THANK YOU

to our planning committee

CO-CHAIRS
Julio Melara, Baton Rouge Business Report
Chris Conetzky, Des Moines Business Record

EDITORIAL
Penny Font, Baton Rouge Business Report
Arthur Thomas, BizTimes Milwaukee
Ben Jacobs, Rochester Business Journal
Ben Swanger, D CEO

SALES
Susan Jacobs, Crain Communications
Linda Crawford, BizTimes Milwaukee
Angela Conicelli, Greater Wilimington Business Journal
Kelly Lewis, Baton Rouge Business Report

MARKETING/EVENTS
Kent Coules, Hawaii Business
Jessica Quinn, Hartford Business Journal

AUDIENCE
James Hume, Baton Rouge Business Report
Catherine Albano, Baton Rouge Business Report
## SCHEDULE AT A GLANCE

### WEDNESDAY, JUNE 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>2-4:00pm</td>
<td>Board Meeting</td>
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<tr>
<td>3:00pm</td>
<td>Registration Opens</td>
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<tr>
<td>3:30-4:00pm</td>
<td>Digital Sales Session</td>
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<tr>
<td>4-5:00pm</td>
<td><strong>Roundtables:</strong>  &lt;br&gt;• Structuring Sales Teams for Success Roundtable &lt;br&gt;• Leveraging News and Data for Increased Subscription Revenue Roundtable</td>
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<tr>
<td>5:30-7pm</td>
<td>Opening Reception</td>
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### THURSDAY, JUNE 20

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8-8:45am</td>
<td>Group Breakfast</td>
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<tr>
<td>8:45-9:15am</td>
<td>Opening Remarks and Rising Stars Presentation</td>
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<tr>
<td>9:15-10:15am</td>
<td><strong>Keynote:</strong> How to Create Raving Fans - The “Engine” Behind Legendary Brands with Scott Wozniak</td>
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<tr>
<td>10:15-11:15am</td>
<td><strong>SESSION 1</strong></td>
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<tr>
<td>11:15-11:45am</td>
<td>Refreshment Break/Network with Exhibitors</td>
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<tr>
<td>11:45-12:45pm</td>
<td><strong>SESSION 2</strong></td>
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<tr>
<td>12:45-2:00pm</td>
<td>Group Lunch/Network with Exhibitors</td>
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<tr>
<td>2-3:00pm</td>
<td><strong>SESSION 3</strong></td>
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<tr>
<td>3-3:30pm</td>
<td>Refreshment Break/Network with Exhibitors</td>
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<tr>
<td>3:30-4:30pm</td>
<td><strong>SESSION 4</strong></td>
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## FRIDAY, JUNE 21

<table>
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<tr>
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<tr>
<td>8:45-9:00am</td>
<td>Opening Remarks</td>
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<tr>
<td>9-10:00am</td>
<td><strong>Keynote:</strong> AI Unleashed: Disrupting the Landscape of Business Publishing with Henry Hays</td>
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<tr>
<td>10:15-11:15am</td>
<td><strong>SESSION 5</strong></td>
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<td>11:15-11:45am</td>
<td>Refreshment Break/Network with Exhibitors</td>
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<tr>
<td>11:45-12:45pm</td>
<td><strong>SESSION 6</strong></td>
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<td>12:45-2:00pm</td>
<td>Group Lunch/Network with Exhibitors</td>
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<td>3-3:30pm</td>
<td>Refreshment Break/Network with Exhibitors</td>
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<tr>
<td>3:30-4:30pm</td>
<td><strong>SESSION 8</strong></td>
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<tr>
<td>6-6:30pm</td>
<td>Awards Cocktail Reception</td>
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<tr>
<td>6:30-9:00pm</td>
<td>Awards Banquet + Presentation</td>
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WEDNESDAY SESSION & ROUNDTABLES

3:30-4:00pm

How to Sell Digital Advertising in 30 Minutes

This session is about how to sell direct digital sales, using a street-level strategy to handle a digital sale and get a friction free close, a happy client and maximum profit for the seller, whatever their size. Hosted by Kenny Katzgrau, Publisher of RedBankGreen.com and creator of Broadstreet Ads

4-5:00pm

Structuring Sales Teams for Success Roundtable

Angela Conicelli, Wilmington Biz will moderate a roundtable discussion on structuring sales teams: when do you know when to move from reps selling everything to dedicated reps, how to structure compensation plans to drive results, when do you add/move/adjust account bases/territory planning and organization (geographic, industry, some combination?), what do you do with existing accounts when new people join and more!

