LBN Workshop Zoom Meeting - July 18

[VIEW RECORDING - 127 mins (No highlights)](#)

@1:10 - **Ken Kelsey (Fathom)**

Chuck Gifford, what we got all right?

@1:17 - **Kendra Corman (Fathom)**

I'm the person. We got to make sure the tech's working because Lord knows Mylock. It would be like, oh, needs to do an update.

Oh, update failed.

@1:27 - **Ken Kelsey (Fathom)**

start your entire computer 20 minutes later. All right, I'm going to.

@1:35 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Hope you got muted, Ken. You're muted. That's why I'm on early.

@1:51 - **Ken Kelsey (Fathom)**

There you go. Okay. I'm going to set aside for now. I got one spot slide to finish Paul Groth gaming slides.

@2:02 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

I'm to show everybody Claude, too.

@2:06 - **Kendra Corman (Fathom)**

I'm going to show everybody Claude, too.

@2:10 - **Ken Kelsey (Fathom)**

So you don't want to pay for the upgrade? Thank you for that. I really have gotten into it. I really like that much better.

I hope it's still based on three or five.

- **Kendra Corman (Fathom)**

Claude is actually an entirely different one. Okay. So it's not. It's not. It's.

- **Ken Kelsey (Fathom)**

It's a. Separate, large language model. That's been fun. And that's taken away time from me working on the workshop.

So you're welcome.

- **Kendra Corman (Fathom)**

Sorry, Charlotte.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

No, I was just going to ask him. I thought I was just wondering, am I going to share my own stuff because I have it all up and ready to go?

Yes. The answer is yes. Oh, okay. Thank you. How are you doing Chuck?

- **Chuck Gifford (Fathom)**

I'm doing well with yourself.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Good. How are you Kendra?

- **Kendra Corman (Fathom)**

Good.

- **Chuck Gifford (Fathom)**

Good.

[@3:12](#) - **Kendra Corman (Fathom)**

Going to a fundraiser after this.

[@3:15](#) - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

What is it?

[@3:17](#) - **Kendra Corman (Fathom)**

Giff's Frog got children and it's their Christmas in July. So last year I was running it this year I'm not.

This year I'm just going. That's of the volunteers invited me to see an extra ticket.

[@3:29](#) - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

So some lunch. Nice.

[@3:37](#) - **Kendra Corman (Fathom)**

Long time no see. I'm just looking at thing.

[@3:41](#) - **Katherine Hoen (Fathom)**

Long time no see. Hello. How are you doing everybody? Hi.

[@3:47](#) - **Chuck Gifford (Fathom)**

Good.

[@3:50](#) - **Katherine Hoen (Fathom)**

Good. Good. So Chuck. I want to be able to meet you. Everyone. Do I have that ability? I should look.

[@4:06](#) - **Kendra Corman (Fathom)**

I do not. You're not a co-host yet.

[@4:09](#) - **Katherine Hoen (Fathom)**

Oh, I'm not a co-host. My co-host.

- **Kendra Corman (Fathom)**

Hmm.

- **Chuck Gifford (Fathom)**

I thought we had things set up so that you were. You have to do.

- **Kendra Corman (Fathom)**

It would say co-host next to you. So you have to add co-hosts like the day of the event.

- **Katherine Hoen (Fathom)**

Oh, the day of.

- **Kendra Corman (Fathom)**

Okay, when they come in, you can't like see you can right click on Kathy.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

And make her a co-host.

- **Kendra Corman (Fathom)**

It's harder to mute everybody.

- **Chuck Gifford (Fathom)**

think in meeting.

- **Kendra Corman (Fathom)**

Kathy, you want to be the host, correct?

@4:42 - **Katherine Hoen (Fathom)**

Yeah, I'm supposed to be the host.

@4:45 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

The hostess with the most.

@4:48 - **Katherine Hoen (Fathom)**

So did I plan to Patti's sister Kathy reach out to you? Kathy, her husband Bob. They were looking for a new place.

Okay, so I talked about you over the weekend, Charlotte.

@5:05 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Not yet, no.

@5:07 - **Katherine Hoen (Fathom)**

So that one will be coming your way as well.

@5:09 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Oh, thank you.

@5:10 - **Katherine Hoen (Fathom)**

You're welcome.

@5:12 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Yeah.

@5:14 - **Katherine Hoen (Fathom)**

Okay. Nice. Oh, yes, it works.

@5:19 - **Kendra Corman (Fathom)**

Yeah. And then, Kathy, like, I will need to share my screen, so I don't know what. Oh, yes. If you're going to individually make us co-hosts as we go, or enable free sharing for a everybody.

