

AABP SUMMER CONFERENCE

June 18-20, 2025

Ottawa, CA





THANK YOU

Planning
Committee

CHAIR

Michael Curran,
*Ottawa Business
Journal*

EDITORIAL

Lesley Weidenbener,
*Indianapolis Business
Journal*

Allison Kaplan,
Twin Cities Business

Anne Howland,
Ottawa Business Journal

Alexandra Olsen,
Corridor Business Journal



SALES

Angela Conicelli,
*Greater Wilmington
Business Journal*

Victoria Stewart,
Ottawa Business Journal

Terry Tyo,
Ottawa Business Journal

INNOVATION

Jim Kirk,
Crain Communications

Kristin Bull,
Crain Communications

Elizabeth Couch,
Crain Communications



SCHEDULE AT A GLANCE

WEDNESDAY, JUNE 18

8-11:00am	Board of Directors Breakfast Meeting
1:00pm	Registration Opens
3 -5:00pm	Roundtables <ul style="list-style-type: none">• Editorial Roundtable: Elevating Younger Reporters• Sales Group Therapy• Creating News Products that Sell
5-6:30pm	Opening Reception at hotel

THURSDAY, JUNE 19

8-9:00am	Group Breakfast
8:45-9:00am	Opening Remarks
9-10:00am	Keynote: Chasing Growth in a Forever Changing Digital World with Luiza Savage
10-11:00am	SESSION 1
11-11:30am	Refreshment Break/Network with Exhibitors
11:30am-12:30pm	SESSION 2
12:30-2:00pm	Group Lunch/Network with Exhibitors
2-3:00pm	SESSION 3
3-3:30pm	Refreshment Break/Network with Exhibitors
3:30-4:30pm	SESSION 4
5:30-7:30pm	Offsite Party at the National Arts Centre



FRIDAY, JUNE 20

8-9:00am	Group Breakfast
9-10:00am	SESSION 5
10-11:00am	Keynote: The Logic Behind Canada's Hottest Business and Tech Media Company with David Skok
11-11:30am	Refreshment Break/Network with Exhibitors
11:30-12:30am	SESSION 6
12:30-1:30pm	Group Lunch
1:30-2:30pm	SESSION 7
2:30-3:00pm	Refreshment Break/Network with Exhibitors
3-4:00pm	SESSION 8
6-6:30pm	Awards Cocktail Reception at hotel
6:30-9:00pm	Awards Banquet + Presentation



WEDNESDAY ROUNDTABLES

3-4:00pm

Editorial Roundtable: Elevating Younger Reporters

Roundtable discussion by seasoned editorial staffers on how to recruit, train, mentor, shape and elevate younger reporters to the front line of the newsroom.

Moderated by **Allison Kaplan** of Twin Cities Business and **Lesley Weidenbener** of Indianapolis Business Journal

3-4:00pm

Sales Group Therapy

Come with your questions and frustrations and let your peers help you leave with ideas and a fresh outlook!

