

**THE ALLIANCE**   
OF AREA BUSINESS PUBLISHERS



2018

**SUMMER CONFERENCE**

JUNE 21-23, 2018 • WASHINGTON, DC

9:30 a.m. to 1:00 p.m.  
BOARD OF DIRECTORS  
MEETING

1:00 p.m. to 5:00 p.m.  
REGISTRATION

1:00 p.m. to 5:00 p.m.  
MAGAZINE MEETING

5:30 p.m. to 7:15 p.m.  
WELCOME RECEPTION

7:30 p.m. to 9:30 p.m.  
PAST PRESIDENTS AND  
BOARD DINNER

## FRIDAY, June 22

7:30 a.m. to 8:30 a.m.

CONTINENTAL BREAKFAST

8:30 a.m. to 9:15 a.m.

GENERAL SESSION

### Atlantic Media's Evolution in the Digital Age

Speaker: Michael Finnegan, *CEO, Atlantic Media*

The top executive at Atlantic Media discusses the strategies and technology behind the transformation of its flagship magazine, *The Atlantic*, into a digital powerhouse. He will outline the most successful digital implementations, as well as discuss tweaks made to the legacy print product that have gained attention to Atlantic Media as one of the successful publishers in the Digital Age. He will talk about the launch and success of Quartz, its all-digital brand for mobile and tablet that covers international business and government. Most importantly, he will outline the thinking and primary strategies that are driving the firm's success.

#### PUBLISHERS TRACK

#### AD DIRECTORS TRACK

#### EDITORS TRACK

9:15 a.m. to 10:30 a.m.

### Programmatic and the Digital Agency: The Facts and Fiction Panel

Panel: Mitch Bettis, *Arkansas Business*; and Mike Martinelli, *Today Media*

Moderated by Brock Berry, *Adcellerant*

AABP presents Brock Berry of Adcellerant as the moderator and fact finder interviewing two-member publishers about their successful efforts in programmatic advertising and digital services. Attendees will learn how their peers are monetizing their own data, growing their digital revenue through programmatic advertising, search email, audience development and more. Bettis and Martinelli will share how they started and their growing pains and the return on investment they have reaped from taking the leap into programmatic.

9:15 a.m. to 10:30 a.m.

### Time to Catch the Podcast Wave?

Panelists: Tom Webster, *Senior Vice President, Edison Research*; and Kristen Meinzer, *Director, Non-fiction Programming, Panoply*

Research shows that Podcasting is on the rise, in terms of listening habits and revenue dollars. These two experts in the field will share the latest trends in the growth of podcasting and provide insight on the nuts and bolts of producing a quality podcast and generating revenue in return for your hard work. They will share real numbers from the trenches and give examples of how other B2B publishers have tackled the challenge successfully. If you already produce a podcast or if you're thinking about launching one, this is the session you won't want to miss.

10:30 a.m. to 11:00 a.m.

REFRESHMENT BREAK

11:00 a.m. to 12:15 p.m.

### Best New Ideas Roundtable (Members Only)

Moderated by Roger Bergenheim and Annemarie

Brisson, *Providence Business Journal*

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 your 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 bring an idea with them are allowed to attend this session.*

11:00 a.m. to 12:15 p.m.

### Best New Ideas Roundtable (Members Only)

Moderated by Adam Moore, *Corridor Business Journal*

Back for its five-year anniversary, this popular session will provide attendees with the 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.

12:15 p.m. to 1:30 p.m.

LUNCHEON KEYNOTE

## How *The Washington Post* is Using Technology and Innovation to Re-invent Itself

Presented by Shailesh Prakash, *Chief Information Officer, The Washington Post*

*The Washington Post* has been recognized as one of the leading newspapers of the Digital Age of publishing. *The Post's* chief information officer, Shailesh Prakash, will tell how the legacy newspaper has transformed itself by changing its culture and by using innovation and technology to stay relevant in the era of internet, mobile and smartphones, and in the flooded media universe. What strategies and culture shifts can AABP members emulate to follow the same or a similar path?

### PUBLISHERS TRACK

1:45 p.m. to 3:00 p.m.

#### Audience Development: Membership Programs

Panel: Jen Mosley, *Audience Development Director, Crain Communications*; Jennifer Jackson, *Springfield Business Journal*; Chris Conetzkey, *Des Moines Business Record*

More and more publishers are pursuing membership models as the structure for their audience development efforts as opposed to the traditional subscriber model. Why? What are the benefits? What are the drawbacks? Jen Mosley will begin our discussion with an overview of the models used by Crain across its multiple titles, then Jennifer Jackson and Chris Conetzkey — early adopters of this model — will update us on their progress over the last several years. With more of our members contemplating this move, this session will be an important one for everyone.

