Welcome: **Professor Greg Fairchild**

**Keynote:** John Bassett III, of Vaugh-Bassett Furniture Company, *How to Compete in a Global Market*

**Panel: Opportunities and Available Support for Small Business Leaders:**
Moderator: **Brian Moriarty**

Representatives from the following organizations:
- Charlottesville Business Innovation Council
- Virginia Economic Development Partnership
- Virginia Community Capital

Professional Services:
- Marketing and digital marketing for businesses
- Finances and accounting processes

**Individual Q&A Session in Structured Breakout Groups by Topic:** Participants invited to ask their own questions of experts and resource providers

Representatives from the following organizations:
- Charlottesville Business Innovation Council
- Virginia Economic Development Partnership
- Virginia Community Capital
- Darden Executive Education
- Small Business Development Center (SBDC) - Central Virginia Partnership

Professional Services:
- Marketing and digital marketing for businesses
- Finances and accounting processes
- HR expertise, developing hiring processes

**Lunch**

**Workshop:** Professor Ed Hess, *The Challenges of Growing an Entrepreneurial Business*

**Wrap-up Comments:** Professor Greg Fairchild

**Closing Networking Reception**

A detailed agenda will be sent to all registered participants a week prior to the event.