

A A B P  
S U M M E R  
A N N U A L  
C O N F E R E N C E



*Detroit*

J U N E 2 4 - 2 6 , 2 0 2 3



"NOW THE LORD IS WITH US THAT SPIRIT OF THE LORD IS WITH US THAT SPIRIT OF THE LORD IS WITH US THAT SPIRIT OF THE LORD IS WITH US"





# THANK YOU

*to our planning committee*

## CO-CHAIRS

Mitch Bettis, *Arkansas Business*  
Jim Kirk, *Crain Communications*

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## EDITORIAL

Brandon Call, *D CEO*  
Christine Temple, *Springfield Business Journal*  
Brad Kane, *Worcester Business Journal*  
Jacob Owens, *Delaware Business Times*

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## SALES

Bonnie Jacoby, *Arkansas Business*  
Valerie Pister, *Springfield Business Journal*  
Craig Snow, *Wilmington Biz*  
Victoria Stewart, *Ottawa Business Journal*

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## MARKETING/ EVENTS

Jenni Hatz, *Corridor Business Journal*  
Kent Coules, *Hawaii Business*  
Tiffany Mattzela, *Arkansas Business*

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## AUDIENCE DEVELOPMENT

James Hume, *Baton Rouge Business Report*  
Jessica Eubanks, *Arkansas Business*  
Marec Van Wyk, *Australia Business News*

## SCHEDULE AT A GLANCE

### SATURDAY, JUNE 24

8:00-10:00am	Board Meeting
1:00pm	Registration Opens
3-5:00pm	<b>Workshops:</b> <ul style="list-style-type: none"><li>• Business Magazine Roundtable 3-4:00pm</li><li>• Recession Roundtable 4-5:00pm</li></ul>
5-6:30pm	<b>Opening Reception</b>

### SUNDAY, JUNE 25

8-8:45am	Group Breakfast
8:45-9:15am	Opening Remarks and Rising Stars Presentation
9:15-10:00am	<b>Workshop:</b> AI Roundtable
10:15-11:15am	<b>SESSION 1</b>
11:15-11:45am	Refreshment Break/Network with Exhibitors
11:45-12:45pm	<b>SESSION 2</b>
12:45-2:00pm	Group Lunch/Network with Exhibitors
2-3:00pm	<b>SESSION 3</b>
3-3:30pm	Refreshment Break/Network with Exhibitors
3:30-4:30pm	<b>SESSION 4</b>



## MONDAY, JUNE 26

7:30-8:15am	Group Breakfast
8:15-9:00am	<b>KEYNOTE: Innovating and Diversifying Across Teams: Trends and Essentials to Connect with Your Readers Profitably</b> with David Chivers
9-10:00am	<b>KEYNOTE: What Do High Net Worth Readers Want From Us?</b> with Philip Dauchy, Paul Mareski and Mary Kramer
10:15-11:15am	<b>SESSION 5</b>
11:15-11:45am	Refreshment Break/Network with Exhibitors
11:45-12:45pm	<b>SESSION 6</b>
12:45-2:00pm	Group Lunch/Network with Exhibitors
2-3:00pm	<b>SESSION 7</b>
3-3:30pm	Refreshment Break/Network with Exhibitors
3:30-4:30pm	<b>SESSION 8</b>
6-6:30pm	<b>Awards Cocktail Reception</b>
6:30-9:00pm	<b>Awards Banquet + Presentation</b>



## WORKSHOPS

Saturday 3-4:00pm:

### **Business Magazine Roundtable**

Business magazines meet up to discuss topics, trends and what's next!

**Moderator:** Christine Perez, *D CEO*

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Saturday 4-5:00pm:

### **Recession Roundtable**

This roundtable will be an open discussion on preparing for a possible recession, how publishers are trending this year and what they are doing to adapt to an uncertain economic environment.

**Moderator:** John Lohman, *Corridor Business Journal*

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Sunday 9:15-10:00am:

### **AI Roundtable**

Members meet up to discuss how they are testing and implementing artificial intelligence into all facets of their business.

**Moderator:** Mitch Bettis, *Arkansas Business*

## KEYNOTES

Monday 8:15-9:00am

### **Innovating and Diversifying Across Teams: Trends and Essentials to Connect with Your Readers Profitably**

What does it take to reach new readers and unlock new revenue streams? Alignment and working across departments and teams. David distills learnings and trends from The Facebook Journalism Project working with local and regional publishers and his time with larger media organizations like the *Wall Street Journal*, *USA Today* and the *Des Moines Register*.

**David Chivers**, Founder,  
Digital Acceleration Partners



**DAVID CHIVERS** is the founder of Digital Acceleration Partners. As a consultant and advisor, he assists organizations with revenue and audience growth, product development, customer experience/engagement, digital transformation, marketing strategy, content strategy, alternative revenue streams, strategic planning, and innovation projects.

David has spoken and coached in several Facebook accelerator programs around the globe focused on reader revenue, audience development, and customer loyalty. He has also held executive operating roles at the *Wall Street Journal*, Dow Jones, Meredith Corporation, and the USA TODAY Network. He has run audience and marketing teams and digital product organizations as well as served as president and publisher of the *Des Moines Register*. David holds an executive certificate in Strategy and Innovation from MIT, an MBA from the University of Iowa, a master's degree in integrated marketing communications from Roosevelt University, and a bachelor's degree in English and anthropology from Central College.

## KEYNOTES

Monday 9-10:00am

### What Do High Net Worth Readers Want From Us?

The business leaders who read our products and interact with our companies aren't your average consumers. What does research tell us that they want out of their content, experience and service with our company. Philip Dauchy, global head of brand strategy at Cadillac, and Paul Mareski EVP Global Client Leader at Publicis, will share what they know about meeting the needs of high net worth individuals. The conversation will be led by Mary Kramer, former group publisher for *Crain's* city publications in Chicago, Cleveland, Detroit and New York, who recently led the successful launch of *Crain Currency*, a digital newsletter and website aimed at high net worth individuals.

