

# fall publishers retreat

SEPTEMBER 26 - 27, 2019 | HOTEL LINCOLN, CHICAGO, ILLINOIS



## THURSDAY, SEPTEMBER 26

**11am-12:30pm: Board of Directors Meeting**

**12:30pm: Registration Opens**

**1:30pm: Opening Remarks**

**1:15-2:45pm: What Keeps You Up at Night?**

Come prepared to share what's happening in your local market and let your fellow peers help you come up with creative solutions to common situations that we all share in this open discussion, Q & A forum.

**2:45-3:15pm: Refreshment Break/Network with Sponsors**

**3:15-4:30pm: What's NEW? Bring your newest innovations to the table and share what you are trying in your market to move the needle. Ideas for you to bring include:**

- New way to recruit talent
- New cost savings ideas
- New custom project
- New ad section
- New editorial column
- New programmatic revenue
- New e-mail idea that's selling
- New strategy for web or social engagement

**5-6pm: Opening Reception on Rooftop of Lincoln Hotel**



## FRIDAY, SEPTEMBER 27

**8-9am: Group Breakfast**

**9-10am: PMA Financial Standards Survey (FSS) Workshop**

Back by request, we will send out our 30-question survey on the financial benchmarks of each participating member's company, then aggregate and report to your individual company's results beside your fellow PMA members by revenue category. Once we review the medians and averages for 2019, we will have an open discussion to uncover the differences in how we run our businesses and the changes you can make to become more profitable.

**10-10:30am: Refreshment Break/Network with Sponsors**

**10:30-11:45am: Embracing Disruption**

The world of publishing has been officially disrupted. The days of taking orders are gone as more and more competitors enter into our market. Even finding talent is becoming more and more challenging as Boomers leave the workforce and fewer and less experienced Gen Z's move in to replace them. Being a publisher in 2020 is nothing like it used to be. Disruption is the norm.

Maybe it's time to do a little disrupting of our own using our best assets: our team, our audience, and our knowledge of our niche industry. It's time to let go of the past and pivot your organization to the future.

We are going to roll up our sleeves. We are going to start by focusing on your team. We are going to talk about finding hidden talent from the most surprising place (hint: they already work for you). We are going to talk about processes and systems that you can implement to improve your culture, improve your content, and improve your service to advertisers. We are going to talk about your business model and how understanding your financials can help lead you to the future.

The bottom line is that we are going to share ideas, best practices, and get our hands dirty. Joining us as a facilitator will be Don Harkey, CEO of People Centric Consulting Group. Don's team works with publishers across the country helping them to find the best versions of themselves through systems that support a strong culture.

It's time to embrace the disruption and design a proactive and profitable business.

**Noon-1pm: Lunch**

**1-1:30pm: Sponsor Showcase Presentations**

(3) 10-minute presentations by sponsors with raffle prizes!

**1:45-3pm: Embracing Disruption cont'd**

## ABOUT the SPEAKER



### Don Harkey

Chief Executive Officer  
People Centric Consulting Group LLC  
417.459.2887  
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Don Harkey is the Owner and Chief Executive Officer of People Centric Consulting Group based in Springfield, Missouri. People Centric helps organizations to become the best versions of themselves through systems that support a strong culture. They provide strategic planning, consulting, professional development, business analysis, succession planning, among many other services.

Don holds a B.S. in Chemical Engineering from the University of Nebraska-Lincoln and spent 10 years working for Fortune 500 companies (Archer Daniels Midland and 3M) where he developed his skills helping people to improve processes. At ADM he worked as a shift supervisor at one of the largest corn processing plants in the world. At 3M, he managed millions of dollars in capital projects as a senior corporate engineer. Looking to leave life inside a large corporation, he jumped into the world of business consulting in 2005.

Don and his team have worked with a variety of organizations across the country successfully implementing systems that help them to become more People Centric. He is also a certified Great Game of Business™ Coach. He is a much sought after professional speaker based on his practical advice delivered with high energy and humor. Each year, he speaks to thousands of people at national conferences across multiple industries.

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