Leveraging News and Data for Increased Subscription Revenue Roundtable

Several business journals are considering how local business news and local business data can converge to create more value for readers, based on lessons learned in Western Australia, where Business News has flipped the traditional business model. Some AABP members are now embarking on their own journeys to combine local news and data in order to leverage higher subscription revenues. Join this open discussion to hear about who’s doing what and what’s working when it comes to news and data.
Thursday, June 20,
9:15-10:15am

How to Create Raving Fans -
The “Engine” Behind Legendary Brands

Some customers go beyond satisfied to become raving fans. And some companies have figured out how to make this happen year after year, decade after decade. It’s not magic and it’s not reserved for consumer electronics. There is an “engine” that you can build to make this happen. This talk is full of tactics and tools that you can use to build your own engine and create your own raving fans.

SCOTT WOZNIAK,
CEO of Swaz Consulting, works with leaders on six continents, including those at Silicon Valley startups, multi-generation family enterprises, and Fortune 500 companies. He learned how to build legendary brands after more than two decades of studying and working with organizations, such as Disney, Chick-fil-A, Pixar, and Delta. Scott helps clients simplify what looks complex and shares the elements needed to build celebrated brands. In his latest book, Make Your Brand Legendary: Create Raving Fans with the Customer Experience Engine, he leverages his decades of brand-building experience into a system that helps leaders create world-class customer experience. Scott excels at working with leaders who want to break free from the pack and stand out in their industry.
Friday, June 21, 9-10am

**AI Unleashed: Disrupting the Landscape of Business Publishing**

Join us for “AI Unleashed: Disrupting the Landscape of Business Publishing,” a transformative keynote at the AABP where Henry Hays will demystify the essence of Artificial Intelligence, revealing its current impact across the business publishing sector. Attendees will gain in-depth insights into the innovative applications of AI in the industry, exploring how it’s reshaping content creation, distribution, and audience engagement. We’ll conclude with a practical roadmap for integrating AI into your business strategies, guiding you through initiating a successful AI pilot program. This session promises to equip you with the knowledge and tools necessary to navigate the evolving digital frontier confidently.

**HENRY HAYS** is a visionary CEO and co-founder of DisruptREADY, spearheads a cutting-edge business intelligence firm focusing on emerging technologies, specially Artificial Intelligence. As co-founder and CEO of DisruptREADY, Henry leads the effort to make AI simple and effective for business executives. To date, DisruptREADY has built custom Large Language Models (LLMs) in banking, healthcare, commercial real estate, state government, retail, and chemical companies. As an adjunct professor at LSU’s Roger Ogden Honors College, he imparts his expertise by teaching courses on AI and LLMs, shaping the minds of future innovators. Before founding DisruptREADY, Henry played a pivotal role in developing the commercial facet of Avanir Pharmaceuticals, a company that was acquired for $3.5 billion in cash in 2014. His multifaceted experience and entrepreneurial leadership continue to fuel advancements in tech and business strategy.
JOIN US

WEDS, JUNE 19TH
5:30 TO 7PM

*shuttling from the hotel available at 5:15pm

“Taste of Louisiana” appetizer bites with open bar
Made by local celebrity Chef Chris Motto of Juban’s restaurant

Live music provided by Michael Foster Project

Capitol Park Museum
660 N. Fourth Street
Baton Rouge, LA

Sponsored by
SESSION 1  10:15-11:15am
The 5 Things Every Editor Should Be Doing with AI
In this session, we’ll explore the five biggest — and most efficient — AI opportunities for editorial teams to experiment with that not only will save you time but can make your products better. Speaker: David Arkin of David Arkin Consulting

SESSION 2  11:45am-12:45pm
Professional Development in the Newsroom
This session will help newsroom leaders establish and improve how they help their journalists develop, from sharpening their reporting fundamentals to becoming subject matter experts in business. Attendees will also get tips for helping new leaders navigate the shift from the newsroom to management. Speaker: Aaron Sharockman of Poynter Institute

SESSION 3  2-3:00pm
The Power List Process
Hear from publications having success with power lists of the most influential people in their region. From picking individuals to recognize to writing profiles to collecting photos and making sure it all comes together on the page, the power list process is full of potential challenges. This session will help you tackle it head-on, whether you’re planning your first book or looking to tweak your existing process. Speakers: Ben Swanger of D CEO, Penny Font of Baton Rouge Business Report, Lesley Weidenbener of Indianapolis Business Journal