@5:30 - **Katherine Hoen (Fathom)**

I'll just allow everybody to screen share. Okay. Hi, Natalie.

@5:36 - **Kendra Corman (Fathom)**

I don't do that anymore because I had somebody screen share, an inappropriate thing.

@5:43 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Oh, no.

@5:45 - **Natalie DeLeo (Fathom)**

Only once. Only once.

@5:47 - **Kendra Corman (Fathom)**

Yeah. Then I blocked everything the heck down.

@5:50 - **Chuck Gifford (Fathom)**

I've had it a couple of times.

@5:54 - **Kendra Corman (Fathom)**

Yeah.

@5:55 - **Natalie DeLeo (Fathom)**

It's scary.

@5:56 - **Kendra Corman (Fathom)**

It is.

@5:57 - **Chuck Gifford (Fathom)**

Oh, my God.

@5:58 - **Kendra Corman (Fathom)**

How is this okay?

@5:59 - **Katherine Hoen (Fathom)**

Yeah. Happy I'm sorry, Chuck.

@6:01 - **Chuck Gifford (Fathom)**

Do you want to make an eye-coach?

@6:04 - **Katherine Hoen (Fathom)**

I would be happy to.

@6:10 - **Natalie DeLeo (Fathom)**

Hi Charlotte. I just talked about you yesterday.

@6:14 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

No, really.

@6:15 - **Kendra Corman (Fathom)**

Yeah, I must be living with your ex-fernie.

@6:18 - **Natalie DeLeo (Fathom)**

two people I need to talk to you about.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Oh sure.

- **Natalie DeLeo (Fathom)**

Yeah, anytime. Yeah. I just figured I was gonna see you and I'll just tell you and then I'll connect with you after.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Okay.

- **Natalie DeLeo (Fathom)**

Yeah.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Thank you.

- **Natalie DeLeo (Fathom)**

Yeah, you're welcome.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Oh, the baby boomers, right? I'm the tail end of that. I'm not poking fun. I'm there. Yeah, got a big birthday this year, August.

Oh, yeah.

- **Katherine Hoen (Fathom)**

Yeah, congratulations. Excuse me. I am crazy dog and I'm waiting for the very last moment. I too. Allow her to be outside.

So excuse me, I was going to wait for a moment.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Yeah.

- **Natalie DeLeo (Fathom)**

Okay, great. So hi Kendra, I haven't had a pleasure.

- **Kendra Corman (Fathom)**

No, I think we've only emailed.

- **Natalie DeLeo (Fathom)**

Yeah, yeah.

- **Kendra Corman (Fathom)**

And what chapter are you in? Lumaarlands.

- **Natalie DeLeo (Fathom)**

Okay, Lumaarlands. Awesome.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Awesome. Are you guys meeting in person Kendra? Where do you meet?

- **Kendra Corman (Fathom)**

Kemp Klein. So the corner of like Limmernoy and Big Beaver, if you know the pink buildings, the Columbia Center.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Okay.

- **Kendra Corman (Fathom)**

So there's two pink buildings. They're right by this DTE substation, right behind. Oh, what is it called? There's a steak restaurant stone something.

Oh, I'm drawing a blank on. That's like right there.

- **Chuck Gifford (Fathom)**

Okay. We'll meet on one of six four, eight four. You made down the 6-4. Yep, 6-4.

- **Kendra Corman (Fathom)**

Kim Klein, 600.

- **Natalie DeLeo (Fathom)**

Chuck, your voice is a little soft. Is there a way to...

- **Chuck Gifford (Fathom)**

I'll try it. Is that better?

- **Natalie DeLeo (Fathom)**

Yeah, either turn it up a little bit or if you can just bring it in a little bit closer to you, that'll be great.

- **Chuck Gifford (Fathom)**

All right. There you go.

- **Natalie DeLeo (Fathom)**

There go. That's better.

- **Kendra Corman (Fathom)**

Like either he's a little soft or wear a little left.

- **Chuck Gifford (Fathom)**

Yeah. No, a little soft.

- **Katherine Hoen (Fathom)**

You're an awesome one, T-Cha.

- **Chuck Gifford (Fathom)**

I am a little softy.

- **Natalie DeLeo (Fathom)**

There's no other one. Yeah.

- **Kendra Corman (Fathom)**

Who Natalie Ken was just finishing up few things on the presentation.

- **Natalie DeLeo (Fathom)**

Someone had sent them some slides, so he was adding those in. Okay. Well, I didn't send him my presentation.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

So I didn't know we were supposed to send the whole presentation.

- **Chuck Gifford (Fathom)**

I'm just doing a live demo.

