2017 SUMMER CONFERENCE
JUNE 22-24, 2017
FAIRMONT DALLAS
DALLAS, TEXAS
You are visiting one of the most exciting and fastest-growing cities in the country. With more than 7 million residents calling the Dallas region their home, it’s a big city like no other. More than 40 Fortune 1,000 companies are headquartered in the region, making it a mecca for business. But its impressive economic growth is only a part of the story. Those working and living in Dallas are known for making the city one of the friendliest in America.

This summer’s conference program is jam-packed with great speakers, vital discussion topics, and the Editorial Excellence Awards. It offers an incredible opportunity to learn, to be inspired, and to build relationships with your publishing peers. I also encourage you to find some time to explore Dallas. From the excitement of Uptown to the culture of the Arts District and the vibrancy of Downtown, you won’t be disappointed.

Enjoy the conference, welcome to Dallas, and thank you for your continued involvement in AABP.

Josh Schimmels
Publisher
D CEO
THURSDAY  June 22, 2017

9:00 A.M. - 1:00 P.M.
Board of Directors Meeting
Continental Room

1:00 P.M. - 5:00 P.M.
Registration
International Ballroom Foyer

1:00 P.M. - 5:00 P.M.
Magazine Meeting
State Room

5:30 P.M. - 7:15 P.M.
Welcome Reception
D CEO Office / 750 N. Saint Paul Street, Suite 2100 / Dallas, Texas 75201

7:30 P.M. - 9:30 P.M.
Past Presidents and Board Dinner

FRIDAY  June 23, 2017

7:30 A.M. - 8:30 A.M.
Continental Breakfast
International Ballroom

8:30 A.M. - 9:15 A.M.
Conference Kick-Off Keynote
International Ballroom

Opportunities Amid Chaos
Earl Wilkinson, International News Media Association

Media companies have under-invested in their own news brands for much of the past century. As fake news floods a borderless platform ecosystem; as governments and companies become their own reporters and editors; and as newspaper and magazine consumer perceptions are tied up more in (declining) print than in journalism, the need to promote the value of news brands is more vital than ever. This is not a simple marketing exercise; it could be the difference between life and death. In this opening session, INMA CEO Earl Wilkinson aims to tie together these trends and recommend a road map for survival.

9:15 A.M. - 10:30 A.M.
General Session
Oak Room

Event Operations Worth Emulating
Panel: Kim Howell, IBJ Media; Mary Rogers, New England Business Media; and Julio Melara, Baton Rouge Business Report

More than ever, events are a major source of revenue for our B2B media organizations. Leaders involved in three of the most profitable and successful event divisions among our membership will share the details of their operations—including structure, staffing and financials—and the secrets of their success. With more than 15 events a year in Indianapolis, Howell manages with just one part-time assistant. And, with three titles and markets to attend to, Rogers tries to bring order and standardization to a far-flung enterprise. In Baton Rouge, Julio Melara brings it home with events.

10:30 A.M. - 11:00 A.M.
Refreshment Break
International Ballroom
### SESSION INFORMATION

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 A.M. - 12:15 P.M.</td>
<td>General Session</td>
<td>Continental Room</td>
</tr>
<tr>
<td>12:15 P.M. - 1:30 P.M.</td>
<td>Luncheon Keynote</td>
<td>International Ballroom</td>
</tr>
<tr>
<td>1:45 P.M. - 3:00 P.M.</td>
<td>General Session</td>
<td>Continental Room</td>
</tr>
</tbody>
</table>

### PUBLISHER TRACK

#### Continental Room

**Cost and Revenue Survey** *(Participants Only)*  
Presenter: David Schankweiler, Consultant

The AABP Cost and Revenue Survey is back after a one-year hiatus. Long a cornerstone of the summer conference, the survey is an excellent tool to help publishers take a deep dive into the numbers of the local and regional business-journal and business-magazine worlds. Participants will receive a thorough analysis of their own financials and ratios and how they compare with other members of similar size, thereby providing pertinent benchmarks in multiple financial areas. Under the supervision and analysis of a former, respected AABP member, the survey will be more relevant and spot-on than ever before. *(Only members who participated in the survey may attend this session)*

### AD DIRECTOR TRACK

#### Oak Room

**What B2B Advertisers Want Today**  
Panel: Steve Dapper, CEO, Publicis Hawkeye; Steve McGaw, CMO, AT&T Business Solutions; and Craig Atkinson, VP, Client Services, The Spire Agency

Advances in technology and the digital nature of media these days have provided a dizzying array of options for B2B advertisers. This session will take a look at the advertiser/publisher relationship from the advertiser side of the equation. Two ad-agency execs and a chief marketing officer from a major Dallas corporation will share their perspectives on what B2B marketers are looking for today. Each presenter will share stories about what they are doing for their clients and what they are hearing from them. Attendees should walk away with some new ideas on how to better meet the needs of their advertising clients.

