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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 9:05 am</td>
<td>Welcome: Dean Krehmeyer, Executive Director, UVA Darden School Institute for Business in Society</td>
</tr>
</tbody>
</table>
| 9:05 - 9:40 am | Opening Keynote Address: *Streamlining Government and Encouraging American Job Growth*  
U.S. Congressman Robert Hurt, Representative for Virginia’s 5th District |
| 9:45 - 10:10 am | *Why Are We Here: Overview of Darden’s Business and Economic Resilience Efforts,*  
Professor Greg Fairchild, UVA Darden School of Business |
| 10:15 - 11:40 am | *Do Small Businesses Need Strategy?*  
Business case conversation: *Piaggio*  
Professor Michael Lenox, UVA Darden School of Business  
Advanced Readings: *Piaggio; Introduction to Strategy* |
| 11:45 am - 12:40 pm | *Leaning into the Wind: Understanding Organizational Resilience*  
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 | *Panel: How Finance Institutions Collaborate to Support and Grow Small Businesses*  
Moderator: Professor Greg Fairchild, UVA Darden School of Business  
Panelists:  
- Jill Douthit, Tranlin, Inc.  
- Clay Jacob, SunTrust  
- Monique Johnson, Virginia Community Capital |
| 2:45 - 3:40 pm | *Rising to Meet the Challenge: Ongoing Resilience in Business*  
Moderator: Professor Brian Moriarty, UVA Darden School of Business  
Expert Panel of Tayloe Murphy Resilience Awards winners sharing experiences  
- Tom Bandy, BandyWorks  
- Carlos Castro, Todos Supermarket  
- Katrina Didot, A Bowl of Good Café |
| 3:45 – 4:00 pm | *Wrap-up and Final Thoughts*  
Professor Greg Fairchild, UVA Darden School of Business |