

WINTER LEADERSHIP CONFERENCE

THURSDAY, FEBRUARY 5

1:30-3:30pm: Board of Directors Meeting

3:30-5pm: Biz Mags Roundtable

5-6pm: Opening Reception at the Beach

FRIDAY, FEBRUARY 6

(JOINT SESSIONS WITH CRMA)

8-8:45am: Breakfast

8:45-9am: Opening Remarks and Tech Talk with David Arkin

9-10am: Alternative Revenue Streams

Hear from AABP and CRMA publishers who are going outside of the box to generate profitable revenue for their companies in non-traditional ways including building and partnering on branded event spaces, licensing products, creating a streaming network, repurposing staffers for projects outside of traditional media, launching off-shoot ventures with company assets and custom publishing on steroids!

10-10:10am: Tech Talk with The Magazine Manager

10:10-10:50am: (Actually Getting) Grants and Philanthropic Funding

Hear from Matt Coen of St. Louis Magazine and the St. Louis Business Newsletter on how he learned to position his company and actually earn a \$900,000 grant to launch an economic mobility lab in his city. By learning the process and being prepared when the grant opportunities hit, he knew how to win. Following Matt's presentation, we will have an open discussion on grants that are available now and how you can apply for them.

10:50-11am: Coffee Break

11-11:10am: Tech Talk with Publication Printers

11:10am-Noon: Overcoming Challenges and Creatively Adapting Roundtable

We share similar challenges as a group: recruitment, training, expense savings, holding staffers accountable, replacing lost business, re-organizing to keep up with the changing model, etc. In this group discussion of pre-submitted "challenges" that members need help with, we will talk as a group about how members are adapting and overcoming. *Moderator: Don Harkey of People Centric Consulting Group*

Noon-5:30pm: Networking

6-7:30pm: Party at Connie Wimer's

SATURDAY, FEBRUARY 7

8-9am: Breakfast

9-10am: What Are You Bullish On for 2026?

Members and associate members will share their biggest success from 2025 and what they are most bullish on for 2026 and why. Come ready to pass the microphone and walk away inspired!

10-10:20am: Why Business Journals Thrived When Newspapers Collapsed

This session will cover the advantages of business journals over daily newspapers, and how to sell from a position of strength. *Marty Goodnight, Springfield Business Journal*

10:20-10:45am: Opportunities, Threats and Impacts of the Declining Daily Newspaper

If you had the chance to take over the daily newspaper, would you do it or walk away? Is the decline of your daily newspaper a thorn in our side as business publishers or is it an opportunity to tell our story and showcasing how we are engaging our audiences through print, digital, custom and meeting our readers face-to-face with our signature events. *Moderated by John Lohman of Corridor Business Journal and Christine Perez of D CEO*

10:45-11am: Break

11-11:30am: Answer Engine Optimization

Learn how to use video inside your branded content in a way that actually helps with Answer Engine Optimization and gives advertisers way more visibility and content volume. It's the 2026 version of branded content you should be building and selling. *Speaker: David Arkin of David Arkin Consulting*

11:30am-Noon: Answer Engine Optimization

Discover the 10 AI sales GPTs every publisher should have right now and how to use them to speed up your sales process and close more business. *Speaker: David Arkin of David Arkin Consulting*

Noon-5:30pm: Networking

6-8pm: Group Dinner at La Palapa

SPEAKERS



DAVID ARKIN is the owner of 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 his 25-year career, David Arkin 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. He has developed high-quality content and built transformative digital strategies that led to significant audience growth, new revenue streams, and improved processes and technology for family-owned companies, brands and large media organizations. A nationally recognized audience leader, David has led content for some of the country's largest news organizations and even built his own media business from scratch. He has been named the Digital News Innovator of the Year by the Local Media Association, led numerous newsrooms to national journalism awards and has served on national industry boards like the Associated Press Media Editors and the Local Media Association Foundation Board.



BRIAN MORRISSEY is the founder of The Rebooting, an independent B2B media company focused on the methods of building sustainable media businesses. For nearly a decade, he was the president and editor-in-chief of Digiday Media, a vertical media company that has titles covering media and marketing (Digiday), fashion and beauty (Glossy) and retail (Modern Retail). In four years, The Rebooting has expanded to include newsletters, podcasts (The Rebooting Show and People vs Algorithms), virtual and in-person events, a membership program and original research.



ADAM WHITE is the Founder and CEO of Front Office Sports (FOS), the leading multi-platform media and news organization covering the business of sports. He founded FOS in 2014, while he was still in college, and has grown the media company exponentially since. In 2024, RedBird IMI, the investment platform led by Jeff Zucker, took a majority stake in the company. Each month, Front Office Sports content reaches more than 130M people across its various digital channels. For his contributions to sports media, White has been recognized as a Forbes 30 Under 30 in the sports category, as well as a University of Miami 30 under 30.

In 2021, Front Office Sports was named one of Fast Company's Most Innovative Companies. In 2022 and 2024, Front Office Sports was awarded 'Hottest in Sports' on AdWeek's Media Hot List, and in 2023, FOS was listed by Inc. 5000 as one of the fastest-growing private companies in America.



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