### AD DIRECTORS TRACK

1:45 p.m. to 3:00 p.m.

#### Does Working from Home Work for Sales Reps?

Panel: Lisa Bradley, *Indianapolis Business Journal*; Sarah Chow, *Crain's Chicago Business*; Jeff Nuttall, *BizWest*; and Connie Wimer, *Des Moines Business Record*

In this era of flex time and working remotely, it's a tough call whether to allow your sales staff to work at home all or part of the time or to require them to be on-site in the office when not out making sales calls. For some reps, working from home might be all the motivation they need to be productive, but how do you monitor their activity and ensure they are doing what they need to do to be successful. At the same time, isn't it important that they are in the office to build a team atmosphere in the sales department? Veteran AABP sales managers talk about how they are handling work-at-home situations...or not.

### EDITORS TRACK

1:45 p.m. to 3:00 p.m.

#### What's the Sqoop?

Presented by Chris Roush, *Business Journalism Professor, University of North Carolina*

Sqoop is an online document tracker now used by business journalism outlets such as Reuters, *Forbes* and others to find breaking news from public records. It monitors documents from the SEC, the U.S. Patent & Trademark Office and federal lawsuits to let you know when something has been filed by a company, or in a geographic region, or area of your interest. In this session we'll show you how to set up Sqoop to your parameters and how it helps you break news about companies, products and litigation. We'll also show you how it can automatically notify you of such filings.

3:00 p.m. to 3:30 p.m.

REFRESHMENT BREAK

3:30 p.m. to 4:30 p.m.

#### Cost and Revenue Study (Participants Only)

Presented by David Schankweiler

The AABP Cost and Revenue Study is back, with improvements and refinements from last year's inaugural study. Long a cornerstone of AABP's summer meeting, 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 of a former AABP member, the survey will be more relevant than ever. (*Only members who completed the survey can attend.*)

3:30 p.m. to 4:30 p.m.

#### Launching, Selling and Scaling Your Services Businesses

Presented by Krystle Kopacz, *Revmade*

Downward pressure on CPMs. Viewability woes. Ad-fraud concerns. A media business can expand its universe beyond print, web, email and events. It must, in order to survive. The good news: Publishers are finding ways to diversify their offerings through new services: content creation, research, data and more. In this session, we will review different types of service businesses, how to figure out the right services for your business publication, and how to sell these services alongside your existing portfolio.

3:30 p.m. to 4:00 p.m.

#### Short: CVC Group Circulation Audit and How Editors Use It

Presented by Tim Bingaman, *President & CEO, Circulation Verification Council*

It's been four years since CVC has presented the combined report of circulation audits of most AABP members and compared them with other media. It's about time to hear the results again, plus a special bonus discussion of how best to use your audit results to hone editorial coverage. This year we have the advantage of comparing today's numbers with those of four years ago. This session should be useful and enlightening.

4:30 p.m. to 5:00 p.m.

**CVC Group Circulation Audit and How to Sell Your Audit**Presented by Tim Bingaman, *President and CEO, Circulation Verification Council*

It's been four years since CVC has presented the combined report of circulation audits of most AABP members and compared them with other media. It's about time to hear the results again, plus a special bonus discussion of how best to use your audit results to sell your brands. This year we also have the advantage of comparing today's numbers with those of four years ago. This session should be useful and enlightening.

4:00 p.m. to 5:00 p.m.

**Rebooting the Book of Lists**Panel: Greg Andrews, *Indianapolis Business Journal*; Brad Kane, *Worcester Business Journal*; Jessica Sabbath, *Virginia Business*

For all of our members, the annual Book of Lists has been a cornerstone publication for years, from both a content and revenue standpoint. But as business data has become more easily obtained through digital channels, the growth trajectory of the Book of Lists has tapered off drastically, or, in some cases, reversed itself. Three editors talk about what they have done in their markets to breathe new life into this annual publication, which for many of our members is the biggest project they do every year. Attendees should leave this session with new revenue-generating ideas for their BOLs.

## SATURDAY, June 23

8:00 a.m. to 9:00 a.m.

CONTINENTAL BREAKFAST

## PUBLISHERS TRACK

9:00 a.m. to 10:15 a.m.

**Double Data Dilemma: Consolidation and Revenue Generation**Presented by James Capo, *Omeda Communications*

As we continue to ponder how to use data in the new age of publishing, the importance of the task becomes clearer and clearer. As print wanes, digital and data are the foundation of our futures. A former B2B publisher and now chief revenue officer for Omeda, James Capo hones in on two fronts in this battle. First, how do we combine our separate data sets into one, usable database so we can slice and dice it for our own uses? And second, what kinds of revenue-generating new products are available to us **now**, AND after we figure out the data-consolidation piece?