Moderated by **Linda Crawford** of BizTimes Milwaukee

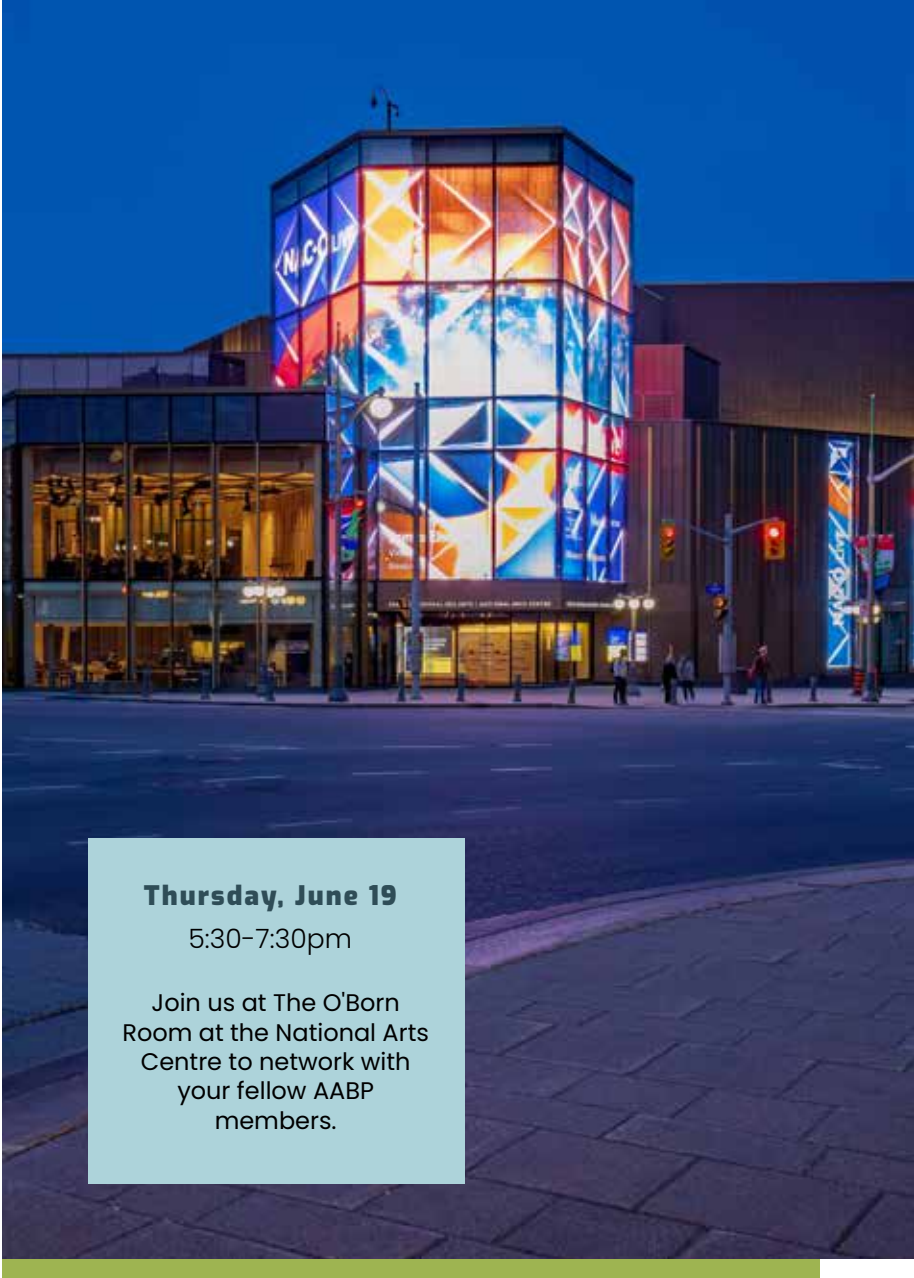
4-5:00pm

Creating News Products that Sell (joint session for editorial and sales)

Great media outlets need to be both reader- and advertiser-friendly. But how do we get there? Cory Schouten of Crain's New York and formerly of The Wall Street Journal and Columbia Journalism Review will lead a discussion on a framework to bridge editorial and commercial teams. We'll give a commercial spin to the revered "Five Ws" of reporting, play a friendly game of bridge-role bingo and identify key tactics for newsroom leaders in cross-functional roles. Our goal is that you will walk away with new ideas for events, special sections and other products that serve the journalism mission and make money, too.

Moderated by **Cory Schouten** of Crain's New York Business

OFFSITE PARTY



Thursday, June 19

5:30-7:30pm

Join us at The O'Born
Room at the National Arts
Centre to network with
your fellow AABP
members.



KEYNOTES

Thursday, June 19

9–10:00am

Chasing Growth in a Forever Changing Digital World

Audience growth is getting more elusive than ever. Changes in social, SEO, podcasts and newsletters create a dizzying atmosphere. A winning growth strategy requires all parts of media companies to work together, to understand audience needs and take bold actions.