**Mary Kramer**, Director of Special Projects, Crain Communications

**Paul Mareski**, EVP Global Client Leader, Publicis

**Phillip Dauchy**, Global Head of Brand Strategy, Cadillac



**Mary Kramer**,  
Director of Special Projects,  
Crain Communications



**Paul Mareski**,  
EVP Global Client Leader,  
Publicis



**Phillip Dauchy**,  
Global Head of Brand Strategy,  
Cadillac





# EDITORIAL

SUNDAY, JUNE 25

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## SESSION 1 10:15-11:15am

### AI for Journalists? Think Before Taking the Plunge

Journalist's Toolbox founder and editor Mike Reilly will walk you through some of the latest and greatest AI tools for reporting and editing. He'll discuss the benefits and major flaws in the tools, plus the potential and ethical/legal concerns many of them raise. He'll experiment with ChatGPT-4, Google's Bard, MidJourney (photo illustrations, logos and data visualization) as well as how AI has been incorporated into established tools such as Google AutoDraw and Canva Docs. The tools can be huge timesavers for headline writing, creating illustrations on the fly and other uses, but fact-checking and sound journalistic values need to be at the core of any applications. The workshop is hands-on, so participants are encouraged to bring a laptop. Everyone will receive a handout with links to the tools, examples, research, and guidelines. • **Speaker:** Mike Reilly, Journalist's Toolbox

## SESSION 2 11:45am-12:45pm

### Visual Storytelling

This workshop explores the intersection of business journalism and photojournalism. Jarrad Henderson will discuss incorporating visual storytelling into your coverage and share best practices for maximizing your resources, even on a limited budget. Participants will learn how to inspire reporters to think like visual journalists and collaborate with photographers to create compelling images that add depth and nuance to their stories. By the end of the session, you will have gained practical strategies and actionable steps to elevate your coverage with visual storytelling, regardless of your organization's size or budget. • **Speaker:** Jarrad Henderson, *USA Today*

## SESSION 3 2-3:00pm

### Improving Collaboration between the Newsroom & Events Teams

Hear from the team at Crain Communications on how they completely revamped the process by which the newsroom and the events team collaborate. They will outline the previously painful process and the steps they took to create the secret sauce for hugely successful events: from the planning, execution, attendee experience, and panelists engagement. • **Speakers:** Samantha Flower, Mickey Ciokajlo, Tim Gortsema, and Leslie Green of Crain Communications

## SESSION 4 3:30-4:30pm

### Best Practices for E-newsletters

E-newsletters remain one of the most effective ways for business journals to deliver their news, reach their core audiences, and grow their subscriber bases. Publications like *Morning Brew* have pioneered the best ways to meet those key performance goals. In this interactive session with everyone in the room, a panel led by *Morning Brew*, along with top AABP e-newsletter performers like *Indianapolis Business Journal* and *Arkansas Business*, will discuss best practices to deliver news, increase open rates, and develop modern designs to maximize reader engagement. • **Speakers:** Jacob Donnelly, *Morning Brew*, Lesley Weidenbener, *Indianapolis Business Journal* and Scott Carroll, *Arkansas Business*

**SESSION 5** 10:15-11:15am

**Fireside Chat (minus the fire) with David Chivers**

Following his keynote address, the editorial and audience development tracts will sit down with David Chivers, the recent head of audience and subscription for the *Wall Street Journal* and founder of Digital Acceleration Partners. The no-fires Fireside Chat will mostly involve follow-up questions to David's keynote presentation, but it will also cover strategies and best practices to covert anonymous, infrequent browsers to known readers and loyal advocates. Explore balancing reader and business value while creating value loops to deepen reader engagement. Learn the metrics and milestones along the reader journey with real-world examples. • **Speaker:** David Chivers, Digital Acceleration Partners interviewed by Brandon Call, D CEO

**SESSION 6** 11:45am-12:45pm

**Recruiting and Retaining Employees**

During this Q&A discussion, Christine Jackson will share best practices in recruitment and retention for a multigenerational workforce. Her insights will center around building trust as leaders, meaningfully engaging employees and creating a sense of belonging at work. Successfully hiring and keeping talent has been identified by AABP editors as a top challenge in their newsrooms. Be in the room to ask your own questions and come away with practical advice on creating a newsroom known for being a great place to work. • **Speaker:** Christine Jackson, Wayne State University

**SESSION 7** 2-3:00pm

**Best Ideas**

In advance of the conference, participants will be asked to submit one idea their newsrooms implemented in the past year that worked particularly well for their readers and publications. Everyone will take about five minutes to present their ideas to the group. Those who do not submit a Best Idea will not be allowed to attend. • **Moderator:** Brad Kane, *Worcester Business Journal*

**SESSION 8** 3:30-4:30pm

**Whiteboard Brainstorm**

Throughout the conference, editors will be able to write down any questions they would like to discuss among the group of editors and writers. During this session, we will address all of the questions submitted. • **Moderator:** Jacob Owens, *Delaware Business Times*

# SALES

SUNDAY, JUNE 25

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## SESSION 1 10:15-11:15am

### Motivating The Manager

The majority of our time is spent leading and motivating a sales team. Is it draining? You bet it is. This session will help you recharge yourself and improve your motivation and leadership skills, which is critical for your and your team's long-term success. •

**Speaker:** Dr. Tammee Quinn-Grzebyk

## SESSION 2 11:45am-12:45pm

### Lead Generation

Make more money by handing leads to your online advertising. Learn about gamifying lead generation and profile building. • **Speaker:** Lev Kaye, Credspark

## SESSION 3 2-3:00pm

### Power Sales "500"

Whether its 500, 250 or another number, several AABP members have found success with a publication profiling the power brokers in their region. What is the secret to their success? What are the key lessons they have learned? Learn from members who have been there and done that. • **Panelists:** Noelle LeVeaux, D-CEO, Paula Connell, *Business News*, Bernie Niemeier, *Virginia Business* • **Moderator:** Chris Bahn, *Arkansas Business*

## SESSION 4 3:30-4:30pm

### Media Kits

First impressions are lasting impressions. We all want to put our best foot forward with our media kits and find new ways to sell our offerings. Learn from some of your AABP peers who have stepped outside the norm to create an innovative media kit—both print and digital. • **Moderator:** Valerie Pister, *Springfield Business Journal*

**SESSION 5** 10:15-11:15am

**Monster Sales Success With Anniversary Publications**

We all hit milestone years and want to cash in through an anniversary publication/issue.