### EDITOR TRACK

#### Far East Room

**The Lean Newsroom: How to Incorporate Innovation into your Routine**  
Presenter: Jonathan Groves, Drury University

As bottom lines continue to shrink, newsrooms are having to do more with less. Staffers are being asked to tweet, blog, shoot video, write and take pictures for social media and the Web—and then write their main pieces for the print publication. In the push for page views, journalists feel as if they’re selling their souls for the clickbait headline and the viral hit. But change doesn’t always have to inspire resistance. The key to successful change is understanding your publication’s culture and having a clear strategy for your innovation efforts. This session will show you how to reframe jobs and duties in the newsroom to minimize staff frustration and burnout. You’ll also learn ways to nudge your organizational culture to open up to new ideas and think more nimbly.

### PUBLISHER TRACK

#### Continental Room

**Building Sources of External Revenue**  
Panel: Grady Johnson, Charleston Regional Business Journal; Mar’Ellen Felin, Springfield Business Journal; and Ashley Holter, WriteBrain (Des Moines Business Record)

In today’s publishing environment, members need more options than their publications, web sites and emails to generate revenue. In this session three executives will share their success in three different areas. Grady Johnson will share the story of his company’s thriving custom publishing division; Mar’Ellen Felin will talk about the new in-house agency she runs generating marketing materials for clients; and Ashley Holter will give insight on Des Moines’ growing book-publishing division and her company’s decision to launch WriteBrain, an in-house agency.

### AD DIRECTOR TRACK

#### Oak Room

**Selling Effective Packages**  
Panel: Linda Crawford, BizTimes Milwaukee; Kerrie Richmond, Baton Rouge Business Report; and Melissa Pressley, Greater Wilmington Business Journal

With so many options to offer advertisers, our members need to be skilled at putting together ad packages that utilize multiple marketing avenues for their clients, but it isn’t necessarily an easy thing to do. In this session three ad directors from member publications will share their successes and failures. What makes a good package? Does it vary from client to client? What are the best ways to sell effective packages? Attendees will hear stories from the trenches that will help them answer those questions and more.

### EDITOR TRACK

#### Far East

**Adventures in CMS**  
Panel: Michael Arndt, Crain’s Chicago Business; Mark Murphy, Providence Business News; and Greg Andrews, Indianapolis Business Journal

Some might call the use of “adventures” in the title of this session a euphemism. The Wild West of content management systems can be a frustrating and challenging arena, for sure. One thing appears to be certain: Nothing is constant and everything is always changing. Three seasoned AABP editors share their experiences with the constant evolution of the CMS systems in their newsrooms, and how they have surmounted challenges and found ways to keep things moving in search of the perfect system.
FRIDAY  June 23, 2017

3:00 P.M. - 3:30 P.M.
Refreshment Break
International Ballroom

3:30 P.M. - 4:45 P.M.
General Session

PUBLISHER TRACK

Best New Ideas Roundtable, Members Only
Moderated by Mitch Bettis and Bonnie Jacoby, Arkansas Business

This is it…the session that offers the greatest chance for you to take home new, revenue-generating or cost-saving ideas that could have a major impact on revenue and bottom line. Publishers and ad directors come together to share their best NEW idea from the last year! Attendees will receive a booklet compiling all the ideas following the conference. Only those who submit an idea in advance are allowed to attend this session.

AD DIRECTOR TRACK

Best Ideas: Stories and Projects, Digital/Print, Members Only
Moderated by Mary Yost, Columbus CEO

Back for the fourth year in a row, this session will provide editors an opportunity to share a story, a project or a new feature published by their organization in the last year that had a high impact in their market. This idea could also be operational or managerial in nature. Each editor is required to bring an idea as his or her ticket to attendance. A booklet compilation of all the ideas will be provided to attendees at the beginning of the session.

