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Contacts: Althea Brooks  
(434) 243-2379  
[althea@virginia.edu](mailto:althea@virginia.edu)  
Tasha Cherry  
(434) 982-2708  
[tasha@virginia.edu](mailto:tasha@virginia.edu)

## FOR IMMEDIATE RELEASE

### **Award winning researcher to give talk on emerging domestic markets in America**

How does demographic and social change create growth opportunities for businesses and governments in America? Gregory Fairchild, Professor of Business Administration, will explore this topic in the informative and provocative talk “Moving Towards Plurality: Emerging Domestic Markets in America and What They Mean for Business and Governments.” Professor Fairchild will speak at the Performing Arts Center, Virginia Union University on Wednesday, October 18, 2006 at 6:00 pm. This lecture is a partnership between the University of Virginia and Virginia Union University. The lecture is free and open to the public. Space is limited and reservations are recommended. Please register online at [www.virginia.edu/engagingthemind/](http://www.virginia.edu/engagingthemind/) or call toll-free 1-866-UVaOutreach (1-866-882-6887).

Gregory B. Fairchild teaches entrepreneurship courses in Darden's MBA program. His research, which has received several awards, focuses on entrepreneurship and economic growth, managerial innovations, and management trends. Before joining the Darden faculty in 2000, Professor Fairchild taught at Columbia University. He also has worked in brand management for Procter & Gamble and Kraft General Foods, and as a department manager for Saks Fifth Avenue.

### **About the *Engaging the Mind* Lecture Series**

Coordinated by the UVa Office of the Vice President and Provost in partnership with the Faculty Senate Speakers Bureau and sponsored by Virginia National Bank, the series provides opportunities for people throughout Virginia to engage with UVa's top scholars and teachers in a free public

forum. Faculty speakers engage in public conversations with local communities across the state. All lectures are free and open to the public.

Since 2001, over 6,000 people have attended the Engaging the Mind lectures in 12 different cities across Virginia. “Our faculty members really enjoy the opportunity to interact with people of diverse backgrounds and experiences,” said UVa Vice President and Provost Gene Block. The University of Virginia serves over one million people every year through more than 400 public service and outreach programs. UVa is proud to be part of Virginia’s rich tradition of higher education and aims toward making a vibrant future for all Virginians. From world-class health care and stronger local governments to excellent schools and lifelong learning, UVa values its contribution to communities throughout the Commonwealth. The Office of Public Service and Outreach works to support, promote, and enhance the University of Virginia's commitment to public life.

**Audience member testimonials:**

- “This lecture was outstanding! I appreciated the language being accessible (as I am not an expert).”
- “I’ve so enjoyed these events. Learning so much in an evening. Some that influence the way I see things.”
- “Quality speaker. Excellent presentation. Overall quality event.”

**For additional information on the UVa Engaging the Mind lecture series:**

<http://www.virginia.edu/engagingthemind/>

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