What are some of the fresh new ideas out there to celebrate business and make money? •

**Panelists:** Julio Melara, *Baton Rouge Business Report*, Linda Crawford, *Milwaukee Biz Times*,

Joe Sweeney, *Ingram's* • **Moderator:** Mitch Bettis, *Arkansas Business*

**SESSION 6** 11:45am-12:45pm

**What Marketers Want in 2023**

The world of marketing is changing and we need to equip our sales teams to be prepared as they talk with clients. Learn from a local agency that is on the front lines of strategy every-

day. What are marketers expecting from their placements? ROI is a key phrase but not all advertising is measurable – how do they talk about the value of surround sound marketing?

What makes an effective ad for B2B clients? • **Speaker:** Lauren Romanowski, *Hyper Digital Marketing*

**SESSION 7** 2-3:00pm

**Best Ideas**

"Show me the money" ...well here you go. This session is always one of the most popular for those looking for new opportunities to grow revenue. Learn what new ideas your AABP peers have found success with that you can take home and implement. • **Moderator:**

Valerie Pister, *Springfield Business Journal*

**SESSION 8** 3:30-4:30pm

**Whiteboard Brainstorm**

Group think at its best! Let your peers help you get answers to the questions or issues that cause you worry, grief or concern. Take home solutions to make more money, hold better meetings or deal with your nagging concerns. • **Moderator:** Craig Snow, *Greater*

*Wilmington Business Journal*

# MARKETING + EVENTS

SUNDAY, JUNE 25

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## SESSION 1 10:15-11:15am

### **Best Practices: Launching a New Event**

How do you pressure test a new event idea? Roundtable discussion on tips, tricks and processes that help pressure test the overall fit (audience, revenue, expense) before launching a new event. As a group, we'll discuss timelines, budget projections, sponsorships, and execution as well as any 2022 event launches that were particularly successful. • Roundtable led by Kent Coules, *Hawaii Business* and Tiffany Mattzela, *Arkansas Business*

## SESSION 2 11:45am-12:45pm

### **Lead Generation**

Make more money by handing leads to your online advertising. Learn about gamifying lead generation and profile building. • **Speaker:** Lev Kaye, Credspark

## SESSION 3 2-3:00pm

### **Improving Collaboration between the Newsroom & Events Team**

Hear from the team at Crain Communications on how they completely revamped the process by which the newsroom and the events team collaborate. They will outline the previously painful process and the steps they took to create the secret sauce for hugely successful events: from the planning, execution, attendee experience, and panelists engagement. • **Speakers:** Jim Kirk, Mike Lee, and Leslie Green of Crain Communications

## SESSION 4 3:30-4:30pm

### **Our Most Successful Event (or Section) and How We Do It**

Event managers within AABP share the mechanics of their most successful events. • **Speakers:** Kent Coules, *Hawaii Business* and Tiffany Mattzela, *Arkansas Business*, Julio Melara, *Baton Rouge Business Report*

**SESSION 5** 10:15-11:15am

**What's in Your Digital Toolbox and Getting the Most Out of Your Events  
Multimedia Content**

Sure-fired strategies for conversion using social media to convert with ticket sales to power nominations for events and strategies to use your sponsors and advertisers' influence/audience to promote events. • **Speaker:** Lauren Romanowski, Hyper Digital Marketing

**SESSION 6** 11:45am-12:45pm

**Event Storytelling**

Crain Communications will share insights on building content opportunities to generate additional revenue for events - from traditional business events to custom events to events that its clients are producing - including gavel-to-gavel coverage of conferences which they use in their blogs and newsletters during the event, and how to package sponsored content into event sponsorships for maximum profitability. • **Speaker:** Crain Communications

**SESSION 7** 2-3:00pm

**Best Ideas**

"Show me the money"...well here you go. This session is always one of the most popular for those looking for new opportunities to grow revenue. Learn what new ideas your AABP peers found success with that you can take home and implement. • **Moderator:** Valerie Pister, *Springfield Business Journal*

**SESSION 8** 3:30-4:30pm

**Whiteboard Brainstorm**

Group think at its best! Let your peers help you get answers to the questions or issues that cause you worry, grief or concern. Take home solutions to make some more money! • **Moderator:** Tiffany Mattzela, *Arkansas Business*

# AUDIENCE DEVELOPMENT

SUNDAY, JUNE 25

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**SESSION 1** 10:15-11:15am

## **How to Get \$500 for an Annual Subscription**

Using data mapping, distinctive content insights, and relevant newsroom content to drive high value for readers and get a premium subscription rate. (Marriage of news & data) •

**Speaker:** Marec Van Wyk and Team Australia

**SESSION 2** 11:45am-12:45pm

## **Lead Generation**

Make more money by handing leads to your online advertising. Learn about gamifying lead generation and profile building. • **Speaker:** Lev Kaye, Credspark

**SESSION 3** 2-3:00pm

## **Data Dollars: A Publishers Guide to Managing and Monetizing Your First Party Data**

Monetizable Data is a term we've all heard for a while now. Ever wonder how you might actually do it, or even what you could be doing with all that first party data in general? Join Vesna Moore, director of audience development at Annex Business Media and Robert Kennedy of Omeda to discuss how you can leverage your data and marketing tech-stack for deep metrics, uber-reporting, social and omnichannel marketing, sales support and product development. Engage your readers and your sales teams with examples of data-driven products and reporting, email acquisition tactics and engagement analysis. • **Speakers:**

