what is internationally known as the “Luther Decade,” meaning the ten years leading up to the Reformation’s Quincentenary; in 2010, German Day transferred to Concordia University Irvine.

Every year in October, these convocations and symposia focus on the homeland of the Reformation from a different perspective. We have already covered religious life and the interface between faith and politics in contemporary Germany. In 2010, we observed the 20th anniversary of that country’s reunification. This year, we celebrate the ethos of entrepreneurship as a driving element in Germany’s economic success.

Concordia University and the Center for Lutheran Theology and Public Life share a strong commitment to the Judeo-Christian, and particularly Lutheran, worldview that God calls us to serve our neighbors in all our secular endeavors. We believe that entrepreneurship is one of tens of thousands of divinely ordained vocations; by serving others, the honorable businessman, too, is serving God.

Hans Holbein the Younger (1497-1543) was one of the great visual communicators of the Reformation. Holbein saw in Georg Gisze, the Hanseatic League’s envoy to London, the prototype of the honorable businessman in the sense of the Lutheran concept of vocation. This was one reason why we have selected this painting; the other reason was that it is quite simply one of the most beautiful works of 16th-century art.

Uwe Siemon-Netto, Ph.D.
Center for Lutheran Theology and Public Life
CONCORDIA UNIVERSITY IRVINE

Developing wise, honorable, and cultivated citizens

Concordia University Irvine, guided by Christ’s Great Commission and the Lutheran Confessions, empowers students through liberal arts and professional studies for lives of learning, service and leadership