Hear from Luiza Savage, the executive editor for growth at POLITICO, where she has driven subscriber engagement strategies and created editorial products and coverage areas to serve influential audiences in the U.S., Canada and globally.

Launched in 2007, POLITICO disrupted the industry with its high-octane reporting and diversified business model that has made it one of the most successful media brands launched in the 21st Century. Despite growing to a team of more than 700 Politicos in North America and some 200 more in Europe, POLITICO has stayed true to its start-up DNA of innovation, experimentation and authoritative non-partisan journalism.



LUIZA CH. SAVAGE is the executive editor for growth at POLITICO where she focuses on expanding how POLITICO serves its audiences, especially delivering greater value to professional subscribers.

At POLITICO, Luiza has led the development of new editorial products and coverage areas to grow audiences in Washington, across the states and globally. This work has included newsletters, live events and multimedia formats. She spearheaded the creation of POLITICO Canada, a cross-border policy intelligence service, and led POLITICO's expansion into Canada. She has also overseen audio, video and live event content teams and guided the growth of key franchises across multiple platforms.

Before joining POLITICO, Luiza was the Washington bureau chief for Maclean's, Canada's national weekly news magazine. In that role, she covered several U.S. presidential elections, wrote and produced two television documentaries and was a regular commentator on television and radio. Earlier in her career, she worked as a reporter for three newspapers.



KEYNOTES

Friday, June 20

10-11:00am

The Logic Behind Canada's Hottest Business and Tech Media Company

The Logic has established itself as a trailblazer in Canadian media with an innovative approach to online journalism, including agenda-setting journalism and innovative newsletters.

Calling itself “Canada’s business and tech newsroom,” The Logic was founded in 2018 by David Skok on a subscriber-only model putting its audience at the centre of everything it does.

Drawing on more than two decades as a multimedia journalist, including stints in television, daily newspapers and three years at the Boston Globe as managing editor and VP digital, David is charting a unique path with the Logic. This innovative approach landed The Logic \$4-million in funding from FT Ventures, the investment arm of the Financial Times.

Don't miss this fireside chat, when Skok will delve into his experience in building The Logic and lessons learned along the way. Expect a candid conversation on the challenges and opportunities facing news business news organizations today.



DAVID SKOK founded The Logic in 2018. Before that he was the associate editor and head of editorial strategy at the Toronto Star. David has also served as the managing editor and vice-president of digital for the Boston Globe, and as the co-creator and director of digital for Global News. He is a leading thinker on digital transformation who co-published a seminal paper on disruption in the news industry with the Harvard Business School professor Clayton M. Christensen. David sits on the advisory board for the Nieman Foundation for Journalism at Harvard University and has served as a juror for the Pulitzer Prizes in journalism.

EDITORIAL

Thursday, June 19

SESSION 1: 10–11:00am

Whiteboard Session

Moderated by **Lesley Weidenbener** of Indianapolis Business Journal and **Allison Kaplan** of Twin Cities Business

Set the tone for the editorial track sessions by sharing your questions and answers on what's working, what's not working and what's next!

SESSION 2: 11:30am–12:30pm

How to Audit Your Beats

Jim Kirk of Crain Communications

Is your newsroom covering what it should? Or simply what it's always covered? We have a two-part approach that combines all the tools at our disposal — metrics, AI, mission statements, news judgement, etc. — to see what's the best use of time and where we're spinning our wheels. When done right, a beat audit can be an immensely clarifying exercise for the newsroom, helping shape both what we prioritize as an organization and more tactical details that reporters need to understand to own their beats.

SESSION 3: 2–3:00pm

Getting Started with AI: Harnessing Tools for Innovation and Efficiency While Protecting Your Brand from Potential Harms Associated with Artificial Intelligence

Sandra Martin of the Globe and Mail

Artificial intelligence isn't just for big media players. These emerging tools can be harnessed for engagement (see: simple digital games generators) and insight (you might already be using Google Trends or Chartbeat to get a sense of what your audiences want as well as how it's landing). This session will introduce you to some of the tools small publishers are using now, as well as the practical and ethical watch-outs.