Bob Kennedy, Omeda and Vesna Moore, Annex Business Media

**SESSION 4** 3:30-4:30pm

## **Rethinking the Customer Journey**

The traditional customer journey refers to the path of interactions an individual has with your brand, product or service. This customer experience is usually described as having a beginning, middle and end. In reality, the path is not linear and in an age where the entire journey may be entirely digitally, the traditional way of thinking about customer journey may not apply. But the concept of providing the right messaging to the right person in the right place and right time is always meaningful. We will explore a rethinking of the customer journey around customer value, engagement and interest. This flexible framework supported by data will be the guidebook for systematically and constantly driving low value prospects and "at risk" subscribers into high value loyal customers. • **Speaker:** AnnMarie

Wills of Leverage Lab



**SESSION 5** 10:15-11:15am

**Fireside Chat (minus the fire) with David Chivers**

Following his keynote address, the editorial and audience development tracts will sit down with David Chivers, the recent head of audience and subscription for the *Wall Street Journal* and founder of Digital Acceleration Partners. The no-fires Fireside Chat will mostly involve follow-up questions to David's keynote presentation, but it will also cover strategies and best practices to covert anonymous, infrequent browsers to known readers and loyal advocates. Explore balancing reader and business value while creating value loops to deepen reader engagement. Learn the metrics and milestones along the reader journey with real-world examples. • **Speaker:** David Chivers, Digital Acceleration Partners interviewed by Brandon Call, D CEO

**SESSION 6** 11:45am-12:45pm

**Retaining Subscribers**

MyBN or "MyLibrary" is a customized tool enabling subscribers to save articles and follow people, companies and industries. Subscribers are then alerted via a bell notification or email alert each time there's an update on anything they follow. Users only retain access while they hold an active subscription and lose all saved material should they let their subscription lapse or expire. • **Speaker:** Marec Van Wyk, *Business News*

**SESSION 7** 2-3:00pm

**Subscription Conversions Roundtable**

In this roundtable session, we will discuss e-trials, direct mail, paywalls, registration, e-newsletters, subscription renewals and strategies to retain and grow paid subscribers. We will also touch on UX improvement, optimizing your website to drive subscription conversions.

- **Moderator:** Ash Considine, Twenty-First Digital

**SESSION 8** 3:30-4:30pm

**Best Ideas**

In advance of the conference, participants will be asked to submit one idea their audience development team implemented in the past year that was a success. Everyone will take about five minutes to present their ideas to the group. Those who do not submit a Best Idea will not be allowed to attend. • **Moderators:** Jessica Eubanks, *Arkansas Business* and James Hume, *Baton Rouge Business Report*

## S P E A K E R   B I O S



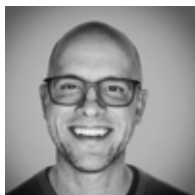
**MITCH BETTIS** is the owner and president of Arkansas Business Publishing Group, the award-winning digital marketing and media company founded in 1995, and he is the owner and president of 360 West, a media and marketing company in Fort Worth. He has more than thirty years of experience in management and publishing. He manages the daily operations of a publishing company that produces more than thirty publications and a digital marketing company working with businesses across the United States. Mitch also serves as the publisher of *Arkansas Business*, the state's business magazine.



**BRANDON J. CALL** is the executive editor for D CEO magazine, the business title of D Magazine Partners in Dallas, Texas. He joined the magazine in 2018 as managing editor and has been instrumental in diversifying the publication's content with profiles of under-the-radar executives and features such as the "Business of Pride". An award-winning business and data journalist, Call's work has been honored by the International Regional Magazine Association, Society of Professional Journalists, City and Regional Magazine Association, and Alliance of Area Business Publishers. He previously served as the data editor for the *Dallas Business Journal* and the research director for *Albuquerque Business First*. Prior to that, he held various editorial posts at *Albuquerque The Magazine* and *New Mexico Magazine*.



**SCOTT CARROLL** joined *Arkansas Business* in 2021 as the publication's online editor. He started his journalism career at his hometown newspaper, the *Commercial Appeal* in Memphis, Tennessee, where he was a reporter and digital content producer. He went on to cover public safety for the *Arkansas Democrat-Gazette*. Carroll later managed digital news operations for the Little Rock ABC affiliate, KATV-TV, Channel 7, where he led the station to record-breaking growth on all platforms. In his spare time, he enjoys kayaking, jogging and reading. He and his wife live in Little Rock with their dog Cora.



**DAVID CHIVERS** is founder of Digital Acceleration Partners. As a consultant and advisor, he assists organizations on revenue and audience growth, product development, customer experience/engagement, digital transformation, marketing strategy, content strategy, alternative revenue streams, strategic planning, and innovation projects. He has also held executive operating roles at the *Wall Street Journal*, Dow Jones, Meredith Corporation, and the USA TODAY Network. He has run audience and marketing teams and digital product organizations as well as served as president and publisher of the *Des Moines Register*. David holds an executive certificate in Strategy and Innovation from MIT, an MBA from the University of Iowa, a master's degree in integrated marketing communications from Roosevelt University, and a bachelor's degree in English and anthropology from Central College.



**PAULA CONNELL** joined *Business News* in June 2018, initially as a corporate account manager in the advertising and sponsorship team. She has led the team since early 2020. In 2021 Paula was responsible for managing a new division dedicated to the creation and execution of new products and ideas into market. She has since been promoted to director-sales, joining the executive team in April 2022. Prior to *Business News*, Paula worked at the Chamber of Commerce and Industry of Western Australia where she held roles in communications, advertising, marketing and subscriptions.



**ASH CONSIDINE**, senior strategist and COO of Twenty-First Digital, has been working in publishing for over fourteen years and previously worked in audience development for notable publishing brands such as *D Magazine*, *D Business*, *Hour Detroit*, *D Business*, *Detroit Home* and more. Ash has a passion for data-driven marketing and working with brands to establish practices and processes to attract, convert and sell products to their audiences. As the lead email and database marketing expert for Twenty-First Digital, Ash has helped migrate more than twenty-five brands onto the HubSpot marketing platform ... and counting!



