

2015 Business and Economic Resilience Conference
Agenda – March 13, 2015

9:00 - 9:05 am	Welcome: Dean Krehmeyer, Executive Director, UVA Darden School Institute for Business in Society
9:05 - 9:40 am	Opening Keynote Address: <i>Streamlining Government and Encouraging American Job Growth</i> U.S. Congressman Robert Hurt, Representative for Virginia's 5 th District
9:45 - 10:10 am	<i>Why Are We Here: Overview of Darden's Business and Economic Resilience Efforts</i> , Professor Greg Fairchild, UVA Darden School of Business
10:15 - 11:40 am	<i>Do Small Businesses Need Strategy?</i> Business case conversation: <i>Piaggio</i> Professor Michael Lenox, UVA Darden School of Business Advanced Readings: <i>Piaggio; Introduction to Strategy</i>
11:45 am - 12:40 pm	<i>Leaning into the Wind: Understanding Organizational Resilience</i> Professor Megan Hess, Washington & Lee University and Professor Morela Hernandez, UVA Darden School of Business; Interactive classroom discussion and presentation of leading practices from Resilience research
12:45 - 1:45 pm	Networking Lunch, Abbott Dining Room
1:45 – 2:40 pm	<i>Panel: How Finance Institutions Collaborate to Support and Grow Small Businesses</i> Moderator: Professor Greg Fairchild, UVA Darden School of Business Panelists: <ul style="list-style-type: none"> • Jill Douthit, Tranlin, Inc. • Clay Jacob, SunTrust • Monique Johnson, Virginia Community Capital
2:45 - 3:40 pm	<i>Rising to Meet the Challenge: Ongoing Resilience in Business</i> Moderator: Professor Brian Moriarty, UVA Darden School of Business Expert Panel of Tayloe Murphy Resilience Awards winners sharing experiences <ul style="list-style-type: none"> • Tom Bandy, BandyWorks • Carlos Castro, Todos Supermarket • Katrina Didot, A Bowl of Good Café
3:45 – 4:00 pm	<i>Wrap-up and Final Thoughts</i> Professor Greg Fairchild, UVA Darden School of Business