

# German Day at Concordia, October 5, 2011

## A Celebration of Entrepreneurship

**Good for the Economy \* Good for People \* Good for the Planet**

German Day 2011 is the second in a series of annual events at Concordia University Irvine. In anticipation of the 500<sup>th</sup> anniversary of the Reformation in 2017, we take a look at the cradle of the Reformation from a different perspective every year. This year we consider the secrets and successes of German business, especially in southern California. There will be lectures, forums, exhibits and a musical program. Three partners have teamed up to host German Day 2011: The League of Faithful Masks / Center for Lutheran Theology and Public Life (LFM-CLTPL), Concordia University Irvine (CUI) and the German-American Business Association in Southern California (GABA). Other active participants will be the German consulate-general and the Goethe Institute in Los Angeles, the German consulate in San Diego, the Art Center College of Design in Pasadena and the award-winning 90-piece youth orchestra of the German state of Rhineland-Palatinate. CUI'S Business school, art and music departments are expected to play significant roles.

Motive and goals: LFM-CLTPL and CUI are committed to the Christian and specifically Lutheran ethos of vocation. This conference is designed to raise the awareness of students and the general public that business has a calling to serve their neighbors, meaning society. To illustrate this ethos, German companies active in southern California will be considered from different angles, such as the success of the specifically German methods of vocational training; the functional aesthetics of German industrial and graphic design; the corporate culture of German firms. Furthermore, this conference is intended to establish closer contacts between Concordia University, which has German roots, and the German-American business community, and to bring executives of local German corporations together with business students who could one day be their interns and employees.

Itinerary: **Wednesday, October 5, morning:** a convocation of CUI freshmen and sophomores with 8-10 brief presentations by the university leadership, corporate executives, political leaders, the German consul-general and educators; there will also short performances by CUI music students in a Blüthner grand piano donated to CUI by the Kasimoff-Blüthner company of Los Angeles. *Afternoon:* more extensive lectures, including parallel seminars and a discussion forum organized by GABA, plus and exhibition of German-American products on campus, and a workshop on industrial design conducted by the Art Center College of Design. *Evening:* Concert by the *Landesjugendorchester Rheinland-Pfalz* (Rhineland-Palatinate Youth Orchestra).

Audiences: Undergraduate and graduate students and professors of Concordia and neighboring universities, such as Chapman and the University of California Irvine, businessmen and executives from southern California, German-American clubs, Lutheran and other congregations, the general public.

Event Prices: Full day (includes lunch and dinner): \$50.00. Tickets for portions of the day are also available as follows:

- Morning plenary session: Free
- Lunch: \$10.00
- Afternoon presentations and workshops: \$10.00 (Free to CUI faculty, staff and students)
- Dinner: \$20.00
- Concert: \$20.00 (with \$5.00 rush tickets available for CUI students 30 minutes before the concert)

Historical background: The German Day series started originally at Concordia Seminary St. Louis in 2007 and then transferred to Irvine in 2010. The topics covered so far included religious and political life in Germany, and the 20<sup>th</sup> anniversary of that nation's reunification. Future German Day events will consider the arts, the sciences, the law and other themes.

Expected academic benefits: German Day 2011 is rooted in the premise that the economy, product quality, a high level of industrial design and the Judeo-Christian worldview of vocation – Luther introduced the word *Beruf* (vocation) to the German language – are inseparably linked. This will be the principal message of this conference, which also intends to alert students to the necessity of thinking “out of the box” historically, geographically and culturally. They will also learn that 125 years ago, Daimler-Benz introduced the world's first automobile, that the Bosch Corporation's history in America goes back 130 years and included staunch support of the activities of the German resistance against Hitler, and that BMW und Porsche have made California a major center of their industrial design.

#### Sponsors and active participants

- **Sukhee Kang**, mayor of Irvine (as last year)
- **Wolfgang Drautz**, German consul-general in Los Angeles. Mr. Drautz is the highest-ranking German diplomat in the southwestern United States and a “German Day” veteran. Representing the German government, he attended the first two German Day conferences at Concordia Seminary St. Louis in 2007 and 2008, then as consul-general in Chicago, then German Day at Concordia University Irvine in 2011. This latter event was a celebration of the 20<sup>th</sup> anniversary of Germany's reunification titled, “A Celebration of Freedom.”
- **Attorney James A. Lowe:** *Business as a divine order of creation.* Mr. Lowe is the executive counselor of Gauntlett & Associates in Irvine, is one of the most experienced trial lawyers in the United States. He has litigated hundreds of court cases. Mr. Lowe is also president of Faith Lutheran Church in Capistrano Beach, secretary of the League of Faithful Masks and an accomplished theological thinker and speaker. His presentation will set the theological theme for this year's German Day. “
- **Dr. Stephan Hollmann:** *“The secret of Germany's success: vocational training.”* Dr. Hollmann is Germany's honorary consul in San Diego president and CEO of the resources and technologies division of Pacific Aerospace Inc. and of Pacific Aviation and Lease Management Inc. His corporation converts aircraft into special-purposes planes, such as flying hospitals or boardrooms. He is a compelling speaker, specializing in Germany's “dual system” of vocational education, which traces its roots back to the medieval guilds.

- **Michael Traub:** *“Robert Bosch – called to be a global entrepreneur.”* Mr. Traub is CEO and President of BSH Home Appliance Corporation in Huntington Beach, California, a company jointly operated by Bosch and Siemens. In his lecture, Mr. Traub will speak about Robert Bosch, the founder of the world’s largest family-owned corporation, who was born 150 years ago and started his company 125 years ago. Bosch was a major financier of the German resistance against Hitler. In the late 1930s, some of his company’s subsidiaries in the U.S. acted as “embassies” for resistance leader Carl Goerdeler. Some 90 percent of the Bosch corporation’s earnings go to charitable purposes.
- **Prof. Nikolaus Hafermaas:** *“Design – good for business, good for people, good for the planet.”* Prof. Hafermaas is the dean of special programs and chairman of the graphic art department at the Art Center College of Design in Pasadena, one of the leading schools of this kind in the world. Hafermaas will show that aesthetics in industrial design is a vocation. He is expected to bring along two of his graduate students to conduct a workshop on the CUI campus.
- **Johannes Kim:** *“Human resources – a vocation.”* Mr. a German national of Korean parentage, is vice president for human resources for Carl Zeiss Vision Inc., the global eye care manufacturer. In his presentation he will link successful German human resources policies with high product quality.
- **Landesjugendorchester Rheinland-Pfalz:** The concert of the award-winning 90-piece youth orchestra of the German state of Rhineland-Palatinate will provide the music highlight at the end of German Day.
- **Helga and Serge Kasimoff:**, Blüthner dealer in Los Angeles
- Executives and / or engineers of German corporations in southern California, especially companies pioneering renewable energies, such as photovoltaic technologies
- Dr. Kurt J. Krueger, president, Concordia University
- Dr. Peter Senkbeil, associate provost, Concordia University
- Dr. Uwe Siemon-Netto, Journalist, executive director of LFM-CLTPL.

The list of participants and sponsors is subject to change.

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