EDITOR TRACK

Digital Tools for Modern Storytelling
Presenter: Ren LaForme, Poynter Institute

Why stick with text, photos or videos when you’re trying to tell your story online? There are hundreds of tools that can help you share your message in more unexpected, interesting and interactive ways. In this session, we’ll run through some of the best new storytelling tools, focusing on ones you can put into practice right now—no coding or design experience required. We’ll also take a look at why it’s urgent for you to explore these tools, and provide a pathway for how you can implement them in your newsroom with limited risk and hassle. Because... despite centuries of precedent, the best way to tell your story is no longer text on a page.

SATURDAY  June 24, 2017

7:30 A.M. - 8:30 A.M.
Continental Breakfast
International Ballroom

8:30 A.M. - 10:00 A.M.
General Session

PUBLISHER TRACK

Hiring & Motivating Young Talent in a Mature Industry
Presenter: Kim D. Ward, Learning Outsource Group

Does your operating system promote performance improvement and sustained tenure with today’s sellers? Millennials are an ever-increasing percentage of today’s salesforce; thus an organization’s ability to attract, motivate and retain highly effective sales professionals has never been more important. Younger workers have different attitudes about work, career and their expectations of their company and its leadership. In this session we outline the “5 Tips to Attract and Motivate Younger Employees” to create greater levels of performance and longer tenure. Participant takeaways include the Talent Effectiveness Assessment and the Sales Manager Effectiveness Assessment.

AD DIRECTOR TRACK

Customer Intimacy: The Who, Why and How
Presenter: John W. Rockwell, Director of Subscription Sales and Retention at San Francisco Chronicle

In today’s ultra-competitive publishing world, where subscriber acquisition, retention and loyalty are more important than ever, the secret sauce is customer intimacy. Deep knowledge of your customers’ status, interests and preferences, as well as their interactions with your publication and its digital offspring, will increase your chances of success. In this session, you will learn how the Chronicle and other successful publishers are bringing new tools and tactics to newspaper marketing, and leveraging social media, CRM and traditional sales channels to grow online, mobile and print subscriptions.

EDITOR TRACK

Continental Room

Customer Intimacy: The Who, Why and How
Presenter: John W. Rockwell, Director of Subscription Sales and Retention at San Francisco Chronicle

In today’s ultra-competitive publishing world, where subscriber acquisition, retention and loyalty are more important than ever, the secret sauce is customer intimacy. Deep knowledge of your customers’ status, interests and preferences, as well as their interactions with your publication and its digital offspring, will increase your chances of success. In this session, you will learn how the Chronicle and other successful publishers are bringing new tools and tactics to newspaper marketing, and leveraging social media, CRM and traditional sales channels to grow online, mobile and print subscriptions.

Oak Room

Hiring & Motivating Young Talent in a Mature Industry
Presenter: Kim D. Ward, Learning Outsource Group

Does your operating system promote performance improvement and sustained tenure with today’s sellers? Millennials are an ever-increasing percentage of today’s salesforce; thus an organization’s ability to attract, motivate and retain highly effective sales professionals has never been more important. Younger workers have different attitudes about work, career and their expectations of their company and its leadership. In this session we outline the “5 Tips to Attract and Motivate Younger Employees” to create greater levels of performance and longer tenure. Participant takeaways include the Talent Effectiveness Assessment and the Sales Manager Effectiveness Assessment.

Far East Room

Digital Tools for Modern Storytelling
Presenter: Ren LaForme, Poynter Institute

Why stick with text, photos or videos when you’re trying to tell your story online? There are hundreds of tools that can help you share your message in more unexpected, interesting and interactive ways. In this session, we’ll run through some of the best new storytelling tools, focusing on ones you can put into practice right now—no coding or design experience required. We’ll also take a look at why it’s urgent for you to explore these tools, and provide a pathway for how you can implement them in your newsroom with limited risk and hassle. Because... despite centuries of precedent, the best way to tell your story is no longer text on a page.
Because of the extraordinary interest in the topic of audience development, we are having a Best New Ideas session specifically targeting this area of operations. We need more speakers, more ideas, more interest in the topic of audience development. Have you had a successful social media campaign that has generated event attendance? Have you tweaked your paywall strategy in a way that has generated significant new paid digital subscribers? Have you had a significant new promotion that has produced a meaningful spike in paid print circulation? Conversely, you could share an idea you thought would be effective but turned into a disaster—or just plain didn’t work. Only members who submit ideas will be allowed to attend this session.