**KENT COULES** is the associate publisher of Hawaii Business Magazine. He joined the publication in August, 2021 following a long career in newspaper and event management. Kent worked at three daily newspapers over twenty years – the *Bakersfield Californian*, the *Star-Tribune* in Minneapolis and the *Star-Ledger* in Newark, New Jersey – before operating his own event production company for twelve years. After relocating to Hawai'i in 2013, he joined Hagadone Media as the publisher for *This Week* magazines, a group of visitor publications, before moving to *Hawaii Business*.

## SPEAKERS



**LINDA CRAWFORD** is the director of sales for BizTimes Media, where she and her team help a diverse group of clients exploit traditional and new media including print, digital and event marketing opportunities. A graduate of The University of Texas, Crawford joined BizTimes Media in 2014. Previously, she served in sales and sales management positions at *The Business Journal*, Trails Media, and the Journal Sentinel Specialty Media Group, among others.



**PHIL DAUCHY** is responsible for brand strategy, international marketing planning, and research at Cadillac. Prior to joining Cadillac eight years ago, Phil held marketing launch, research, and advanced product planning positions at Kia, Toyota, and Lexus. Before auto, he was a consultant with Accenture in process and strategy verticals. Driven by passions for customer understanding, marketing strategy, and automotive product planning, led Phil to realize his childhood dream of working for Cadillac – a brand he has loved since he purchased his great grandfather’s 1965 Coupe de Ville at the age of 16 and still owns to this day. He earned a master’s in business administration specializing in marketing strategy from the University of Southern California and holds a bachelor’s degree in political science from Colgate University.



**JACOB DONNELLY** is the publisher at *Morning Brew*, overseeing its B2B business. He is also the founder of A Media Operator, a media company for executives building media companies. Before joining *Morning Brew*, he was managing director of digital operations at CoinDesk, a crypto media company.



**LESLIE D. GREEN** is assistant managing editor-special projects for *Crain’s Detroit Business*, handling the publication’s recognition programs and speaker-related content for editorial events, such as its POWER Breakfast series. This is Leslie’s second stint at *Crain’s* after more than two decades away. Leslie has more than thirty years of editorial and marketing content experience as a writer, editor, and project manager. She spent more than ten years as arts & entertainment editor of the *Detroit News* before becoming managing editor at Campbell Ewald, where she led her team to create award-winning content for national clients. Leslie launched content company Wildemere Publishing in 2015. She rejoined *Crain’s* fulltime in 2022.



**JARRAD HENDERSON** is a four-time Emmy award-winning journalist, entrepreneur and educator who has produced impactful storytelling in large newsrooms, including the *Detroit Free Press* and *USA Today*, for over a decade. A dynamic creator passionate about problem-solving, Jarrad is a respected industry leader and instructor at institutions such as Georgetown University and the National Association of Black Journalists. As a 2022-2023 Knight Wallace fellow at the University of Michigan, Jarrad seeks to democratize journalism by empowering diverse voices to share their stories. Through his venture, Pop Up Docs™, a mobile filmmaking and video editing studio (on wheels) that provides skills-building workshops for aspiring documentary filmmakers from underrepresented backgrounds, Jarrad aims to create educational and economic opportunities to inspire equity and innovation across the media industry.



**CHRISTINE JACKSON** is the chair of the Department of Management at the Wayne State University Mike Ilitch School of Business in Detroit. She has been a professor there since 2015 and was elected as chair in 2016. Christine previously taught at Purdue University. Her topical expertise includes leadership, fairness in the workplace, trust, and team effectiveness. Her research is published in top-tier academic journals. She has served on the editorial boards of major academic journals including the *Academy of Management Journal* and the *Journal of Applied Psychology*. Christine has delivered leadership and professional development workshops to various audiences and has served as an instructor for leadership programs such as WSU's Academy Leadership Academy, Detroit Police Department's Leadership Certificate Program, and Crain's New World of Work Certificate Program, among others.



**LEV KAYE** founded CredSpark to help media and publishing organizations leverage the power of learning and discovery to turn static content into immersive and compelling experiences that delight audiences, foster knowledge, generate zero-party data, and achieve business objectives. As CredSpark has grown to become a well-integrated feature set within the media ecosystem, Lev has become a trusted partner and advisor for clients on leveraging audience engagement to improve business outcomes, including lead generation, editorial, advertising, events, and more. Lev is a regular speaker and panelist at top media conferences across the country. He holds a BA in History from Grinnell College and an MBA from Harvard. His past senior leadership roles include Kaplan, The Princeton Review, Thomson Reuters, and Teachscape.

## SPEAKERS



**BOB KENNEDY** is currently the director of business development at Omeda, an enterprise audience management firm located in Chicago, IL. He has a wealth of experience in the media and information industries having held additional positions in audience solutions and client services at Omeda. Prior to that, he has held positions in client relationship management at Hallmark Data Systems, director of operations in the audience development department at CMP Media/UBM Tech, and a supervisor role at BPA. Bob is also active in the media organizations and is currently serving as the president for the AAMP, the Association for Audience Marketing Professionals.



**JIM KIRK** is group publisher and executive editor, overseeing all business and editorial operations of *Crain's Chicago Business*, as well as sister publications in New York, Cleveland, Detroit and Grand Rapids.



**MARY KRAMER** joined Crain Communications in 1989 as editor of Crain's Detroit Business. She went on to hold several senior roles, including vice president/group publisher for *Crain's* city publications in Chicago, Cleveland, Detroit and New York. In 2021, she moved into new product development and successfully launched *Crain Currency* in 2022, a digital newsletter and website aimed at high-net-worth individuals and families managing wealth and legacies. She continues to direct Detroit Homecoming, an initiative she co-founded in 2014 to bring successful Detroit-area "expats" back to their hometown to re-engage with its revitalization. She is vice chair of Detroit Opera and a former chair of the boards at the Skillman Foundation and Grand Valley State University. She currently is a member of the board of directors for MiBank Corp., in suburban Detroit. She also was the first woman to be elected president of the historic Detroit Athletic Club, serving in 2003. In 2022, she was inducted into the Michigan Women's Hall of Fame.



