



**THE ALLIANCE**   
OF AREA BUSINESS PUBLISHERS

# 2020 WINTER CONFERENCE

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January 10–13, 2020 • Puerto Vallarta

THURSDAY, JANUARY 10

5:00 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 11

8:30 p.m. to 11:30 p.m.  
ALLIANCE BOARD OF  
DIRECTORS MEETING

2:00 p.m. to 4:00 p.m.  
MAGAZINE ROUND TABLE

5:30 p.m. to 7:30 p.m.  
WELCOME RECEPTION  
AT CONNIE WIMER’S

SATURDAY, JANUARY 12

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

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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

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

10:45 a.m. to 11:30 a.m. Sponsor Showcase

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

Moderated by Bernie Niemeier, Publisher, Virginia Business

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

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

SATURDAY, JANUARY 13

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 - Panel

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

9:30 a.m. to 10:30 a.m. Roundtable Discussion: New Revenue Sources (such as Webinars, Podcasts) & Expense Savings (such as Reducing Print Frequency)

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11:00 a.m. to11:45 a.m. Deep Dive into Book of Lists

A roundtable discussion moderated by BizWest’s Jeff Nuttall that will tackle the issue of  
bleeding revenues in our Book of Lists products, what publishers are doing to drive new  
revenue to the product, and what the future of Book of Lists looks like, including digital  
delivery and digital reader interaction.

11:45 a.m. to 12:30 p.m. Content Marketing Discussion

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12:30 p.m. NETWORKING

5:30 p.m. to 6:30 p.m. Informal Roundtable on the hotel veranda

6:30 p.m. CONFERENCE ADJOURNS

DINNER ON YOUR OWN



## 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](http://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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