SESSION 4: 3:30–4:30pm

Social Media for the Newsroom: Best Approaches with Limited Resources

Jim Bernard

There aren't enough hours in the day or editors on our teams to create all the social media content we'd like to share. How do we make the biggest impact (growing audience or generating subscriptions) with resources on hand? Is it worth posting an article on all the platforms? We look at the latest trends on platforms and how to take actionable steps to drive a social strategy that moves the needle.

Friday, June 20**SESSION 5: 9–10:00am****Best Ideas**

Share your Best Ideas from the past year with your fellow peers. Please submit a best idea in advance to participate in this session so we get ALL of the best ideas. Forms will be emailed to attendees.

SESSION 6: 11:30am–12:30pm**By That Logic: Open forum with David Skok of The Logic**

David Skok of The Logic

Following his keynote, David Skok, founder of The Logic, unpacks the strategies and tactics behind the success of Canada's hottest business and tech media company. Why the subscriber-only business model? How is The Logic setting the news agenda in Canada with limited editorial resources? What tech platforms are critical to their audience development goals? This is an open forum with a former VP digital at the Boston Globe, advisory board member with the Nieman Foundation for Journalism at Harvard University, and former Pulitzer Prize juror. Bring your questions!

SESSION 7: 1:30–2:30pm**How to Integrate the Best AI Tools into Your Newsroom**

David Arkin of David Arkin Consulting

This session will cover AI fundamentals to advanced tools, showing attendees how they can use the technology for efficiencies, content creation and better products – a deep dive into how media companies are building these tools into their workflows and operations using real-world examples from newsrooms across the country.

SESSION 8: 3–4:00pm**How to Leverage All of the Content We Already Have**

Christine Perez of D CEO

Between digital and print and special publications, there's a great need for content that works across platforms. At the same time, many newsrooms have limited resources. How can content be altered, re-purposed or better planned for multiple purposes?

S A L E S

Thursday, June 19

SESSION 1: 10–11:00am

Buyer Enablement: How to Make the Sales Process Easier for Your Client to Say YES

Jay Kleinman of TechCXO

Stuck deals, complicated pitches, and spinning your wheels on the wrong prospects is a thing of the past after learning strategies to enhance Buyer Enablement with Jay Kleinman of TechCXO. Bringing a case study from a fellow AABP member, Jay will help you learn how to engineer and simplify your sales process to remove roadblocks and make it easier for prospects to say YES and turn into loyal clients. Sales leaders will take actionable insights back to their teams to get deals moving, remove unqualified leads from the pipeline, and ensure that prospects remain aligned with your team throughout the buying process.

SESSION 2: 11:30am–12:30pm

THE AI GAMES: Practical Applications of AI to Take You from Prospect Research to Proposal to Won Business Part 1

Kevin Berrier of MDDC advertising

Learn how to use AI to prospect, prepare and write proposals to win enterprise accounts. After learning the "how to", get hands on help from Kevin as we break into groups to do research on actual prospects in your market.

SESSION 3: 2–3:00pm

THE AI GAMES: Practical Applications of AI to Take You from Prospect Research to Proposal to Won Business Part 2

Kevin Berrier of MDDC advertising

In part 2 of our AI for sales session, teams will put the finishing touches on their research using AI and give mock presentations to the group, demonstrating what AI has helped them discover, create, propose and ultimately present to their client. Prizes will be given and attendees will leave knowing how to use AI to save time, prepare better than their competitors and win big business because of it!

SESSION 4: 3:30–4:30pm

It's Time to Call the 'Deal Desk'

Andy Rasero and Kristin Bull of Crain Communications

They say time kills all deals. So how do you most efficiently respond to a client request for a large proposal while ensuring there is the most thoughtful connection between the client's objectives and the solutions presented? A look at Crain's City Brands' new process for strategizing high stakes opportunities, which puts audience at the center and case studies at seller's fingertips.

