



THE ALLIANCE 
OF AREA BUSINESS PUBLISHERS

2020 WINTER LEADERSHIP CONFERENCE

January 10–12, 2020 • Puerto Vallarta

THURSDAY, JANUARY 9

5:30 p.m. to 6:30 p.m. Opening Reception at the Beach
6:30 p.m. Meet at the reception and form groups for dinner on your own

FRIDAY, JANUARY 10

8:30 a.m. to 11:30 a.m.

ALLIANCE BOARD OF
DIRECTORS MEETING

2:00 p.m. to 4:00 p.m.

MAGAZINE ROUND TABLE

5:00 p.m.

WELCOME RECEPTION
AT CONNIE WIMER'S

SATURDAY, JANUARY 11

7:30 a.m. to 8:15 a.m. GROUP BREAKFAST

8:15 a.m. to 9:15 a.m. The Local News Crisis and What it Means for your Publication

Over the past 15 years, the U.S. lost a fourth of its local newspapers, raising the threat of news deserts emerging across vast areas of the country. There are political, social and economic implications for our society. Learn what is causing the decline, and how your business publication can help fill the information void.

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

9:30 a.m. to 10:30 a.m. Business Strategies for Thriving While Filling the Information Void

The digital age presents publishers with opportunities, as well as challenges. Penny Muse Abernathy, a former business executive at the Wall Street Journal, New York Times and Harvard Business Review, has spent the last 10 years as a professor at UNC researching media enterprises that have successfully reimaged and transformed their business model. She'll share strategies, processes and tactics that can help your business publication thrive in the current environment.

10:30 a.m. to 10:45 a.m. BREAK

10:45 a.m. to 11:30 a.m. Technology Presentations

Hear from participating AABP sponsors about the latest technology and what they have created to help you run your business better.

11:30 a.m. to 12:30 p.m. What Keeps You Up at Night Whiteboard Discussion

Even though we come from different markets, we all face similar challenges. Come prepared to discuss the situations your business is facing and hear from your fellow members about the creative solutions they have implemented to overcome common problems in this open Q & A discussion.

12:30 p.m. to 6:00 p.m. NETWORKING

6:00 p.m. DAIQUIRI DICK'S COCKTAILS AND DINNER

SUNDAY, JANUARY 12

7:30 a.m. to 8:15 a.m. GROUP BREAKFAST

8:15 a.m. to 9:15 a.m. When to compete or cooperate with the Chamber of Commerce

A panel of AABP members will explore the relationships, good and bad, that publishers have with local Chambers of Commerce. Finding the balance and knowing when to compete and when to partner. Moderated by Paul Read, Journal of Business

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

9:30 a.m. to 10:30 a.m. Roundtable Discussion: New Revenue Streams

Come prepared to discuss new revenue streams such as podcasts, webinars, etc. as well as new ways to monetize data including public records, commercial real estate and other data that we can buy and monetize. Moderated by John Lohman, Corridor Business Journal.

10:30 a.m. to 10:45 a.m. BREAK

10:45 a.m. to 11:45 a.m. Deep Dive into Book of Lists

Based on results of the Book of Lists survey conducted by AABP, Jeff Nuttall of BizWest will review the trends and insights, followed by a full discussion of what are publishers doing to drive new revenue for Book of Lists and what the future looks like.

11:45 a.m. to 12:30 p.m. Best Ideas

Hear from fellow AABP members what's driving revenue, increasing engagement, saving time or attracting new talent in the popular Best Ideas session! Each participant will leave with a flash drive full of promos, pdf's and links that they can put into action back in their local market.

12:30 to 6:30 p.m. NETWORKING

DINNER ON YOUR OWN

THANK YOU TO OUR TECHNOLOGY PRESENTERS:

AdCellerant:
Private Marketplace

The Magazine Manager:
CRM

AdCellerant:
Foot Traffic Attribution for Print

CIO Consulting:
Top Ten Tech Lists



2020 WINTER CONFERENCE SPEAKER



PENELOPE (PENNY) MUSE ABERNATHY, a former executive at The Wall

Street Journal and The New York Times, is the Knight Chair in Journalism and Digital Media Economics at the University of North Carolina. A journalism professional with more than 30 years of experience as a reporter, editor and senior media business executive, she specializes in preserving quality journalism by helping news organizations succeed economically in the digital environment. Her research focuses on the implications of the digital revolution for news organizations, the information needs of communities and the emergence of news deserts in the United States.

She is author of "The Expanding News Deserts," a major 2018 report that documents the decline and loss of local news organizations in the U.S., (available at usnewsdeserts.com), and lead co-author of "The Strategic Digital Media Entrepreneur" (Wiley Blackwell: 2018), which explores in-depth the emerging business models of successful media enterprises.

As a senior business executive, Abernathy was responsible for both creating and implementing strategies at some of the nation's most prominent news organizations and publishing companies, including the Harvard Business Review, as well as The Wall Street Journal and The New York Times. She oversaw the successful launch of new multimedia enterprises that increased both revenue and profit at all three organizations.

Before moving to the business side of the industry, Abernathy was a newspaper reporter and editor at several daily newspapers, including The Charlotte Observer, The Dallas Times-Herald and The Wichita Eagle-Beacon. She was inducted into the North Carolina Journalism Hall of Fame in 1998. She has MBA and M.S. degrees from Columbia University and a bachelor's degree from UNC-Greensboro.

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