- **Natalie DeLeo (Fathom)**

Well, that's what I'm doing. Yeah.

- **Chuck Gifford (Fathom)**

Kathy, I don't have a copy of your presentation, so you're going to have to move your pages for me.

- **Katherine Hoen (Fathom)**

Yes, that's fine.

- **Ken Kelsey (Fathom)**

Oh my gosh, Scott Lovejoy.

- **Katherine Hoen (Fathom)**

Actually, all right, I'm back.

- **Ken Kelsey (Fathom)**

Actually, I am not...

- **Katherine Hoen (Fathom)**

Who had a question, Charlotte?

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

I'm good.

- **Ken Kelsey (Fathom)**

You answered. Okay. Anybody else have questions?

- **Katherine Hoen (Fathom)**

I want to clarify. So as far as the initial presentation, Chuck, Ken is going to do that. Ken is going to be turning...

Paul Groth, good to see you.

- **Natalie DeLeo (Fathom)**

Hello Brian Jacobs. Now I do have a question Kathy I sent you my bio, the short bio.

- **Katherine Hoen (Fathom)**

Yes I have.

- **Natalie DeLeo (Fathom)**

I sent it to you. Did I send it to the right person or was I supposed to send it to someone No because I will be introducing each presenter.

Okay great great great and really great to see you.

- **Katherine Hoen (Fathom)**

Oh it's great to see you too.

- **Natalie DeLeo (Fathom)**

I I miss you.

- **Katherine Hoen (Fathom)**

Thank you. Scott! Hi Kathy. Hi Scott.

- **Scott Lovejoy (Fathom)**

How are you?

- **Katherine Hoen (Fathom)**

You look great.

- **Scott Lovejoy (Fathom)**

Oh thank you.

- **Katherine Hoen (Fathom)**

You get your hair done? Yeah it's Kathy.

@11:02 - **Ken Kelsey (Fathom)**

We got a couple things ready for. Kathy or Chuck, you're making the poll right now.

@11:15 - **Katherine Hoen (Fathom)**

Hello, LENZY.

@11:18 - **Ken Kelsey (Fathom)**

Hey, LENZY is in Florida.

@11:22 - **LENZY PETTY (Fathom)**

Yeah, that would be nice. It's quite beautiful here in Destin, Florida or for a while, whatever it's called.

@11:35 - **Natalie DeLeo (Fathom)**

Where is it at?

@11:37 - **LENZY PETTY (Fathom)**

It's in the panhandle, so somehow we're just to go to the eastern town.

@11:43 - **Natalie DeLeo (Fathom)**

Yeah, yeah. My daughter doesn't live too far from there.

@11:50 - **Katherine Hoen (Fathom)**

Hello, Jeff Supancic.

@11:53 - **Jeff Zupancic - Business / AI Consultant (Fathom)**

Kathy Haines. Been far too long. I know it has, is it? You have the responsibility to Text, email, or call me afterwards to schedule that one-on-one we've been talking about.

@12:06 - **Katherine Hoen (Fathom)**

Hey! Just threw that ball to me. Did you notice?

@12:10 - **Jeff Zupancic - Business / AI Consultant (Fathom)**

Yes, right. It's been too long. Too too long.

@12:14 - **Katherine Hoen (Fathom)**

Hello, Andre.

@12:15 - **Andre Salamy - #SoldbySalamy (Fathom)**

So good to see you. You too.

@12:17 - **Katherine Hoen (Fathom)**

Hello, Darryl. Even though I don't see you. Hello, Mike Park.

@12:24 - **Darryl Morris (Fathom)**

Are you?

@12:27 - **Mike Park - Mitten Tax & Bookkeeping (Fathom)**

Hello, everybody.

@12:29 - **Katherine Hoen (Fathom)**

So we are waiting for a few more people and it's only 3.53 so we've got time yet.

@12:46 - **Natalie DeLeo (Fathom)**

I'm Darry. haven't seen you in a long time.

@12:50 - **Andre Salamy - #SoldbySalamy (Fathom)**

How are you?

@12:53 - **Natalie DeLeo (Fathom)**

Yeah, life treating you well.

@12:55 - **Andre Salamy - #SoldbySalamy (Fathom)**

Yeah, I've got no complaints. girls are getting big and like that.

@13:00 - **Natalie DeLeo (Fathom)**

Yeah. Very good, glad all's going well.

@13:05 - **Andre Salamy - #SoldbySalamy (Fathom)**

For sure.

@13:06 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

We have a new member to our chapter and like it just became official. So I sent him this invite.

I don't know if he registered, but if honor hospice Kevin comes, I just wanted to let you know he's brand new, Talby on.