SESSION 4  3:30-4:30pm
Making the Most of What You Have Roundtable
In an era when journalists are often challenged to do more with less, this session will share best practices for extending your content across multiple platforms. Hear how other AABP members are utilizing stories in print and online, making podcasts from their events, repurposing content for social media and making the most of information/data collected through lists and award programs. Speaker: Moderated by Christine Perez of D CEO
**Session 5**  10:15-11:15am

**Delivering a Digital Strategy**  *(Joint session with Audience Development)*

Business North Carolina executive editor Chris Roush discusses how his team is delivering on a mandate to develop a digital strategy that expands the magazine’s coverage and helps readers. The work has included an extensive reader survey, website updates to promote daily content, expanded use of social media and launching three paid newsletters.  *Speaker: Chris Roush of Business North Carolina*

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

**What CEO’s Want from Business Publishers**

Business leaders from a cross section of industries will share insights on what they’re looking for when they’re reading local business news.  *Speaker: Penny Font of Baton Rouge Business Report and 3 Local CEO’s*

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

**Best Ideas**

In advance of the conference, participants will be asked to submit one or two ideas their newsroom implemented in the past year that worked particularly well. Everyone will take a few minutes to present their idea to the group. Those who did not submit an idea are discouraged from attending.  *Moderator: Ben Jacobs of Rochester Business Journal*

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

**Whiteboard Brainstorm**

Throughout the conference, we hope you have written down questions and topics that you would like to discuss further in this wrap-up session for editors and writers.  *Moderator: Andrew Weiland of BizTimes Milwaukee*
SESSION 1  10:15-11:15am
**AI Unleashed: Transforming Ad Sales in Publishing with Tomorrow's Tools Today**

In this session, sales directors will be embarking on an enlightening journey to demystify the concept and practical applications of Artificial Intelligence in revolutionizing traditional ad sales. Kicking off with a succinct overview of AI’s foundational theory, the presentation will quickly pivot towards the heart of the matter—real-world use cases and a comprehensive showcase of cutting-edge tools that are currently at their disposal. This hands-on approach aims to empower sales directors by illustrating how AI can enhance efficiency, precision, and innovation in their daily operations, thereby unlocking new avenues for growth and competitiveness in the fast-evolving landscape of the publishing industry.

*Speaker: Henry Hays of DisruptREADY*

SESSION 2  11:45am-12:45pm
**Drive Big Revenue with Branded Content and Unique Content Sponsorships**  *(Joint session with Audience Development)*

In this session, you’ll learn how media companies are launching and fine tuning their branded content programs with content that’s generating a significant audience, packages that are increasing value and revenue and distribution strategies that are outperforming clients’ expectations. David Arkin will also share a handful of additional ways (newsletters, articles, social media) that media companies are developing new revenue streams by combining strong organic content with sponsorships.

*Speaker: David Arkin of David Arkin Consulting*

SESSION 3  2-3:00pm
**Using Sales Analytics to Make Data-Driven Decisions**  *(Joint Session with Audience Development)*

This session will discuss, at a high level, the new age of data and the big data revolution. In addition, we will explore what is sales analytics and its benefits in practice.

*Speaker: Dr. Nawar Chaker of the LSU Professional Sales Institute*

SESSION 4  3:30-4:30pm
**Creating Integrated Marketing Plans That Address Advertiser Pain Points**

Join us for a panel discussion of AABP members on how to be sure a media mix is included in advertising plans/packages, including using research and surveys to validate advertiser decisions.

*Panelists: Andrea Tetzlaff of Maine Biz, Marty Goodnight of Springfield Business Journal, Susan Jacobs of Crains*
SESSION 5  10:15-11:15am
Unlocking Value: Proven Strategies for Monetizing First-Party Data
Explore innovative strategies for monetizing first-party to drive revenue growth. Panelists will highlight the transformative power of first-party data in driving revenue growth, emphasizing the importance of strategic storytelling, personalized solutions, product innovation, and performance measurement in maximizing monetization opportunities. **Moderators:** Jaime Schultheis of Bombora and Susan Jacobs of Crain Communications

SESSION 6  11:45am-12:45pm
The Sale Starts With You
Leverage the sales funnel methodology to optimize outcomes and foster long-term relationships with clients. **Speaker:** Erin Pou of Melara Enterprises