## AD DIRECTORS TRACK

9:00 a.m. to 10:15 a.m.

**Find, Train and Retain Business-media Sales Superstars**Presented by Ryan Dohrn, *Brain Swell Media*

We all know that finding quality media sales reps for our business-media companies is a difficult task, especially in the Digital Age when competition for good sales people is intense and broad, and multi-platform knowledge is required. So, what can we do to find, train and retain high-quality sales professionals that help us achieve our financial goals? You'll find out in this session. While these concepts and strategies may not qualify as the employment holy grail, they have worked to find great sales people for 25 years for Ryan Dohrn. From job descriptions to comp plans, this session will provide you with new and proven ideas for recruitment and retention.

## EDITORS TRACK

9:00 a.m. to 10:15 a.m.

**Audience Engagement that Matters**Presented by Ren LaForme, *Poynter Institute*

Social media provides journalists with unprecedented opportunities to build connections with their audiences. Fostering those connections has many benefits, including better story ideas, opportunities for constructive feedback and dialogue, and a loyal base that keeps coming back for more. How can journalists get away from just posting links and use social media to build those connections? How can they make the most of those connections once they have them? And how do they fit all of this into their everyday work? In this session, we'll share examples of meaningful audience engagement, address some best practices and outline steps to build real connections with audiences.

10:15 a.m. to 10:45 a.m.

REFRESHMENT BREAK

## PUBLISHERS TRACK

10:45 a.m. to 12:00 p.m.

**TAKE TWO: SPLIT SESSION**

10:45 a.m. to 11:20 a.m.

**Part I: BPA's B2B Media Exchange**

BPA VP Scott Roulet discusses his organization's new programmatic advertising initiative that is targeted exclusively to B2B publishers. No consumer publications allowed. It's a program with no upfront cost to the publisher and with the potential to generate significant new revenue. It allows B2B publishers to offer a more targeted audience, and B2B marketers to take advantage of it.

11:20 a.m. to 12:00 p.m.

**Part II: Member Spotlight Crain Chicago's Woman Up**

Editor and AABP board member Michael Arndt provides an overview of this 2018 yearlong project designed to elevate the voices of women in Chicago's business community and be a catalyst for change. The project combines features, essays, live events and online forums under the Woman Up Project banner throughout the year. This is a major undertaking with high revenue potential.

## AD DIRECTORS TRACK

10:45 a.m. to 12:00 p.m.

**Motivate Your Business-media Sales Team to Peak Performance**Presented by Ryan Dohrn, *Brain Swell Media*

Money is not the only motivating factor for media-sales professionals in today's tough business-publication environment. This session will explore what truly motivates your sales team. These insights will guide and inspire your thoughts on compensation, and help you identify the right drivers that can make a dramatic impact on your revenue. From identifying motivators to comp, to coaching, to company culture and to understanding your true impact as a sales manager on your staff, this session will dig deep and share critical management factors that inspire and guide you to take your management style to a new level.

## EDITORS TRACK

10:45 a.m. to 12:00 p.m.

**Directing Traffic: Workflow, Tools and Culture**Presented by Ren LaForme, *Poynter Institute*

Almost every industry is going through a period of profound digital change. We all have to learn new ways to do our jobs and new tools to use in them, and we must reshape our cultures around the need to keep changing or fall behind. In this session, we'll talk about ways to keep abreast of industry changes and find new tools and workflows. We'll cover what to keep in mind when you're considering making a change, and how to make change stick. We'll teach you some actionable steps to make your organization's culture more prepared to change and experiment, how to measure the results, and the impacts of those changes. We'll also get our hands a little dirty and address some of the news industry's biggest workflow problems...and share some tools to solve them.

12:00 p.m. to 1:30 p.m.

LUNCH

On Your Own

1:30 p.m. to 3:00 p.m.

**Whiteboard Session (Members Only)**Moderated by Peter Stanton, *Worcester 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.

1:30 p.m. to 3:00 p.m.

**Whiteboard Session (Members Only)**Moderated by Todd Brierly, *Springfield Business Journal*

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1:30 p.m. to 3:00 p.m.

**Whiteboard Session (Members Only)**Moderated by Andrew Weiland, *BizTimes Milwaukee*

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.

3:00 p.m. to 4:30 p.m.

BOARD OF DIRECTORS MEETING

6:30 p.m. to 9:30 p.m.

