

THE
ALLIANCE
OF AREA
BUSINESS
PUBLISHERS

MEETING CHAIRS

Michael Curran,
Ottawa Business Journal

Julio Melara,
Baton Rouge Business Report

2023

**WINTER
CONFERENCE**

JANUARY 19-21

PUERTO VALLARTA,
MEXICO

SPEAKER BIO



Candice Gottlieb-Clark, author of the bestselling leadership book, “Find, Fix, Fill Your Leadership Gap”, is a renowned business advisor, coach, and conflict management specialist. As the founder of Dynamic Team Solutions, Candice and her team of experts help organizational teams and leaders across all industries to strengthen the workplace through enhanced communication, attuned leadership, and healthy conflict management.

Candice is a much sought-after speaker on topics including Leadership, Communication, Conflict Management, and Team Dynamics, and Candice has been published in numerous business and professional journals, including *Business Insider* and *Forbes* where she serves as a contributing writer.

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THURS, JANUARY 19

8-11 AM **Board of Directors Breakfast/Meeting**
4-5PM **Business Magazines Roundtable**
5-6:30PM **Opening Reception at The Westin**
6:30PM *Dinner on Your Own*

FRI, JANUARY 20

9-10AM **Part 1**
10-10:15AM *Break*
10:15-11:15AM **Part 2**
11:15-NOON **Group Discussion on Leadership**
NOON-5PM **Publisher Networking Time**
5:30-7PM **Cocktail Party at Connie Wimer's Home**

FIND, FIX, FILL YOUR LEADERSHIP GAP

with Candice Gottlieb-Clark

Even the most talented and well-meaning leaders have blind-spots. Gaps in their awareness impact teamwork, create conflict, and lead to a loss of talent. Author Candice Gottlieb-Clark will enlighten any leader to their gaps, provide strategies for repairing past damage, and teach skills that secure a healthy and successful future for the leader, their teams, and their company.

You want a successful team... but challenges come at every turn. Could you lead differently, better? What do employees need?

Management thinks they know, but often they're wrong. This kills workplace morale and retention. Leaders stretching from supervisor up through the C-suite make missteps because they don't recognize the gaps in their leadership knowledge base.

You will learn:

- the true role of a leader
- how to cultivate trust on a team
- methods for managing conflict and building resolution

Leaders recognize when their team is lacking accountability, struggling with silos, poor communication, and other workplace challenges, yet rare is the leader who realizes those issues are traced back to them.

SAT, JANUARY 21

8-9AM **Breakfast**
9-NOON **MASTERS CLASS**

Many business publishers have developed an expertise in a particular area of the business. Here from the AABP masters on these topics:

Keeping Audience as your Number One Priority

In the ever-shifting world of media, it's hard to stay focused. With the rise of content marketing, complex sponsorships, and other digital initiatives, it's hard to keep your audience as the number one priority. Crain's group publisher Jim Kirk will share how the company is keeping the best interest of readers central its decision making.

Editorial Decision-Making in a "TikTok world"

How are editors and their teams to compete in an increasingly digital world driven by social media algorithms, click-bait and viral videos? Business journals need to stay true to their editorial missions, but they must also recognize powerful digital trends that are driving audience growth on other platforms. Christine Perez, editor of D CEO magazine and its online platforms, will share her "master class" thoughts on how AABP editors and reporters can make the right editorial decisions to keep audiences engaged and growing.

KPIs in an Uncertain Economy

With runaway inflation, supply chain shortages and general economic uncertainty, AABP publishers need to keep a careful eye on their financial performance and key performance indicators. Lose sight of these key metrics and you might lose sight of your bottom line. In this session, Mitch Bettis of Arkansas Business Publishing Group will share some of his company's best practices in tracking numbers.

Winning at HR through Culture and DEI

As they say, culture eats strategy for lunch. Given this, what are you doing to create a very intentional and purposeful culture? With shifting work trends such as remote and hybrid, there has never been a better time to take action on your plans around company culture and DEI. Suzanna de Baca, president & CEO of BPC Inc. in Des Moines, will share her master class thoughts.

Doubling Down on Digital

Most business publishers are seeing double-digit growth in digital revenue, however a few, like Mike Reath of Delaware Business Times and 914 Inc, are seeing explosive digital growth. Learn how to pitch, price, produce and profit from the hottest digital trends of CTV/OTT and streaming audio, and how to staff a booming digital department for maximum efficiency and client renewability.

NOON-5:30PM
6-8PM

Publisher Networking Time

Optional Group Dinner at La Palapa on the beach
Pulpito 105-3, Romantic Zone, downtown Puerto Vallarta