**MIKE LEE** is the managing editor of *Crain's Detroit Business*. He has served in a variety of roles with the brand over fifteen years and also spent some eight years as an editor on the national business desk of the Associated Press.



**NOELLE LEVEAUX** joined D Magazine Partners as publisher in 2022. A longtime North Texas marketing professional, Noelle has helped organizations and individuals take their brands to the next level by maximizing their efforts, resources, and ideas. She previously served as the CMO of Communities Foundations of Texas and Visit Dallas, and as vice president of marketing and public affairs for Children's Medical Center Dallas. Noelle has a BS in math from Spelman College and an MS in digital communication analytics from UNT. In 2006, she founded Dress for Success Dallas, a nonprofit organization for disadvantaged women. In 2010, she published a children's book, *I Miss You When I Sleep*. After a 2014 diagnosis with breast cancer, she shared what she learned from her experience in her blog, *Confessions of a Single Mom With Cancer*.



**PAUL MARESKI** is a global leader with more than twenty-five years of agency and client-side marketing experience across multiple Fortune 100 companies. Currently as the EVP, global client leader at Publicis, Paul oversees the General Motors global account, orchestrating all Publicis offerings across five continents to assist GM in meeting its business goals. He is responsible for all "Power of One" activities for GM and oversees revenue over \$350 million. His key focus is strengthening client relationships, generating innovative solutions, and maximizing collaboration across all business units. He is a passionate and relationship-driven leader who has led global teams of 800+ people and thrives in complex, large-scale environments. Deeply collaborative and results focused, he has been responsible for leading teams that deliver profitable growth and consistently exceed expectations by building exceptional relationships rooted in trust.

## SPEAKERS



**TIFFANY MATTZELA** is the director of events for Arkansas Business Publishing Group. She oversees the production of custom, educational and awards-based events across Arkansas, and now Texas, executing over fifteen events each year. Her team has expanded their event offerings regionally launching new symposiums and summits. During 2020 in the midst of the pandemic Tiffany and her team were able to successfully launch three new events in three new markets. Due to their reputation for innovation and brand activation, the team has recently launched a new arm of their division for custom event projects. Tiffany is originally from Colorado, graduating from Colorado State University with her bachelor of arts degree in speech communication. Having worked many years in the nonprofit sector she still enjoys volunteering with the Arkansas Symphony Orchestra.



**JULIO MELARA** is president and CEO of Melara Enterprises, a multi-media publishing company which publishes *Business Report*, *225 Magazine*, *InRegister* magazine, *Daily Report*, *1012 Industry Report* and many other niche publications, websites and e-newsletters. He is also the founder of *Business Report's* Executive Leadership Academy, an exclusive program for advancing professionals, small business owners, and entrepreneurs that offers the best of personal development, professional growth, leadership exposure, and insight from guest CEO speakers. Julio is the CEO of StudioE a content, communications and creative studio that helps businesses engage and connect with their clients by helping them tell their story and optimizing their content in creative ways on multiple platforms.



**VESNA MOORE** is the director of audience development for Annex Business Media. She manages a consolidated audience database for more than sixty-five brands encompassing more than thirty industries and 300 business sectors, all leveraged with the use of proprietary market research, profiling/segmentation as well as leading edge technology. Throughout her career, she has worked for large and small magazine publishing companies within both the consumer and trade (b2b) sectors.





**BERNIE NIEMEIER** became president and publisher of *Virginia Business* in January 2007. In September 2009 he led a private equity-funded purchase of the magazine from Media General, Inc. In June 2017 he purchased all outstanding company shares, becoming the sole shareholder. Bernie currently serves on advisory boards for the Wilson Leadership Center at Hampden-Sydney College and the Sorensen Institute for Political Leadership at the University of Virginia. He is also a board member of the Virginia Foundation for Independent Colleges. Bernie graduated cum laude from Macalester College, received an MBA from the University of Richmond, and has attended executive development programs at Northwestern University, Babson College, and The University of Virginia's Darden Graduate School of Business. He has won multiple statewide awards from the Virginia Press Association and national awards from the Alliance of Area Business Publications for his editorial writing.



**TAMMEE QUINN-GREZBYK** is a seasoned professional and a professor of teaching at Wayne State University's Mike Ilitch School of Business. Prior to earning her doctoral degree, she spent twenty years in industry helping organizations increase productivity, improve customer service, streamline processes, develop stronger work teams, and build corporate intelligence. Her instructive and interactive style engages participants while providing them the valuable tools necessary to achieve both individual and business success. Tammee connects with diverse audiences by offering cross-functional business experience. Her undergraduate studies in language and communications and a master's degree in management are strengthened by her doctoral degree in instructional technology and performance improvement. Tammee has conducted training for thousands of people, has moderated numerous panels, and consulted with small and large organizations.



**MIKE REILLEY** is an SPJ digital trainer who has taught Google News Initiative and other digital and AI-driven tools to more than 14,000 journalists and educators in 425 trainings in forty-one states over the past seven years. He also is co-founder of and trainer with Penny Press Digital LLC, a consulting and training company. When he's not doing trainings, he teaches data and multimedia journalism at the University of Illinois-Chicago. A former reporter at the *LA Times* and web editor at the *Chicago Tribune*, Mike served for thirteen years as a faculty member at Northwestern, Arizona State University, and DePaul University, teaching digital journalism. He holds journalism degrees from the University of Nebraska-Lincoln (undergrad) and Northwestern University (masters). Mike founded and updates the research site The Journalist's Toolbox and runs the Chicago data-driven news site, The Red Line Project.