RECEPTION/EDITORIAL AND DESIGN AWARDS BANQUET

## Brock Berry

*Adcellerant*



Brock Berry is founder and CEO of Adcellerant, an international

AdTech and marketing company that specializes in digital media, operations, sales, and technology—areas in which Berry has more than 17 years of professional experience. Prior to Adcellerant Berry was a co-founder of AdTaxi Networks, an international ad network company; served as a board member for Data Dynamix, an email marketing company; and served as board member for the Cherry Creek Chamber of Commerce. In the last year, Berry has spoken at Denver Startup Week, the Local Media Consortium, multiple conferences, and Google Summits. In 2017 his team and company were recognized by *Inc.* magazine, *The Drum*, *Red Herring*, *CoBiz Magazine* and many others for innovation and leadership.

## Tim Bingaman

*Circulation Verification Council (CVC)*



Tim Bingaman, CEO of Circulation Verification Council,

founded CVC in 1992 with only 13-member publications. Today CVC audits more than 3,000 editions nationwide with combined circulation of more than 50 million. Bingaman travels the country 26 weeks a year to talk to publishers and advertisers about the benefits of working with audited publications. In the 1980s and early 1990s he worked in publishing with Gannett newspapers, Ingersoll Publications, JRC, Thompson and independently owned newspapers.

## James Capó

*Omeda Communications*



James Capó is the chief revenue officer for Omeda Communica-

tions, where he leads the sales, marketing, product development and client-success teams. Previously Capó was vice president of digital business development at Access Intelligence, where he developed new revenue strategies and products for multiple B2B media titles and events. Earlier in his career, Capó served at Cygnus Business Media and was instrumental in developing data and digital solutions for its entire portfolio of brands. He began his career at the Associated Press working with AP's broadcast clients in both technical and product-development roles. Capó received his undergraduate degree from The George Washington University and MBA from Indiana University.

## Ryan Dohrn

*Brain Swell Media*



Ryan Dohrn is founder of media sales-training firm Brain Swell

Media and creator of the 360 Ad Sales System taught to more than 6,000 ad-sales reps in seven countries. Ryan's 25-year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Publishing, Disney/ABC TV, Sinclair Broadcasting and The New York Times Co. Dohrn has trained business media teams like Crain Communications and more 20 other business publications. He conducted a daylong sales seminar in Chicago for AABP in October 2013. Dohrn is an Emmy Award winner and a business book author and has been featured in *USA Today* and on *Forbes.com*. He currently works on a monthly

basis with more than 75 media companies and their related sales and management teams.

## Michael Finnegan

*Atlantic Media*

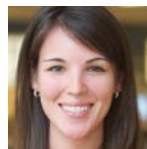


Michael Finnegan is president of Atlantic Media and

leads strategy, operations and growth initiatives across the company. Previously, Finnegan served as COO, CFO and senior vice president of business development. He joined the company as director of digital business development and analytics in early 2011 to build a corporate center of excellence focused on using digital analytics, partnerships and emerging technologies as levers for financial and audience growth. Finnegan currently serves on the executive board of Digital Content Next, the leading trade organization for premium digital publishers. Prior to his career in media, Finnegan spent 10 years as a management consultant with expertise in corporate growth and operations.

## Krystle Kopacz

*Revmade*



Krystle Kopacz launched Revmade after 10 years in the digital

media space, leveraging her experience with content strategy, audience growth and publishing business models to help transform brand marketing. For six years prior to Revmade Krystle led digital innovation at Atlantic Media's B2B division. She has conceptualized and executed custom-content programs for companies ranging from the Fortune 100 to small businesses. Prior to Atlantic Media, Krystle led strategic growth for an online media start-up and through audience development grew

their publications into award-winning market leaders.

## Ren LaForme

*Poynter.org*



Ren LaForme is the digital tools reporter for Poynter.org. He runs Try

This! — Tools for Journalism, which is an effort to find, share and provide training on the best digital tools available for journalists. LaForme is one-half of the duo responsible for 40 Better Hours, a project to improve the workweek. He is also the co-founder of 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 or on the internet. Originally from Buffalo, N.Y., LaForme has a master's degree in journalism and media studies from the University of South Florida State, Petersburg, Fla.

## Kristen Meinzer

*Panoply*



Kristen Meinzer is director of nonfiction programming at Panoply,

overseeing existing nonfiction podcasts and identifying and greenlighting new shows. She's also cohost of Panoply's *By The Book* podcast - a reality show in which she and her cohost live strictly by the rules of self-help books to see which ones might actually be life changing. Before joining Panoply, Meinzer was the culture producer for PRI/WNYC's daily national radio show *The Takeaway* and cohosted its weekly spinoff podcast *Movie Date*. She also served as the launch producer of *The Sporkful* podcast, and was a regular culture commentator on *Soundcheck*, the *Brian Lehrer Show*, and the New York broadcasts of *All Things Considered* and *Morning*

Edition. In her spare time, Kristen gives guest lectures on audio productions and popular culture to journalism classrooms, museums, and other organizations.