**Track 1: Best New Ideas in Audience Development**

Moderated by John W. Rockwell, Director of Subscription Sales and Retention, San Francisco Chronicle

Because of the extraordinary interest in the topic of audience development, we are having a Best New Ideas session specifically targeting this area of operations. We need more speakers, more ideas, more interest in the topic of audience development. Have you had a successful social media campaign that has generated event attendance? Have you tweaked your paywall strategy in a way that has generated significant new paid digital subscribers? Have you had a significant new promotion that has produced a meaningful spike in paid print circulation? Conversely, you could share an idea you thought would be effective but turned into a disaster—or just plain didn’t work. Only members who submit ideas will be allowed to attend this session.

**Track 2: Sales Coaching Secrets for Driving Increased Performance with Today’s Sellers**

Presenter: Kim D. Ward, Learning Outsource Group

Coaching and mentoring versus requiring and benchmarking; involve and engage versus direct and instruct. Identifying possible trouble spots in your seller’s sales process and quickly solving those problems is critical if sales leaders hope to grow their business and sustain more consistent success in the future. Collaborative communications along with jointly developed action plans are paramount in driving high performance. In this session, we will discuss coaching secrets for quickly identifying and overcoming selling issues by using an effective coaching method and diagnostic tools. There will also be an open discussion of the most common selling issues and suggested best practices for overcoming them. Participant takeaways include selected sales coaching tools.

**Track 3: Introduction to Snapchat**

Presenter: Ren LaForme, The Business Journal

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 4: Whiteboard Session Members Only**

Moderated by Rob Kaiser, Greater Wilmington Business Journal

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 5: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 6: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 7: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 8: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 9: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 10: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 11: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 12: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 13: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 14: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 15: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Track 16: Whiteboard Session Members Only**

Moderated by Penny Font, Baton Rouge Business Report

What’s on your mind that hasn’t been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.
CRAIG ATKINSON  
VP, Client Services, Spirit Agency

CRAIG ATKINSON is vice president of client services for Dallas-based Spirit Agency. His primary role is to manage the agency/client relationship in all aspects of branding strategy, creative development, and the production process. Additionally, he plays a key role in ongoing efforts related to Spirit’s positioning and growth planning, business development, hiring and employee development. He specializes in both B2C and emerging B2B brands.

G. STEVEN DAPPER  
Chairman/CEO, Publicis Hawkeye

G. STEVEN DAPPER is Chairman and CEO of Publicis Hawkeye. In 2000, he formed Hawkeye above his garage in Bronsville, N.Y., with his golden lab, Josie. He grew the company to 400 employees across 16 offices in five countries before selling it to Publicis in 2014.

Steve has a passion to dig deeper into consumer behavior and apply it to original ideas that deliver meaningful results for his clients. He is the past chairman of the Direct Marketing Association Trade Group comprising 3,000 members. Prior to founding Hawkeye, Steve was CEO of both Wanderman and Rapp Collins Worldwide, where he was known for his game-changing work with clients and their brands. He is a frequent speaker on the future of marketing and the role of technology’s effect on today’s consumers.

JONATHAN GROVES  
Associate Professor of Practice, University of Missouri-Kansas City

JONATHAN GROVES is associate professor and chair of the communications department at Drury University, Springfield, Mo. He worked for 14 years as a professional journalist before pursuing his passion for teaching full-time. He served as a business reporter and editor at the Arkansas Democrat-Gazette before joining the Springfield (MO) News-Leader, where he worked as Sunday editor, online editor and assistant managing editor. In 2006, he became the first doctoral fellow at the Reynolds Journalism Institute at the University of Missouri-Columbia, where he studied how the Internet was changing the face of journalism. While working on his doctorate, he earned a graduate certificate in organizational change from Missouri’s School of Public Affairs. As a researcher and consultant, he has worked with a number of news organizations and publications, including Minnesota Public Radio, the Christian Science Monitor, the Lawrence (KS) Journal World, and Ingram’s Magazine.

In 2000, he formed Hawkeye above his garage in Bronsville, N.Y., with his golden lab, Josie. He grew the company to 400 employees across 16 offices in five countries before selling it to Publicis in 2014.

Steve has a passion to dig deeper into consumer behavior and apply it to original ideas that deliver meaningful results for his clients. He is the past chairman of the Direct Marketing Association Trade Group comprising 3,000 members. Prior to founding Hawkeye, Steve was CEO of both Wanderman and Rapp Collins Worldwide, where he was known for his game-changing work with clients and their brands. He is a frequent speaker on the future of marketing and the role of technology’s effect on today’s consumers.