## SPEAKERS



**LAUREN ROMANOWSKI** is a branding and company startup expert based in Metro-Detroit with a proven track record of building successful organizations across multiple industries. As the founder of Hyper Digital Marketing, Lauren works daily to develop and scale concepts and brand messages for global organizations and local companies. With a diverse background spanning the design, technology, mortgage, real estate, and product industries, Lauren is highly skilled in a variety of areas, including branding, creative briefs, web design, management, and product marketing. Her experience and skills are sought after by businesses of all sizes, from startups to established global organizations, seeking to build their brand and grow their business.



**JOE SWEENEY** is the editor in chief and publisher of *Ingram's Magazine*. Sweeney and his team proudly serve the business community throughout the Greater Kansas City region and the states of Missouri and Kansas. Sweeney graduated from the University of Missouri with focus in business, journalism and education. Joe and his wife Michelle acquired *Ingram's* in 1997 and will soon celebrate the publication's 50th anniversary. The Sweeneys are passionate about hospitality and this summer will open a boutique resort called Pebble Bay Club at mid-Missouri's Lake of the Ozarks.



**LESLEY WEIDENBENER** joined Indianapolis Business Journal in 2015 as managing editor after more than twenty years covering politics and government for several news organizations. She was promoted to editor in January 2021 and oversees a staff of eighteen reporters, editors, designers and researchers. She writes a column every other week. In addition to writing, Weidenbener enjoys shooting photos and editing video and sound and likes to think of herself as a little crafty, especially when it comes to reupholstering a chair. She is a native of Vincennes but has lived in the Garfield Park area of Indianapolis since late 1995.



**ANNMARIE WILLS** brings more than twenty years of experience helping media organizations maximize their data competency and opportunity. During her career she has conceptualized, built, and launched numerous data products for companies like Penton Media, Knight Ridder, SourceMedia, and Vance Publishing. AnnMarie is a pioneer in evolving audience development practices and creating value from first-party data. She is a regular panelist and speaker for Folio:, *Editor and Publisher*, and *Connectiv*. AnnMarie has led digital agency teams delivering insights, performance marketing services, and data sciences projects for clients such as Microsoft (Azure, Dynamics, Windows 10), Hallmark Cards and Crayola. She is passionate about helping media brands, large and small, see the opportunity and power in their data.



## Downtown Detroit Restaurants

### Barda

**Argentinian** • Barda brings a new cuisine to metro Detroit. True to Argentinian culture, the restaurant celebrates traditional meat dishes. For starters, Carne y Hueso, meaning Flesh and Bone, features a mold of finely chopped beef tartare topped with spicy horseradish alongside a dense bone filled to the brim with buttery marrow. Tira de Asado, a classic Argentinian short rib dish, arrives on a plate in a coriander-pepper crust. And Inch-thick slices of rare Bife, or strip loin steak, lie on a bed of melted butter infused with chimichurri. 4842 Grand River Ave., Detroit; **313-952-5182**

### Grey Ghost

**New American** • The cuisine at this Brush Park hotspot isn't easily defined, but the results are original and well-prepared — for example, the duck breast with cheese grits and fried shallots and pork tenderloin with gruyere spaetzle and dill pickle mojo. 47 Watson St., Detroit; **313-262-6534**

### Ima Izakaya

**Japanese-inspired** • Chef Michael Ransom has slowly and steadily built up his local chain of noodle shops over the past few years, and his latest one takes it up a notch with the izakaya concept, the Japanese equivalent to a pub. In addition to the staple noodles and soups that put Ransom on the map, the menu also includes grilled skewers from the robata grill such as Kawahagi Trigger Fish Jerky and Mini Kurobuta Pork Sausages. There's also a tantalizing selection of cocktails and mocktails, sake, beer, and wine to make it a true izakaya experience. 2100 Michigan Ave., Detroit, **313-306-9485**

### Joe Muer Seafood

**Seafood** • This reborn Detroit legend is stellar for a romantic evening or a quiet business lunch or dinner. Located on the main floor of the GM-RenCen, it has sweeping views of the Detroit River and a menu that walks the line between old-time favorites and hipper Asian-influenced seafood, sushi and raw bar. There are reminders of the past as well: white-bean stew, smoked fish spread, creamed spinach, and stewed tomatoes. A true Detroit classic. 400 Renaissance Center, Ste. 1404, Detroit; **313-567-6837**

### Oak & Reel

**Seafood** • Chef Jared Gadbow is committed to the vision of bringing diners impeccable dishes showcasing the freshest seafood, all presented with welcoming and knowledgeable service. The menu is seasonal and changes frequently. But in general, the crudos are pristine, the pastas are impeccable, and the seafood dishes are all well balanced and expertly prepared to accentuate the freshness and quality of the fish and shellfish. 2921 E. Grand Blvd., Detroit; **313-270-9600**

### Prime + Proper

**Steakhouse** • Downtown Detroit dining gets a major shot of glamour with this over-the-top steak and seafood emporium on the corner of Griswold and State streets. Although red meat, from prime dry-aged Tomahawk ribeye to Wagyu strip, is the focus — and yes, there's a burger made with a dry-aged butcher's blend — oysters, king crab, and caviar aren't far behind. An elegant white and gold setting backgrounds it all. 1145 Griswold St., Detroit; **313-636-3100**

## Parc

**New American** • Excellent food, exceptional service, and a crisp and formal but distinctly unstuffy atmosphere set this Campus Martius gem apart. Appetizer highlights include a bright and fresh tuna tartare and wood-roasted oysters. Creamy roasted garlic butter and lemon add a zippy touch to the roasted oysters. Main courses are exceptional, including an interesting blend of Italian food, wood-grilled whole fish, and organic Scottish salmon. There's also a large selection of dry-aged gourmet steaks, wood-grilled and served tableside. The wine selection is impressive and caters to a diverse set of price ranges and wine drinkers, so you won't be disappointed with any bottle here. *800 Woodward Ave., Detroit;* **313-922-7272**