### Jen Mosley *Crain Communications*



Passionate about content from the first time she realized her

dad's mood was determined by the delivery (or absence) of the local newspaper, Jen Mosley joined *Chicago Sun-Times* in August of 2007. Throughout her time there, she held every combination of circulation positions, including director of consumer care and director of audience development. In addition, Mosley played an integral part in projects focused on industry change, such as combo orders, paywall, tablet bundles, social, vendor outsourcing, and price optimization. In 2015, she joined *Modern Healthcare*, a Crain Communications publication, with an eye towards maximizing B2B niche content's potential in creating a sustainable publishing model. During 2017, Jen led the initiative to centralize audience development at Crain Communications, and she currently serves as the audience development group director.

### Shailesh Prakash *The Washington Post*



Shailesh Prakash is chief information officer and vice president of

digital product development at *The Washington Post*, responsible for all aspects of product development and technology, including web, mobile, video, print and advertising. Under his leadership, and in close partnership with the newsroom, *The Post* has seen

tremendous digital growth, with the newspaper's digital audience hitting an all-time high of 107 million unique U.S. visitors in November 2016. *AdWeek* named *The Post* the "Hottest Digital Publication" in 2016, and, in 2015, *Fast Company* magazine added "The World's Most Innovative Media Company" recognition to the legacy newspaper's list of accolades.

Prakash also spearheaded development of Arc Publishing, *The Post's* rapidly growing software-as-a-service business. This state-of-the-art digital platform and suite of tools is engineered to meet the needs of modern publishers and currently serves more than a dozen clients in the U.S. and around the world. He has an extensive track record in senior positions spanning multiple industries, beginning his career as a software engineer in Silicon Valley and moving to positions of increasing responsibility at Sun Microsystems and Netscape and Microsoft.

### Scott Roulet *BPA Worldwide*



Scott Roulet joined BPA Worldwide in March 2017 as vice president,

B2B Media Exchange. He is leading BPA's programmatic initiatives, including the recently launched digital programmatic platform. During his 30-year career, Roulet has led digital media and business information organizations around the world. Prior to BPA, he consulted with leading media organizations including American City Business Journals and Kantar in areas of developing scalable solutions for advertising automation, audience-data enhancement and advertising sales. In 2008, Scott co-founded B2B digital ad network BBN, where he served as

president until its sale in 2015. Previously, he held a number of executive positions focusing on digital expansion with companies including Cygnus Business Media, ProQuest Co. and Oklahoma Publishing Co. He is a graduate of the Gaylord School of Journalism at the University of Oklahoma.

### Chris Roush *Carolina Business News Initiative*



Chris Roush is Walter E. Hussman Sr. Distinguished Professor of

business journalism at the school of journalism and mass communications at University of North Carolina. He is also founding director of the Carolina Business News Initiative, which provides training for professional journalists and UNC students. Roush is the author of two books about business journalism: "Show Me the Money: Writing Business and Economics Stories for Mass Communication" and "Profits and Losses: Business Journalism and its Role in Society." He blogs about business journalism at the SABEW-award-winning site [www.talkingbiznews.com](http://www.talkingbiznews.com).

### David Schankweiler



David Schankweiler is founder and former CEO and owner of

Journal Multimedia, a multi-titled, multi-media publishing, print, web, video, research and events company including the *Central Penn Business Journal*, *NJBIZ*, *Lehigh Valley Business*, *Central Penn Parent*, *Pet Age*, Best Companies Group, FGV Media, and various other annual publications, directories and events. After 32 years of growing the company, Dave sold the business to New Media Inc.

in 2016. Dave sits on several for-profit company boards and has had leadership roles in several national industry associations. Dave has served his hometown in numerous nonprofit volunteer positions and leadership roles.

### Tom Webster *Edison Research*



Tom Webster is senior vice president for Edison Research,

a custom market-research company best known as the sole providers of exit-polling data during U.S. elections for all the major news networks. He has more than 20 years of experience researching consumer usage of technology, new media and social networking, and is the principal author of a number of widely cited studies, including *The Social Habit* and *The Podcast Consumer*, and he is co-author of *The Infinite Dial*, America's longest running research series on digital-media consumption. He is also the co-author (along with Tim Hayden) of *The Mobile Commerce Revolution*.

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