Ren Laforme is a producer at the Poynter Institute in St. Petersburg, FL. He has run the Knight-funded digital tools catalog for four years and is co-creator of 40 Better Hours, a project to improve newsroom cultures and make them more equipped to innovate. He is also a co-founder of the Online News Association’s Tampa Bay chapter and co-founder of Tampa Bay Media & Digital, a meetup group for locals who work in news media. Originally from Buffalo, NY, Laforme has a master’s degree in journalism and media studies from the University of South Florida St. Petersburg.

R. LAFOREM  
President, Populer Institute

As chief marketing officer for AT&T Business Solutions, Steve McGaw is responsible for AT&T’s business marketing organization, where he oversees marketing of both traditional telecom services and mobility/strategic services, such as Ethernet, IP networking, hosting, cloud and application services. Prior to his current role, Steve served as senior vice president of corporate strategy, responsible for driving AT&T’s overall long-term planning activities and strategic initiatives. During his 29-year career, Steve has held senior leadership positions in multiple AT&T business units. He currently serves on the advancing the sales organization as part of its world-class sales organization initiative. In the media universe, learning Outsource has also provided training for USA Today, Emedia and Independent Free Papers of America.

ADAM REINEBACH  
President/CEO, BridgeTower Media

Adam Reinebach joined GateHouse in February 2016 as president and CEO of its business-to-business media division, BridgeTower Media. The group’s 44 print and digital publications, websites and sites and affiliated events cover the legal, financial, real estate and government affairs sectors in more than 20 different U.S. markets. The company owns several AABP member publications.

Prior to Gatehouse, Adam launched and led Responsive Priority, a consulting firm specializing in B2B sales, marketing, technology and content optimization. Previously, Adam served as senior vice president of corporate strategy, responsible for developing AT&T’s overall long-term planning activities and strategic initiatives. During his 29-year career, Steve has held senior leadership positions in multiple AT&T business units. He currently serves on the advancing the sales organization as part of its world-class sales organization initiative. In the media universe, learning Outsource has also provided training for USA Today, Emedia and Independent Free Papers of America.


John W. Rockwell is director of subscription sales and retention for The San Francisco Chronicle. In his role at The Chronicle, John and his team are managing all sales and marketing of online, mobile and print subscriptions. The team is bringing new tools and tactics to newspaper marketing, leveraging social media, CRM and traditional sales channels. Previously John was the marketer/owner of BBGCORC.com, which provides strategic tools and solutions for developing and managing integrated databases and CRM. John was also the author of the first successful sales training in the print industry since 1995. John has held executive positions in circulation and audience development at San Diego Media, Access Business Media, Premier Media (now Penton), Paperloop Inc. and Miller Freeman. In 2000, he made a presentation for AABP at the summer conference in Kansas City.


John W. Rockwell is director of subscription sales and retention for The San Francisco Chronicle. In his role at The Chronicle, John and his team are managing all sales and marketing of online, mobile and print subscriptions. The team is bringing new tools and tactics to newspaper marketing, leveraging social media, CRM and traditional sales channels. Previously John was the marketer/owner of BBGCORC.com, which provides strategic tools and solutions for developing and managing integrated databases and CRM. John was also the author of the first successful sales training in the print industry since 1995. John has held executive positions in circulation and audience development at San Diego Media, Access Business Media, Premier Media (now Penton), Paperloop Inc. and Miller Freeman. In 2000, he made a presentation for AABP at the summer conference in Kansas City.

JOHN W. ROCKWELL is director of subscription sales and retention for The San Francisco Chronicle. He currently serves on the board of trustees for the Austin McCombs School of Business, University of Texas at Austin. Additionally, John has held executive positions in circulation and audience development at San Diego Media.

David Schankweiler is founder and former CEO and owner of JEA Media, a multi-titled, multi-media publishing, print, web, video, research and events company including the Central Pennsylvania Business Journal, Lehigh Valley Business, Central Penn Parent, Pat Age, Best Companies Group, FOV Media, and various other annual publications, directories and events. After 32 years of growing the company, Dale sold the business to New Media Inc. He holds a B.A. in journalism from the University of Texas at Austin. He is a frequent speaker at the annual New Media Outlook report. The San Antonio Business Journal named Dale the author of The Earl Blog at INMA.org, as well as the News Leader’s Publisher at media industry conferences worldwide.

