

# 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: Best Ideas from 2025 + What Are You Bullish on for 2026**

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 Broadstreet**

**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: Top 10 Sales GPT's**

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

## SPEAKER BIOS



**David Arkin**, with a 25-year career in media, has served in various roles such as reporter, editor, director, consultant, and executive for newspapers, TV stations, media associations, and startups. Renowned for his audience leadership, he has developed high-quality content and transformative digital strategies, leading to significant audience growth, new revenue streams, and improved processes for both large media organizations and family-owned companies. David led content for nearly a decade at GateHouse Media. The Local Media Association named him Digital News Innovator of the Year, and he served on boards including the Associated Press Media Editors. He currently owns his own consulting company, David Arkin Consulting, where he provides fractional digital leadership, branded content, SEO and social media services to more than two dozen clients.



**Don Harkey** is sought-after for his business insights in multiple industries. As a former engineer, Don brings a unique perspective to every organization he works with; he views every business as a machine and that machine is perfectly designed to get the results that it is currently getting. As the CEO of People Centric, Don loves to help people adjust their machine to produce better results. He is highly strategic, process driven, and an engaging keynote speaker.

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