Friday, June 20

SESSION 5: 9–10:00am**Selling to Agencies: What Do they Want and How Can We Work with Them to Better Connect with Potential Clients**

Tony Lyons of Alphabet Creative, Andrew McWiggan of ACART and Don Masters of MediaPlus

Join us for an insightful session where three leading advertising agencies share their perspectives on what they need from media companies to drive successful campaigns. From audience insights and creative collaboration to transparency and performance metrics, this discussion will uncover the key factors that make agency-media partnerships thrive. Gain a deeper understanding of how to align your offerings with agency expectations and enhance the value you bring to advertisers.

SESSION 6: 11:30am–12:30pm**What is Your Management Style and How to Lead, Work With and Sell to Others**

Moderated by Kevin Barwin of Clariti Group

This session is built around 'Personality Poker,' a team-building and self-awareness exercise designed to help individuals understand their working styles and how they interact with others. It uses a deck of specially designed cards, where participants "play" by trading and collecting cards that best describe their personality traits. The goal is to identify strengths, weaknesses, and gaps within a team.

SESSION 7: 1:30–2:30pm**Setting Sales Teams Up for Success**

Erin Palmintier-Pou of Baton Rouge Business Report and Bonnie Jacoby of Arkansas Business

Finding great sales team members is just the tip of the iceberg. In a competitive and ever-changing landscape, how do you attract, train, and retain people for long-lasting success for your organization and continuity for your clients? Join AABP members Erin Palmintier-Pou and Bonnie Jacoby as they lead a discussion on best practices to set your team up for success and longevity through goal-setting strategies, training programs, and recruiting tactics that work!

SESSION 8: 3–4:00pm**Best Ideas**

Moderated by Craig Snow of Greater Wilmington Business Journal and Victoria Stewart of Ottawa Business Journal

Our most popular session of the conference! Hear from your fellow AABP sales staffers about the best ideas from the past year! Attendees are *strongly encouraged* to submit an idea in order to attend this session as we want ALL of the best ideas. Leave this session with a digital copy of the 2025 Best Ideas Book!

INNOVATION

Thursday, June 19

SESSION 1: 10–11:00am

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SESSION 3: 2–3:00pm

Audience Growth & New Revenue: Peer to Peer Roundtable

Luiza Savage of Politico

In a rapidly evolving media landscape, how are business publishers successfully growing their audience and launching new content products? This interactive workshop brings together publishers to share real-world case studies, explore innovative audience strategies, and ask for advice on challenges they face. Whether you're expanding niche subscriptions, developing new content verticals, or rethinking your engagement approach, this session is designed to foster peer-to-peer learning and actionable insights. Come ready to share, ask, and leave with fresh ideas to strengthen your publication's reach and revenue.

SESSION 4: 3:30–4:30pm

It's Time to Call the 'Deal Desk'

Andy Rasero and Kristin Bull of Crain Communications

They say time kills all deals. So how do you most efficiently respond to a client request for a large proposal while ensuring there is the most thoughtful connection between the client's objectives and the solutions presented? A look at Crain's City Brands' new process for strategizing high stakes opportunities, which puts audience at the center and case studies at seller's fingertips.

Friday, June 20

SESSION 5: 9–10:00am**Audience Insights: Event Marketing**

Jim Kirk of Crain Communications

Opportunities to engage with our audience are valuable – and editorial gets priority. We take a data-driven look at when, how, where and how often to engage our audience in driving event registration – and how to partner with editorial when doing so.

SESSION 6: 11:30am–12:30pm**7 High Quality Content Products that Sell in 2025**

Kenny Katzgrau of Broadstreet and **David Arkin** of David Arkin Consulting

Business owners and marketers love sharing their story, and there are plenty of captivating, clever and unique ways that publishers can help them achieve that. David and Kenny share 7 of their favorites, along with the process, pro-tips, and pricing that bring it all together.