## San Morello

**Italian** • This Italian gem serves pizzas, pastas, and wood-fired dishes that draw inspiration from the coastal towns of Southern Italy and Sicily out of the Shinola Hotel. Think Tartufi Pizza with fontina and black truffle, handcrafted by James Beard Award-winning chef Andrew Carmellini. *1400 Woodward Ave., Detroit;* **313-209-4700**

## Savannah Blue

**Soul Food** • Highlights at this upscale soul food joint include the twice-dredged fried chicken and the shrimp and grits. Shareables include perch fritters, okra fries, and a Georgian Hummus that substitutes black-eyed peas for chickpeas. There's also a great bar. *1431 Times Square, Detroit;* **313-926-0783**

## Selden Standard

**New American** • What sets Selden Standard apart is that it is moving Detroit into a new era in which upper-end dining with starched linen

and tuxedoed waiters doesn't hold much interest anymore. Chef Andy Hollyday, a multiple James Beard semifinalist, does farm-to-table scratch cooking with ideas borrowed from around the world. A key to his cooking is the wood-fired grill. This spot has garnered national attention. *3921 Second Ave., Detroit;* **313-438-5055**

## SheWolf Pastificio & Bar

**Italian** • Chef Anthony Lombardo takes fresh and housemade to a new level with this Midtown restaurant that serves only dinner from a menu inspired by Italian cooking specific to Rome. Milling all of his own flour for his pastas, breads, and polenta in house, Lombardo, well known as the former executive chef at Bacco, serves a selection of simple but elegant regional Italian dishes. *438 Selden St., Detroit;* **313-315-3992**

## The Statler

**French** • A taste of Paris in downtown Detroit. This French-American bistro from the Joe Vicari Restaurant Group takes its name from the former historic Statler Hotel, which is now home to not only the bistro but also City Club Apartments. Classic French fare (with some modern twists) such as potted foie gras mousse; Henri Maire escargots (wild Burgundy snails, garlic butter fondue, parsley, Pernod, and profiteroles); and bouillabaisse provence (seafood stew with shrimp, scallops, lobster, mussels, saffron broth, croustade, and rouille) typify the menu. The large, year-round open-air outdoor patio offers stunning panoramic views of the Detroit skyline and Grand Circus Park. There's also a neighborhood market where customers can grab groceries and gourmet packaged meals on the go. *313 Park Ave., Detroit;* **313-463-7111**

## The Whitney

*New American* • The historic 1890s mansion is still going strong. The menu is typified by classic beef Wellington, wrapped in spinach, prosciutto, and pastry; and pan-roasted Scottish salmon. Tableside cooking, by reservation only, is an optional feature. Don't forget The Katherine McGregor Dessert Parlor for a sweet treat. 4421 Woodward Ave., Detroit; **313-832-5700**

## Cheap Eats

### Buddy's

*Pizza* • Square pizza with a light and crispy crust with charred edges topped with generous amounts of sauce and cheese is a beloved Detroit food. It all started with Gus Guerra, who created the signature pie in 1946, using forged-steel pans from nearby automotive plants. The original Buddy's is on 6 Mile and Conant on Detroit's eastside. You can get the same great pizza at any of their 16 locations throughout Michigan, including the downtown Detroit restaurant. 1465 Broadway St., Detroit. **313-765-1500**

### Mudgie's Deli

*Deli* • Seats are often filled in search of the House Smoked Pastrami Reuben or the Brooklyn (beef brisket, bacon, and beer cheese). The dinner menu features meat and cheese boards as well as build-your-own sandwich options. It's a delicious place for a meal any time. 1413 Brooklyn St., Detroit; **313-961-2000**

### Green Dot Stables

*New American* • The menu of sliders — with 20-plus eclectic bun toppings, including Cuban, Korean, and “mystery meat” — packs in fans. Local beers are spotlighted along with Chicken Paprikas soup, a nod to the neighborhood's

Hungarian origins. 2200 W. Lafayette Blvd., Detroit; **313-962-5588**

### Slows Bar BQ

*Barbeque* • The brick-and-wood original in Corktown gained a following for its pulled pork, ribs, and chicken. They expanded with a “to go” spot in Midtown, as well. This is a true Detroit classic in every sense of the term. *Corktown location:* 2138 Michigan Ave., Detroit; **313-962-9828**. *L,D daily. Slows To Go in Midtown:* 4107 Cass Ave., Detroit; **313-309-7560**

### Vicente's Cuban Cuisine

*Cuban* • An evening at this lively spot is more than just Cuban and Spanish dining. Appetizers and tapas include the outstanding Tapa de la Casa, pork leg marinated in mojo; a Spanish chorizo and fresh mushrooms concoction with garlic lemon sauce; and empanadas, a Cuban turnover filled with ground beef or chicken. 1250 Library St., Detroit; **313-962-8800**

*Plus:*

### Battle of the Coney Dogs

The rest of the world knows it as a chili dog, but in Detroit it's called a Coney. This local delicacy is made with an all-meat beanless chili, plus diced white onions and yellow mustard. And there are few debates fiercer than Team Lafayette Coney Island vs. Team American Coney Island, which are located right next to each other in downtown Detroit. *Lafayette Coney Island:* 118 W. Lafayette Blvd., **313-964-8198**; *American Coney Island:* 114 W. Lafayette Blvd., **313-961-7758**

# THINGS TO DO

**Corktown** – has a lot of bars and restaurants in walking distance of one another.  
[visitdetroit.com/itinerary/corktown-a-day-in-the-d](http://visitdetroit.com/itinerary/corktown-a-day-in-the-d)

**The Detroit Riverwalk** – voted No. 1 in the country in *USA Today* three years in a row.  
[detroitriverfront.org](http://detroitriverfront.org)

**The Detroit Institute of Arts** – *Diego Rivera's Detroit Industry frescoes* – This is the art installation that survived the right-wing backlash that destroyed Rivera's work in NYC (thanks, Rockefeller family). Edsel Ford I intervened to save the art in the DIA.  
[dia.org/collection/detroit-industry-murals-58537](http://dia.org/collection/detroit-industry-murals-58537)



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