

**THE ALLIANCE**   
OF AREA BUSINESS PUBLISHERS

# 2019 WINTER CONFERENCE

JANUARY 10-13, 2019 • PUERTO VALLARTA



## THURSDAY, JANUARY 10

5:30 p.m. to 6:30 p.m.

DINNER ON YOUR OWN

Attendees who arrive early meet in the Lobby Bar to form groups for dinner on your own.

## FRIDAY, JANUARY 11

9:30 a.m. to 12:30 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.

CONTINENTAL BREAKFAST

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

SESSION #1

### How Publishers Must Evolve to Meet Advertisers Demands — Creating Programs for Lead Generation, Sponsorships, Custom Events, Etc.

Presentation by Stephanie Holland, *Assistant Director, Global Advertising Sales & C&EN Marketing, American Chemical Society*

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

REFRESHMENT BREAK

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

SESSION #2

### Let Me Tell You a Story: Lessons in Content Marketing

Presentation by Michael Curran, *Publisher, Ottawa Business Journal*

The decline of display advertising is well upon us. Thankfully, the demand for content marketing is on the upswing. But what's the business model? What's the product offering? Michael Curran will share his lessons learned on this emerging area.

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

REFRESHMENT BREAK

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

SESSION #3

### Technology Presentations by AABP Sponsors

Hear from participating AABP sponsors about the latest technology they have created to help you run your businesses better. Presenters include CRM software providers, programmatic advertiser partners and custom e-mail marketers.

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

SESSION #4

### New Best Ideas/Best Practices and Whiteboard Questions/Discussion

Facilitated by Bernie Niemeier, *Publisher, Virginia Business*

12:35 p.m.

PUBLISHER NETWORKING

6:00 p.m.

COCKTAILS AND DINNER AT DAIQUIRI DICK'S ----->







## SUNDAY, JANUARY 13

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

CONTINENTAL BREAKFAST

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

SESSION #5

### Launching a Custom Publishing/Custom Content Studio

Presentation by Stephanie Holland, *Assistant Director, Global Advertising Sales & C&EN Marketing, American Chemical Society*

As publishers build out their marketing services business, many are naming their competencies with “cool” agency-like names, such as Lab, Workshop, Studio, etc. This session goes beyond the window dressing to offer an insider look at what’s really required to create a cutting-edge marketing services business, including the required resources, infrastructure and investment, as well as the reality of customer expectations.

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

REFRESHMENT BREAK

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

SESSION #6

### Disaster Preparedness Panel Discussion from Publishers Who Have Experience

Panel includes Rob Kaiser, *Greater Wilmington Business Journal*, Jennifer Jackson, *Springfield Business Journal*, and Todd Matherne of *Biz New Orleans*.

Facilitated by John Lohman, *Publisher, Corridor Business Journal*.

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

REFRESHMENT BREAK

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

SESSION #7

### Increasing Revenue from Advertising Agencies — Research from SRDS About What Media Buyers Are Looking for

Presentation by Stephanie Holland, *Assistant Director, Global Advertising Sales & C&EN Marketing, American Chemical Society*

11:45 a.m. to 12:45 p.m.

LUNCH SESSION #8

### Business Journal Reflections from Recovering Publishers

Presentation by David Schankweiler, *former Publisher of the Central Penn Business Journal*, and Matt Toledo, *former Publisher of the Los Angeles Business Journal*.

Facilitated by Susan Holliday, *Former Publisher, Rochester Business Journal*.

12:45 p.m.  
PUBLISHER NETWORKING

12:45 p.m. to 2:00 p.m.  
ALLIANCE BOARD OF  
DIRECTORS MEETING

5:00 p.m. to 6:30 p.m.  
INFORMAL ROUND TABLE  
ON THE HOTEL VERANDA

6:30 p.m.

CONFERENCE ADJOURNS



## 2018 WINTER CONFERENCE SPEAKERS



### Michael Curran

*Co-Owner & Publisher*

Michael Curran is the co-owner and publisher of Ottawa

Business Journal. He joined OBJ in 1999 as its editor, helping to launch related media brands, including a national technology magazine, a network of business websites and business journals in Montreal and Toronto.

In 2002, OBJ was sold to Transcontinental Media, a large Canadian media company with a \$120-million community newspaper division. Michael was appointed regional director for Eastern Ontario, managing the business journal, a city magazine and a network of community newspapers.

In 2010, Michael partnered with Mark Sutcliffe to buy OBJ from TC Media, making OBJ a locally owned media company once again.

Since that time, Michael has worked to modernize OBJ and diversify its service offering, particularly focusing on growth opportunities around multimedia content marketing.

Michael is a graduate of Carleton University's School of Journalism and Communications, widely recognized as Canada's top journalism program. He is married to Catrina and father to four.



### Stephanie Holland

*Director, Advertising Sales & Marketing*

Stephanie Holland leads the adver-

tising sales and business development initiatives for the American Chemical Society's flagship publication, *Chemical & Engineering News* (C&EN). With more than 15 years of experience in advertising sales and marketing, Stephanie leads global advertising sales team at the American Chemical Society. In addition to sales, Stephanie is also the director of audience engagement and marketing. In 2017, Stephanie spearheaded the development of the C&EN BrandLab, a custom content division providing native advertising solutions. In its first year, the BrandLab was responsible for nearly \$1 Million dollars in revenue. Stephanie has twice been named as one of the FOLIO: Top 100 in publishing in 2015 and 2017 and in 2018 she was inducted into FOLIO's hall of fame. Stephanie is passionate about media and is keenly interested in how traditional media continues to evolve, and how C&EN Media Group can bring its advertisers along with its evolution.

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Sunday Breakfast Sponsor



Sunday Lunch Sponsor

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Ad Sales Genius .....	CRM
LaunchPad Media .....	CRM
The Magazine Manager .....	CRM
Site Impact .....	E-mail Marketing