SESSION 7: 1:30–2:30pm**How to Integrate the Best AI Tools into Your Newsroom**

David Arkin of David Arkin Consulting

This session will cover AI fundamentals to advanced tools, showing attendees how they can use the technology for efficiencies, content creation and better products – a dive deep into how media companies are building these tools into their workflows and operations using real-world examples from newsrooms across the country.

SESSION 8: 3–4:00pm**Custom Content Show and Tell**

Moderated by **David Denor** of Florida Trend

Submit your best custom content work in this interactive "show and tell" session.



WHERE TO EAT

High-End (closest to farthest)

Aiana Restaurant Collective:

Showcases the diversity of Canadian cuisine with a focus on seasonal ingredients and innovative techniques. aiana.ca

Riviera: Contemporary Canadian cuisine in a stunning heritage building. rivieraottawa.com

Beckta Dining & Wine: International cuisine with a focus on organic and local ingredients. beckta.com

Whalesbone: A popular spot known for its fresh oysters and sustainable seafood dishes. thewholesbone.com

Fauna: Contemporary Canadian cuisine with a focus on small plates and sharing. faunaottawa.ca

Mid-Price (closest to farthest)

North and Navy: Italian cuisine with a focus on handmade pasta and regional specialties. northandnavy.com

Metropolitan Brasserie Restaurant: French cuisine with a focus on seafood. metropolitanbrasserie.com

Pure Kitchen: Offers delicious and healthy plant-based meals in a casual setting. purekitchen.ca

Arlo: Neighborhood restaurant with natural wine and comforting food. restaurantarlo.com

Fairouz: A modern take on Lebanese cuisine in a stylish setting. fairouzcafe.ca

The Rowan: Modern Canadian cuisine with a focus on seasonal ingredients and craft cocktails. therowan.ca

Lunch Suggestions

Queen St. Fare: Offers a diverse food hall experience, perfect for a quick and tasty lunch with a variety of vendors to choose from.

OCCO Kitchen: Offers a modern dining experience with a focus on fresh, seasonal ingredients and creative dishes, ideal for a memorable lunch.

Sansotei Ramen: If you love ramen, this place is worth the wait. Their Tonkotsu ramen is a popular choice.

Gooney's Sandwichworks: Serves up delicious and creative sandwiches and arepas, along with flavorful bowls, perfect for a satisfying lunch.

Aroma Meze: Offers a wide selection of globally-inspired "meze" dishes, perfect for sharing and enjoying a taste of the Mediterranean.

Manx: A cozy British-style pub with some of the best brunch and lunch food in town at a reasonable price.

Flora Hall Brewing: Ottawa's favourite brewery, restaurant, bar. Located in Centretown, we are a friendly, accessible bar, dive bar, neighbourhood gathering spot.



5 THINGS TO VISIT



Parliament Hill: The epicentre of Canadian politics

Rideau Canal: The UNESCO world heritage site

National Gallery: Canadian and Indigenous art, as well as international masterpieces

Canadian Museum of History: Journey through Canada's past, from First Nations settlements to modern times

Rideau Hall: Official residence of King Charles III and the Governor General.



5 NEIGHBORHOODS TO EXPLORE



Parliamentary District (5-minute walk)

The heart of Canadian politics, home to the iconic Parliament Buildings and offering tours, historical sites, and scenic views of the Ottawa River.

ByWard Market (20-minute walk, 10 minutes by train)

The main heritage neighbourhood, bursting with restaurants, pubs and shops.

Elgin Street (20-minute walk, no train, short Uber)

A bustling street known for its nightlife and restaurants.

Lansdowne Park / TD Place (45-minute walk, no train, short Uber)

Bordering the Rideau Canal, this is home to Ottawa's main outdoor stadium (football, soccer etc.) with dozens of restaurants, bars and outdoor markets.

Little Italy (40-minute walk, 15 minutes by train)

A vibrant neighbourhood known for its Italian heritage, delicious trattorias, and lively atmosphere. Walk down to Dow's Lake.