SESSION 7  2-3:00pm
What Do Sponsors Want?  *(Joint Session with Marketing/Events)*
Sponsorship Sales: Creating Win-Win partnerships. A panel discussion on what sponsors are looking for today from sales and events. **Panelists:** Shelly Elmore of Twin Cities Business, Paula Connell of Western Australia Business News, Tiffany Matzela of Arkansas Business, Elizabeth McCollister Hebert of Baton Rouge Business Report

SESSION 8  3:30-4:30pm
Best Ideas
In advance of the conference, participants will be asked to submit one or two ideas they implemented in the past year that worked particularly well to drive revenue, make a great hire, train or manage a new or stagnant ad sales rep or anything that you think is worth sharing! Everyone will take a few minutes to present their idea to the group. Those who did not submit an idea are discouraged from attending. **Moderator:** Linda Crawford of BizTimes Milwaukee

Friday, June 21
SESSION 1  10:15-11:15am
How the AI Explosion Is Transforming Live Events
AI has gone from being a cool toy to a powerful tool—and it’s doesn’t cost a lot to use these tools. This session digs into how AI can be used to upgrade the customer experience of your events, before, during and after. Whether it’s through crowdsourcing, geofencing, augmented reality or image generation, AI is supercharging our tools—and new tools are being launched monthly! Note: the examples in this talk will be updated just before the event to address the latest breakthroughs. Speaker: Scott Wonzniak, Author of Building Legendary Brands

SESSION 2  11:45am-12:45pm
Unveiling Excellence: Crafting an Impactful Best Places to Work Awards Program
Join us for an immersive session delving into the intricate workings of the Best Places to Work awards program. Peter Burke of Workforce Research Group shares best practices from strategic nominations that capture excellence to perfected personal touches at the event itself. Discover the art of crafting meaningful awards and orchestrating unforgettable events that celebrate achievement. In just one session, unlock the secrets to curating an impactful awards program that leaves a lasting impression. Speaker: Peter Burke of Workforce Research Group

SESSION 3  2-3:00pm
Uncover Hidden Revenue: Leveraging Established Events for Growth
Discover effective methods for capitalizing on established events to increase revenue. Learn actionable strategies from our experienced panelists to enhance your event’s financial outcomes and promote long-term growth, followed by a roundtable discussion on what’s working in other markets. Speakers: Michael Curran of Ottawa Business Journal, Mitch Bettis of Arkansas Business, Suzanne Fischer-Hueetner of Rochester Business Journal

SESSION 4  3:30-4:30pm
Crafting Custom Events: Transforming Opportunities Into Profit
Learn how our speakers are using their events department to generate new revenue streams and new editorial content through custom events with top customers. Speakers: David Denor of Florida Trend and Christine Rozmanich of Crain Communications
SESSION 5 10:15-11:15am
Socialize & Succeed: Maximizing Event Impact Through Social Media Engagement
Join us for an insightful session where we explore the strategies and techniques to harness the power of social media to amplify your event’s reach, engagement, and impact. Whether you’re organizing a conference, seminar, workshop, or any other event, learn how to leverage social media as a powerful tool to elevate your event experience and achieve your goals. Join us to unlock the full potential of social media and take your events to new heights! **Speaker: Amy Vandiver of Melara Enterprises**

SESSION 6 11:45am-12:45pm
The Keys to Hiring Keynotes: Navigating Cost and Value Roundtable
Join our round table discussion as we discuss the crucial decision making process of hiring keynotes. Moderator Kent Coules will interview Skid Row CEO Joe Roberts about how event planners can be more successful in speaker negotiations and lead the group in a discussion on the keys to hiring great keynotes. **Moderator: Kent Coules of Hawaii Business**

SESSION 7 2-3:00pm
What Do Sponsors Want? *(Joint session with Sales)*
Sponsorship Sales: Creating Win-Win partnerships. A panel discussion on what sponsors are looking for today from sales and events. **Panelists: Shelly Elmore of Twin Cities Business, Paula Connell of Western Australia Business News, Tiffany Matzela of Arkansas Business, Elizabeth McCollister Hebert of Baton Rouge Business Report**

SESSION 8 3:30-4:30pm
Best Ideas/Whiteboard Brainstorm
Bring your best ideas on marketing, driving event attendance, event revenue, saving on marketing/events expenses and more! Also bring your questions and topics that are of interest to you in this wrap up session for marketing and events staffers. **Moderator: Jessica Quinn of Hartford Business Journal**
SESSION 1  10:15-11:15am