Kim D. Ward is director of training and education for Learning Outsource Group, an internationally recognized provider of sales and sales-management leadership training. Ward has more than 35 years of experience in sales, sales management, professional training, instructional design and facilitation. Ward’s latest book, The Sales Selling IQ, is the foundation for the advanced selling skills education program “Cooperation Selling.” Learning Outsource Group played a critical role in the training and development of Gan- nett’s North America sales leaders as part of its world-class sales organization initiative. In the media universe, learning Outsource has also provided training for USA Today, Emedia and Independent Free Papers of America.

Kim D. Ward is director of training and education for Learning Outsource Group, an internationally recognized provider of sales and sales-management leadership training. Ward has more than 35 years of experience in sales, sales management, professional training, instructional design and facilitation. Ward’s latest book, The Sales Selling IQ, is the foundation for the advanced selling skills education program “Cooperation Selling.” Learning Outsource Group played a critical role in the training and development of Gannett’s North America sales leaders as part of its world-class sales organization initiative. In the media universe, learning Outsource has also provided training for USA Today, Emedia and Independent Free Papers of America.

EARL WILKINSON is executive director and chief executive officer of the International News Media Association (INMA), a global community of market-leading companies reinventing how they engage audiences and move from the multi-media environment.

His views on INMA, news-media companies and the digital landscape are sought after by the world’s leading news-media companies and he is widely quoted in trade magazines, newspapers, industry Web sites, and more. During his 26 years with the Dallas-based INMA, he has helped transform the industry’s sales leaders into one of the world’s fastest-growing and most influential trade associations. His mix of global trend-spotting with passion for journalism and a way Texas will make him one of the most popular and highest-ranked keynote speakers at conferences.
1. **Meso Maya** $5
   1611 McKinney Ave.
   Authentic interior of Mexico cuisine, just three blocks from the hotel. My Favs: carnitas tacos, queso poblano and top-shelf margaritas or Mexican mule

2. **Cane Rosso** $5
   2612 Commerce St.
   Wood-fired Neapolitan pizza, best in Dallas. My Favs: honey bastard pizza (secret off-menu pizza)

3. **Stephan Pyles Flora Street Café** $$$$+
   2330 Flora St #150
   Elevated Texas cuisine
   My Favs: lobster tamale pie

4. **Saint Ann Restaurant & Bar** $5
   2501 N Harwood St.
   Upscale American restaurant with fantastic food and atmosphere with an awesome outdoor patio.
   My Favs: Boz filet, with truffle mac and cheese and the moscow mule

5. **Pecan Lodge** $5
   2702 Main St.
   Top 3 BBQ spots in Dallas. My Favs: chopped brisket, pulled pork, mac and cheese and banana pudding

6. **Americano & Midnight Rambler, Joule Hotel** $5
   1530 Main St.
   Head to Americano for great Italian and be sure to drop downstairs to Midnight Rambler for a craft cocktail before or after dinner. My Favs: fried olives stuffed with calabrian chili sausage, housemade meatballs, burrata (Americano), mixologist’s choice (Midnight Rambler)

7. **Klyde Warren Park**
   2022 Woodall Rodgers Freeway

8. **D CEO Office**
   750 N. Saint Paul Street,
   Suite 2100

9. **Dealey Plaza (JFK Memorial)**
   Dealey Plaza

10. **Fairmont Dallas (Host Hotel)**
    1717 N Akard St.

---

**OTHER PLACES TO CHECK OUT**

- **Dallas Fort Worth International Airport**
- **A Love Supreme**
- **1214 Woodall**
- **Dallas Arts District**
- **Dallas Market Center**
- **Dallas Museum of Art**
- **Dallas Performing Arts Center**
- **Dallas Symphony Orchestra**
- **Dallas World Aquarium**
- **Dealey Plaza**
- **Fairmont Dallas (Host Hotel)**
- **Fair Park (Host Hotel)**
- **Dallas Theater Center**
- **Klyde Warren Park**
- **Lamar Street Garden**
- **Martin Luther King Center**
- **Music Hall at Fair Park**
- **The Nasher**
- **National Museum of the Pacific War**
- **National World War II Museum**
- **Rutledge South**
- **Southwest Airlines Museum**
- **The Statler**
- **Victory Park**
- **Walk of Fame**