



presents

2009

WOMEN'S
LEADERSHIP

CONFERENCE

SAN FRANCISCO, CA • 01.23.09



Welcome Media Leaders

Welcome to the first ever Women in Periodical Publishing's Women's Leadership Conference. When we began planning this conference eight months ago, we had a very different conference in mind. But much has happened in our industry and in the world over the past six months. We have a new President and high hopes for the future. At the same time the economy plunged and we are still struggling to figure out the future of publishing in the digital age.

If there is a silver lining to this economic downturn it's that we are all forced to recognize that the world of publishing is changing. Changing so much that a few months ago the WIPP board was considering changing the organization's name from Women in Periodical Publishing to something else, perhaps incorporating media into the name. Then we read the Wikipedia definition of publishing (below)—yes, we recognize that even going to Wikipedia to define publishing is a sign of the times—and we realized that even with the sea change that is transforming our publishing world, the word “publishing” and the craft itself are still as relevant today as ever.



Publishing is the process of production and dissemination of literature or information—the activity of making information available for public view. In some cases authors may be their own publishers, meaning: originators and developers of content also provide media to deliver and display the content.

With the advent of digital information systems and the Internet, the scope of publishing has expanded to include electronic resources, such as the electronic versions of books and periodicals, as well as websites, blogs, video games and the like.

—WIKIPEDIA, DEC. 6, 2008

We're so pleased you could join us at this juncture of our industry's and country's history. Please use today as an opportunity to learn, to connect, and become inspired as we reinvent publishing together.

Conference

Co-Chairs:

Thea Selby (top),
Sheila Robinson

Sincerely,

Co-Chairs, WIPP Women's Leadership Conference



Turning a New Page — The Future of Publishing

We are here today to celebrate women in publishing, in all of its ever-evolving and varied forms. The conference's objective is to explore the trends rocking the world of publishing, make new connections, and help further our already significant role as leaders in the industry.

At the conference you will

- Discover the latest trends and themes in publishing today
- Learn how publishing has changed, how it continues to change—and what remains constant, invaluable, and irreplaceable.
- Find new ways to leverage your experience and skills to continue to grow and thrive in this brave new world.
- Hear the stories of some of the most successful woman in media today—and share your own
- Meet and connect with other successful woman in the business
- Explore strategies with peers who have taken their place in previously male-dominated boardrooms

2009 WIPP Women's Leadership Conference

8:30-9:30 a.m. Breakfast

Introduction: Thea Selby and Sheila Robinson, WIPP

- WELCOME:** Michela O'Connor Abrams, president and publisher, *Dwell*
KEYNOTE: Jackie Speier, United States Congresswomen, California's 12th District

9:40-10:40 a.m.

COOs/COOs: Join the VIPs of the C-Suites

- SPEAKERS:** Madeleine Buckingham, COO of *Mother Jones*; Cheryl Woodard, co-founder *PC Magazine*, *PC World*, *MacWorld* and the MacWorld Expo
MODERATOR: Maire Walsh, client services director, Next Steps Marketing

Breaking into Media Management: The Corporate Perspective

- SPEAKERS:** Jan Bruce, president and publisher, *Body & Soul*; Barb Newton, president, Sunset Publications
MODERATOR: Nancy Gruver, founder New Moon Media

10:50-11:50 a.m.

Financing Your Dream

- SPEAKERS:** Jan Bruce, *Body & Soul*; Grace Hawthorne, publisher *ReadyMade* magazine; Polly Perkins, vice president Business Development, AdMedia Partners
MODERATOR: Sheila Robinson, publisher, *Diversity Woman*

Identify Online Publishing Money Makers

- SPEAKERS:** Jeannie Mullen, CMO Zinio; Lisa Stone, BlogHer; Joan Walsh, editor in chief, Salon
MODERATOR: Thea Selby, principal, Next Step Marketing

12:00-1:30 p.m. Lunch

Exceptional Woman in Publishing Awards Presentation

- WELCOME:** Michela O'Connor Abrams, president and publisher, *Dwell*
AWARD RECIPIENT: Alix Kennedy, 2008 Exceptional Woman in Publishing Recipient and former vice president and editorial director Disney Publishing Worldwide

1:40-2:40 p.m.

Woman and Leadership: Diversity, Mentoring and Networking

- SPEAKERS:** Alix Kennedy, former vice president and editorial director Disney Publishing Worldwide
 Sheila Robinson, publisher *Diversity Woman*
MODERATOR: Linda Ruth, president PSCS

Turn Editorial into Content

- SPEAKERS:** Kathryn Arnold, former editorial director *Yoga Journal*; Chris Ryan, executive editor *7 x 7*; Susan Safipour, editor in chief, Diablo; Katie Tamony, editor in chief, *Sunset*
MODERATOR: Jackie Krentzman, Krentzman Communications

2:50-3:50 p.m.

Turn your passion into a profitable entity

- SPEAKERS:** A candid conversation between Michela O'Connor Abrams, president and publisher, and Lara Deam, founder and owner of *Dwell*
MODERATOR: Polly Perkins, vice president, AdMedia Partners

Prosper in the New Publishing Economy: Traditional, Custom and Digital Publishers

- SPEAKERS:** Jeannie Mullen, *VIV* magazine; Barb Newton, president Sunset Publications; Jane Ottenberg, president of The Magazine Group
MODERATOR: Lisa Shanower, associate publisher of *Marin* magazine

4:00-5:00 p.m.

Reinventing Publishing: Creating Online Publishing Opportunities

- SPEAKERS:** Nancy Gruver, founder New Moon Media; Cindy Johanson, COO Edutopia; Elisa Camahort Page, co-founder BlogHer
MODERATOR: Joan Walsh, editor in chief, Salon

Generations in the Media: Perspectives from the millennials to the post-baby boomers

- SPEAKERS:** Sukie Dhami, AfterCollege Inc., (20s); Grace Hawthorne, *ReadyMade* (30s); Katie Tamony, *Sunset* (40s); Susan West, *Afar*, (50s); Jane Ottenberg, The Magazine Group, (60+)
MODERATOR: Cheryl Woodard, co-founder *PC Magazine*, *PC World*, *MacWorld* and the MacWorld Expo

5:00 -&:00

Wine tasting/cocktail hour