Everyone Is in Audience Development
Hear how the audience is the end-all-be-all at Crain Communications and how you can empower all teams to think of the audience first and help raise the tide across all departments. Speaker: Jim Kirk of Crain Communications

SESSION 2  11:45am-12:45pm

Drive Big Revenue with Branded Content and Unique Content Sponsorships  (Joint session with Sales)
In this session, you’ll learn how media companies are launching and fine tuning their branded content programs with content that’s generating a significant audience, packages that are increasing value and revenue and distribution strategies that are outperforming clients' expectations. Speaker: David Arkin of David Arkin Consulting

SESSION 3  2-3:00pm

Using Sales Analytics to Make Data-Driven Decisions  (Joint Session Sales)
This session will discuss, at a high level, the new age of data and the big data revolution. In addition, we will explore what is sales analytics and its benefits in practice. Speaker: Dr. Nawar Chaker of the LSU Professional Sales Institute

SESSION 4  3:30-4:30pm

Business News 2.0
As a 2.0 to the amazing sessions by Marec Van Wyk last year in Detroit, attendees will hear an update on the revolutionary strategy by Western Australia Business News to drive massive subscriber revenue and engagement. Hear what’s working, when they had to pivot and what’s coming next. Speaker: Marec Van Wyk of Western Australia Business News
SESSION 5  10:15-11:15am
Delivering a Digital Strategy  (Joint session with Editorial)
Business North Carolina executive editor Chris Roush discusses how his team is delivering on a mandate to develop a digital strategy that expands the magazine’s coverage and helps readers. The work has included an extensive reader survey, website updates to promote daily content, expanded use of social media and launching three paid newsletters.  Speaker: Chris Roush of Business North Carolina

SESSION 6  11:45am-12:45pm
Monetizing Your Data via Lead Generation
Building funnels to drive lead generation for both internal and external customers (new leads to sell advertising vs selling lead gen campaigns to advertisers).
Speakers: Catherine Albano and James Hume of Baton Rouge Business Report

SESSION 7  2-3:00pm
Membership and Subscription Models
In this session, Leah Allen of New England Business Media will present the subscription/membership model that is working for them, and then we will open up the discussion for you to share what’s working and what’s next in your market.  Speaker: Leah Allen of New England Business Media

SESSION 8  3:30-4:30pm
Whiteboard Session
What else is on your mind? We’ll kick off with a 10-minute presentation from Bernie Niemeier of Virginia Business on how he has converted free copy distribution to paid distribution, followed by what else members are doing to grow existing and new audiences, what software is working the best to help drive the numbers, engagement tactics and more!  Moderators: Catherine Albano and James Hume of Baton Rouge Business Report
WHERE TO EAT

Downtown Baton Rouge Restaurants:

The Gregory, thegregorybr.com
Cecelia’s, ceceliabr.com
Cocha, cochabr.com
The Little Village, littlevillagebr.com
Stroube’s, stroubes.com
Tsunami, batonrouge.servingsushi.com

Restaurants a short Uber ride away from downtown Baton Rouge:

Juban’s Restaurant, jubans.com
Mansurs on the Boulevard, mansursontheboulevard.com
Gino’s, ginosrestaurant.com
SPEAKER BIOS

CATHERINE ALBANO works in audience development at Melara Enterprises, focusing on subscription marketing, analyzing data, and circulation. She is passionate about combining creativity with analytical thought to add value and ensure the best results for her team and their audience. Prior to joining the company, Catherine was an accountant at a multinational company and has a master’s in publishing studies from the University of Stirling.

LEAH ALLEN serves as the director of audience development and operations for New England Business Media, covering the Hartford Business Journal, Mainebiz and the Worcester Business Journal. Leah joined New England Business Media in 2020, and in her current role as director of audience development and operations, Leah oversees the day-to-day operations of the organization, while spearheading initiatives to enhance audience engagement and reach. Whether developing innovative marketing campaigns, optimizing procedures within the company and her own department for maximum efficiency, or forging partnerships with members of the community, Leah remains dedicated to driving measurable results and delivering value to both internal teams and external audiences.

DAVID ARKIN owns David Arkin Consulting, which provides fractional digital audience and revenue leadership, branded and organic content strategies and creation and tech stack guidance for media companies. In twenty-five years, he has built a wealth of experience serving as a reporter, editor, director, consultant and executive for newspapers, magazines, television stations, media associations, and news start-ups. David has developed high-quality content and built transformative digital strategies that led to significant audience growth, additional revenue streams, and improved processes and technology for family-owned companies, brands, and large media organizations. He has led many newsrooms to national journalism awards and has served on national industry boards, including Associated Press Media Editors and the Local Media Association Foundation Board. Today, he is a consultant for several CRMA members.
SPEAKER BIOS

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.