S P E A K E R B I O S



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.



JIM BERNARD is an executive who specializes in digital business that transforms companies. Working in consumer engagement, e-Commerce and advertising, he's grown several businesses from early stages into multi-million dollar growth engines. He currently helps companies as an independent consultant and advisor. Previously, Jim was senior vice president of digital at the Star Tribune company in Minnesota, where he led digital efforts for the company. Prior to joining the Star Tribune, Bernard was the general manager of MarketWatch.com, where he oversaw the website for Dow Jones, a division of News Corp. Prior to running the consumer website, Bernard helped grow MarketWatch's SAAS business-to-business division which supported top clients across the financial services and media industries such as Schwab, E*Trade, Fidelity, *New York Times*, *USA Today*, CNN and the *Wall Street Journal*.



KEVIN BERRIER is the marketing director of MDDC Ad Services and a leader in digital advertising strategy, specializing in helping news media and sales teams harness the power of AI. With deep experience across media buying, programmatic advertising, and AI-driven campaign design, Kevin has trained hundreds of sales professionals on using AI tools to supercharge creativity and performance. Known for his practical, approachable style, he makes even the most complex tech feel accessible—and always brings a little fun to the mix. Kevin is your guide through *The AI Games*, where teamwork, tech, and big ideas collide.



KRISTIN BULL's 30-year career in journalism launched on the city desk of a small Michigan daily and took her to the Page One team at *The Kansas City Star* before landing in the newsroom at *Crain's Detroit Business*, where they hired her as the brand's first online editor in 2013. Kristin came over to the revenue side of the business (which she refers to as the "bright" side) eight years ago; she built the brand's Content Studio from a one-client idea to a key solution for advertisers across all the Crain City Brands. She now leads the Content Studio and Advertiser Ideation team for all Crain brands. Kristin is a lifelong MSU Spartan who raised two Michigan Wolverines. In the summers, you'll find her on the Lake Huron side of Michigan's "up north."



BONNIE JACOBY is the vice president of business sales and training for *Arkansas Business*. She manages the business suite of publications and has been with the company 34 years. Bonnie received a Bachelor of Business Administration in Marketing from Harding University in Searcy and began her career as a premise sales rep for Southwestern Bell Yellow Pages. She lives in Cabot with her husband, Casey. They have been blessed with one son, CJ Jacoby, a daughter-in-law, Savannah and a grandson (Cayden). With a love for sports, she is an avid Arkansas Razorbacks and Texas Rangers fan. Teaching is an important part of her personal and professional life. Besides being a sales trainer for ABPG, she serves in teaching roles in her church.



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.



JAY KLEINMAN is a partner in TechCXO's Revenue Growth practice. He is a seasoned sales, strategy, and business development leader with over 30 years of experience in healthcare services, digital health, marketing and advertising, and SaaS. He supports clients as a fractional Chief Growth Officer (CGO). Taking a client centric approach, Jay has successfully led his clients in the development and execution of commercial strategies including GTM, market segmentation, personal development, sales execution, and revenue operations. His success includes working with organizations from Fortune 500 to investor-owned/VC funded businesses, including being part of two exits with the organizations he's worked with. A graduate (and rabid fan) of Auburn University, Jay lives in Dallas, Texas, is a father of five and is an avid golfer.



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.



TONY LYONS is the owner, president, and CCO of Alphabet® and has more than 30 years of experience in the marketing and advertising industry. Alphabet®, which he started in 2000, has grown to include 27 full-time staff across three departments: strategy and account planning, digital and web development, and creative services. Alphabet® has been the lead agency for major brand re-development projects, creative strategies, and content marketing programs for clients across a variety of sectors, including associations, tourism, and healthcare. They include, the Ottawa Hospital Foundation, the Canadian Construction Association, the Canadian Association of Defence and Security Industries, the Pacific Asia Tourism Association, Export Development Canada, the Canadian Real Estate Association, Pfizer Canada, and more. Tony has presented at the Professional Development Institute, University of Ottawa, and the Government of Canada PSPC (Public Services and Procurement Canada) communications department and several third sector industry conferences.