PETER B. BURKE became the first associate publisher of the Central Penn Business Journal in Harrisburg, Pennsylvania, in 1997. Seven years later, he co-founded Best Companies Group (BCG) and spent the next seventeen years creating “Best Places to Work” lists for publishing and B2B partners all over the globe. In 2021, Peter left BCG to launch his own research firm, Workforce Research Group. He and his team are now managing over thirty-five “Best” programs in the US, Canada and the UK. Peter is a proud alum of Boston College, where he received his degree in economics. He lives in Houston, Texas with his wife Janis and her bird Leonard.

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 managed a new division dedicated to the creation and execution of new products and ideas into market. After being promoted, she became the director of sales and joined the executive team in April 2022. In July 2023, Paula took the reins of the marketing team at Business News as director of Business Development and Marketing, where she is in charge of all marketing activities, including brand retention and growth, lead generation, partnerships and new product execution. Paula is also responsible for event sponsorship revenue and her own personal revenue contribution to the business.

KENT COULES is co-publisher of Hawaii Business Magazine. He joined the magazine in August, 2021, following a long career in newspaper and event management. Kent had spent twenty years in advertising management positions at three daily newspapers, the Bakersfield Californian, The Star-Tribune in Minneapolis, and The Star-Ledger in Newark, New Jersey, before running 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.

MICHAEL CURRAN is publisher of the Ottawa Business Journal and the president of Great River Media, its parent company. He joined OBJ in 1999 as its editor, helping to launch related media brands, online products, awards programs and events across Canada. In 2021, Michael purchased OBJ. Since that time, he has worked to modernize the media brand through a digital evolution and strong community partnerships.
DAVID G. DENOR is the publisher of Florida Trend, the highly regarded statewide magazine and website read and visited by business executives, government officials, and civic leaders. As publisher, his responsibilities include direct oversight of Trend’s editorial, sales, marketing, digital, audience development, creative, production, and business operations. He leads the company’s continued growth in the areas of new digital products, audience development efforts, specialty annual supplements and the ongoing curation of custom content. David also serves on the board of directors for Florida Trend and Times Publishing Company. David is a graduate of the University of Wisconsin-Milwaukee, where he earned his bachelor of science, majoring in criminal justice. He and his wife Jessica, an elementary education teacher at Plato Academy, St. Pete, have four adult children.

SHELLY ELMORE is the publisher of Twin Cities Business (TCB) magazine. She joined TCB in 2001 and served as associate publisher until becoming publisher in September 2010. While at TCB, the publication has received top industry honors for outstanding journalism, design, and innovation. Shelley provides strategic direction, leadership, and profitability for the Twin Cities Business brand. Prior to 2001, she spent a decade with the Minnesota Orchestra as director of marketing. There she co-created LiveMusic, the magazine of the Minnesota Orchestra and the first custom publication in the orchestra industry. In its first year, LiveMusic received five awards from the magazine industry. She has also served three terms as a board director of the Minnesota Magazine & Publishers Association Board.

SUZANNE FISCHER-HUETTNER currently serves as managing director of eight news outlets for BridgeTower Media: Central Penn Business Journal, Lehigh Valley Business, Long Island Business News, NJBIZ, PetAge, Rochester Business Journal, The Daily Record MD and The Daily Record NY. Her media career began in 1996 at The Daily Record in Baltimore in sales. She was promoted to associate publisher in 2002, and then she became vice president of sales. Between 2001-12 she led the creation of a profitable event division. Suzanne became publisher of The Daily Record in 2010, the first woman publisher in the company’s 122-year history. Her role grew to include The Daily Record NY and Rochester Business Journal. She led the transition of the RBJ team from a family-owned business to part of a larger media organization.
SPEAKER BIOS

PENNY FONT is a national award-winning writer and editor with more than three decades of experience in metro markets, including Chicago, Kansas City, Dallas and Baton Rouge. As chief content officer, she oversees multiple product lines for Melara Enterprises, including 225, inRegister and Greater Baton Rouge Business Report. She is also the executive editor of Business Report.