SANDRA MARTIN is *The Globe and Mail's* standards editor, a role that seeks to ensure *The Globe's* journalism is of the highest quality and that the organization is accountable to readers. Trust in media is under constant scrutiny, so the standards editor plays an important part in explaining *The Globe's* policies and protocols to audiences. Sandra addresses complaints regarding accuracy or bias, as well as questions arising from *The Globe's* use of artificial intelligence, supporting *The Globe's* commitment to transparency about how we see the benefits and risks. A former editor-in-chief of *Canadian Living*, Sandra also is a two-time National Magazine Awards finalist, a repeat NMA judge, and a two-time NMA host. She sits on the board of directors of Canada's National History Society and SABEW Canada.



DON MASTERS is an agency owner and creative director at Meidaplus, an independent Ottawa-based advertising, interactive and content agency widely recognized for strategic smarts, motivating creativity, and a mastery of all media platforms. The agency's work on behalf of clients across diverse sectors has one objective: to drive results by motivating audiences to go places: to visit Ottawa; to stay at local hotels; to go to Lansdowne for football, soccer, hockey, shopping and entertainment; to attend music, dance and theatre at the NAC; to visit national museums; to attend festivals; to visit the post office; to find an appraiser for real estate valuations; to go by public transit. Their diversity of experience and market knowledge enables them to bring fresh thinking across sectors, and to deliver tangible, measurable brand equity to their clients.



ANDREW MCWIGGAN is originally from Australia. He moved to Canada in 2011, pursuing University Volleyball—a journey that shaped his competitive mindset and strategic thinking. That same drive fuels his passion for business growth, marketing innovation, and operational excellence. As CRO and co-owner of Acart Communications Inc. and Giants & Gentleman (G&G) Advertising, Andrew leads revenue growth, financial strategy, and operational efficiency while overseeing their media and trade desk teams. His role bridges data-driven media strategy—spanning programmatic, performance marketing, and digital transformation—with high-level business strategy, ensuring both profitability and market leadership. Andrew leads ACART's customer experience teams, dedicated to client excellence, retention, and account expansion. ACART's focus is on deepening client relationships, identifying new opportunities within existing accounts, and delivering strategic solutions that drive long-term value.



ERIN PALMINTIER-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 Louisiana Press Association's President's Award (2006, 2018), the 2011 Louey Award, and SME's 2022 Excellence in Marketing. Her teams also received the 2023 MarCom Platinum Award for their Energy Smart campaign efforts.



CHRISTINE PEREZ is editor of *D CEO*, the award-winning business publication of D Magazine Partners in Dallas. She oversees the magazine, its daily news site, and verticals covering healthcare and commercial real estate, as well as *The Dallas 500*, an annual guide to the region's most influential leaders. In the past year, *D CEO's* editorial portfolio has expanded to include *Greater Good*, a digital publication focused on corporate citizenship and nonprofits, and *City of Champions*, a special edition on the business of sports. A nationally recognized journalist, Christine has covered the Dallas market since 2000.



ANDY RASERO is a seasoned strategist who helps brands grow through creative, audience-first thinking. He currently leads strategy for Crain Communications' Advertiser Solutions Team, aligning advertiser needs with the power of Crain's influential business audience. Previously, he led strategy at BENlabs, one of North America's largest influencer and product placement agencies, working with iconic consumer brands such as EA, General Motors, and Chime. Andy began his career in athlete marketing at Steiner Sports (Omnicom/DAS), securing legends such as Tom Brady, Stephen Curry, Derek Jeter for brand campaigns.



NOTES



THANK YOU SPONSORS



Sales Track Sponsor



Editorial Track Sponsor



Opening Reception



Lanyards Sponsor



Innovation Track Sponsor



OUR DATA SPEAKS VOLUMES

Audio Visual Sponsor



Lunch Sponsor