MARTY GOODNIGHT is a seasoned sales and marketing leader with over twenty-five years of experience driving revenue growth and innovation in the publishing industry. His transformative initiatives have yielded remarkable results, including revitalizing the Springfield Business Journal. Marty recently returned to Springfield Business Journal as publisher and eventual owner in January 2024, following three years as the director of marketing for Classy Llama, a national eCommerce agency. During his time at Gannett, Marty led sales operations for the Springfield News-Leader, which is part of the USA TODAY network, securing significant contracts and earning international awards for marketing solutions. Beyond his professional endeavors, Marty enjoys spending time with his wife, Shallina, and their blended family of seven and their two spoiled French bulldogs.

JAMES HUME is the ‘people person’ at Melara Enterprises. He and his team manage audience needs for all the brands, ensuring readers get content on newsstands and in their mailboxes and inboxes. James specializes in front-end web development, digital marketing, advertising technology, analytics and digital strategy. A self-taught web developer with a degree in economics from LSU, James is the resident expert on all things digital.

SUSAN JACOBS is SVP of sales for Crain Communications. She joined Crain Communications in 2022 as the SVP of sales for the City Brands B2B publishing group which includes: Crain’s Chicago Business, Crain’s New York Business, Crain’s Detroit Business, Crain’s Cleveland Business, Crain’s Grand Rapids Business, and Green Market Report. Susan leads sales and business development strategy across their portfolio of custom content, digital, events, and print, leveraging audience and intent data to drive integrated solutions to connect their partners to their highly engaged and influential audiences of business decision makers. She is a graduate of Miami University with a bachelor’s degree in marketing. She lives in Western Springs, Illinois, and serves on the Board for The Chicago Network and Dress for Success.
KENNY KATZGRAU is the Publisher of RedBankGreen and creator of Broadstreet, a company and ad manager that recently won the Local Media Association’s Best R&D Partner. Once an engineer at Mozilla and Yahoo, he fell into publishing, learned to sell, and took up the torch of helping RedBankGreen, an 18 year old hyperlocal news outlet, stand for 100 years. He’s here to make sure other publishers stand for 100 years too — and the first step is taking marketing budgets back from Facebook and Google.

JIM KIRK, a veteran in the newspaper daily business, re-joined Crain in October 2018 as publisher and executive editor of Crain’s Chicago Business, after serving as chief of editorial operations for Chicago Business for eighteen months in 2011-2012. Prior to that, he served as editor-in-chief and interim executive editor for the LA Times, SVP Strategic Initiatives for Tribune Publishing Company, and SVP publisher and editor-in-chief for the Sun-Times News Group. Kirk is a transformational leader and brings deep expertise to editorial operations and content generation. He earned a BA from Illinois State University and lives in the Chicago area with his wife Michelle and has three children, Evan, Meghan, and Anna.

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 ten events each year. Her team has expanded their event offerings regionally, launching new symposiums and summits. In 2020, during the pandemic, Tiffany and her team successfully launched three new events in three new markets. She is originally from Colorado and graduated 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.

ELIZABETH MCCOLLISTER started her career in media sales as a sales account executive. Ten years later she received a promotion to chief marketing officer at 225, Business Report, and inRegister magazine. During her focus as CMO, she executed new marketing and sales strategies, adding new products, events and sponsorships to increase revenue across the company. After two and a half years, she earned a promotion to vice president of sales at Melara Enterprise, where she maintained her focus on increasing revenue across all core products, including print, digital, and events. Her goals focus heavily on creating a one-of-a-kind experience for clients through events and customized marketing solutions that bring strong, trackable ROI.
ERIN POU leads the business development of Melara’s digital operations and StudioE teams, reinventing client-audience connections through comprehensive marketing strategies and KPI-driven outcomes. She received the President’s Award from the Louisiana Press Association in 2006 and 2018, the 2011 Louey Award, and the Excellence in Marketing from SME in 2022. Her teams also received the 2023 MarCom Platinum Award for their Energy Smart campaign efforts.

JESSICA QUINN serves as the general manager of Hartford Business Journal, bringing a dynamic blend of customer service expertise, logistical acumen, and seasoned management experience to her role. With a relentless commitment to fostering organizational success, Jessica has cultivated a reputation for driving operational excellence and customer-centric initiatives throughout her career. Her leadership style emphasizes the importance of aligning individual strengths with organizational goals, resulting in heightened productivity and a cohesive team culture. While education undoubtedly plays a role in professional development, Jessica’s success story underscores the significance of hands-on experience and practical knowledge in the realms of logistics, customer service, and management. Her journey is a testament to the value of adaptability, strategic thinking, and a relentless pursuit of excellence in the ever-changing business landscape.

CHRIS ROUSH is executive editor of Business North Carolina magazine, which is based in Charlotte, North Carolina. He previously spent twenty-one years in academia—four years as the dean of the School of Communication at Quinnipiac University and seventeen years at UNC Chapel Hill, where he was senior associate dean of the School of Journalism and Mass Communication and started its business journalism program. Chris is the author of five books about business journalism, including, The Future of Business Journalism: Why it Matters for Wall Street and Main Street and Show Me the Money: Writing Business and Economics Stories for Mass Communication. He previously worked as a business journalist at the Sarasota Herald-Tribune, Tampa Tribune, Atlanta Journal-Constitution, BusinessWeek, and Bloomberg News.
CHRISTINE ROZMANICH joined Crain Communications in 2018 and is currently the advertising sales director for Crain’s Chicago Business. Previously, she worked as an account executive selling for Crain’s Chicago, New York, and Cleveland brands. Christine helped develop the AABP Media Network Buy and is overseeing outreach on that emerging initiative. Recently, she was events manager for Crain’s Chicago, directing all aspects of the events business including, sponsorship sales and relations, program development and production, P&L management, and speaker coordination and prep. Prior to her time with Crain, she was an ad sales rep covering central US territories for several national consumer brands at Meredith Corp., Hearst Magazines, and Modern Luxury. Christine began her career as a media planner at The Leo Burnett Company in Chicago.

AARON SHAROCKMAN is the executive director of PolitiFact, and the vice president for Sales and Strategic Partnerships at the Poynter Institute for Media Studies. Aaron oversees PolitiFact and Poynter’s partnerships with newsrooms, NGOs and technology companies. He also oversees Poynter’s MediaWise initiative, which aims to empower people of all ages to be more critical consumers of content online. Aaron has more than a decade of experience reporting on and teaching mis- and disinformation tactics, with a focus on empowering citizens with more accurate information.

BEN SWANGER is the managing editor for D CEO, the business title for D Magazine. Ben manages the editorial production of the Dallas 500, monthly print edition, and writes about everything from sports, business, and commercial real estate to tech and startups. He adores his departed college baseball career, and his .159 batting average, more than he should.

ANDREA TETZLAFF is an accomplished publishing executive, known for her strategic vision and leadership in driving growth and innovation in the media industry. As the publisher of Mainebiz, the premier business publication in the state of Maine, she plays a pivotal role in driving revenue, expanding product offerings, and fostering partnerships to support business success in the region. Prior to her tenure as publisher, Andrea held positions as director of sales and account manager, both with Mainebiz. She volunteers with multiple organizations, including the Maine Cancer Foundation and Junior Achievement of Maine.
AMY VANDIVER is the creative services director of Melara Enterprises. With more than a decade in marketing, consumer psychology, and visual storytelling, she has quickly elevated their print and digital advertising. Her creative strategy is in high demand and her expertise in the experiential marketing realm has earned her many awards, such as 2023 People to Watch and People Who Make Baton Rouge 2024. Being a mom of three, she directed her creative energy towards a noble cause for St. Jude Children’s Research Hospital in 2021 by establishing The Flower Fest. She maintains event awareness, builds excitement, and has more than quadrupled their initial year’s fundraising with her strategic approach to event marketing.

MAREC VAN WYK is an MBA graduate from the University of Liverpool, and a graduate of the Australian Institute of Company Directors course. As Business News director of sales for the past thirteen years, he heads the commercial teams with a primary interest and skill set in driving subscription growth. Marec is also a current non-exec director of Fit4Work Systems and has previously consulted to several ASX listed companies.

LESLEY WEIDENBENER is the editor of the Indianapolis Business Journal and Inside Indiana Business and oversees a staff of twenty reporters, editors and designers. She joined IBJ in 2015 as managing editor after more than twenty years covering government and politics for The Journal Gazette in Fort Wayne, Indiana, The Courier-Journal in Louisville, Kentucky, and TheStatehouseFile.com at Franklin College in Indiana, where she was editor and led a staff of student journalists. She started her career at The Independent Mail in Anderson, South Carolina, where she covered state and local government.

ANDREW WEILAND has been the editor of BizTimes Milwaukee since 2015 and joined the organization in 2003. He is also a weekly guest on the WISN-TV Channel 12 News at 4 p.m. program. He has a twenty-seven-year career in print journalism and is a graduate of the University of Wisconsin-Madison School of Journalism and Mass Communication.
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