@13:26 - **Ken Kelsey (Fathom)**

I don't believe I got him.

@13:27 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

He's not on the list.

@13:29 - **Ken Kelsey (Fathom)**

Kathy, did you get the list?

@13:32 - **Katherine Hoen (Fathom)**

No.

- **Ken Kelsey (Fathom)**

Did you send it to me? Yes. Just emailed it. Oh, you did. I know. Lauren, how are you doing?

- **Lauren Romanowski (Fathom)**

I'm good, Ken.

- **Ken Kelsey (Fathom)**

How are you? Fantastic.

- **Katherine Hoen (Fathom)**

I didn't get it, Ken.

- **Ken Kelsey (Fathom)**

Oh, couldn't out absolutely. Hey, I

- **Katherine Hoen (Fathom)**

What did you send it to?

- **Ken Kelsey (Fathom)**

No, it didn't do it.

- **Katherine Hoen (Fathom)**

Hello Jane!

- **Ken Kelsey (Fathom)**

There comes Kathy.

- **Katherine Hoen (Fathom)**

Thank you.

@14:36 - **Scott Lovejoy (Fathom)**

I was hoping to do this outside. moved out to the deck. But apparently the wifi going through the brick wall is dying.

@14:46 - **Natalie DeLeo (Fathom)**

So I'm back inside.

@14:48 - **Scott Lovejoy (Fathom)**

Looks like it might rain anyway. So I don't know if it would start raining on me while I was out there.

@14:53 - **Natalie DeLeo (Fathom)**

That's getting pretty cloudy, isn't it? I should probably see. We have four minutes.

@15:16 - **Katherine Hoen (Fathom)**

Okay, I still didn't get it. Ken, oh, nope, there it is.

@15:23 - **Ken Kelsey (Fathom)**

Okay, thank you.

@15:24 - **Natalie DeLeo (Fathom)**

I'll change that.

@15:32 - **Grant S Livonia LBN (Fathom)**

Good afternoon, Ken.

@15:34 - **Ken Kelsey (Fathom)**

Hey, Grant.

- **Katherine Hoen (Fathom)**

Hi, Dr.

- **Ken Kelsey (Fathom)**

Grant.

- **Katherine Hoen (Fathom)**

Hi, Ken.

- **Ken Kelsey (Fathom)**

Well, we've got half of our people here.

- **Natalie DeLeo (Fathom)**

Oh, I have been seeing Ken, Grant, Tyrrell, for a long time. I can't. And Ravi?

- **Katherine Hoen (Fathom)**

Hello Lauren Romanowski.

- **Lauren Romanowski (Fathom)**

Hello.

- **Natalie DeLeo (Fathom)**

Where is she? Oh there she is.

- **Lauren Romanowski (Fathom)**

Hi Lauren. Hi.

- **Kent Tyrrell (Fathom)**

Hello Charlotte.

@16:26 - **Natalie DeLeo (Fathom)**

Mr. don't fall off the bridge.

@16:29 - **Jeff Zupancic - Business / AI Consultant (Fathom)**

Hi I'm good to see you on the side of the hill.

@16:34 - **Katherine Hoen (Fathom)**

Hello Hello. Welcome Ravi.

@16:44 - **Robby Kempton (Fathom)**

Hey everyone.

@16:47 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

I did say hi Ken, I forgot I was muted. Good, how are you?

@16:55 - **Kent Tyrrell (Fathom)**

Very well.

@17:02 - **Katherine Hoen (Fathom)**

We have a couple of minutes before we get started. Are you back in town, Natalie?

@17:18 - **Natalie DeLeo (Fathom)**

I am back in town.

@17:20 - **Ken Kelsey (Fathom)**

Thank you. Were you up north?

- **Natalie DeLeo (Fathom)**

I was. I was at my daughter's resort.

- **Ken Kelsey (Fathom)**

Oh my gosh.

- **Natalie DeLeo (Fathom)**

Yeah, just paradise over the bridge.

- **Chuck Gifford (Fathom)**

Yeah. That comb with all of the holes.

- **Natalie DeLeo (Fathom)**

Yeah, I know. Oh. We need some music or something.

- **Ken Kelsey (Fathom)**

I forgot about that. I thought about that a three, four weeks ago when I was started and never did anything.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Sorry about that. We need some theme music for LBN.

- **Natalie DeLeo (Fathom)**

Yeah.

- **Ken Kelsey (Fathom)**

Somebody can rap. They can rap the rap song that I sent out yesterday.

- **Natalie DeLeo (Fathom)**

Here you go.

- **Chuck Gifford (Fathom)**

I was going to say, do we have to to o a rep for you.

- **James's iPad (Fathom)**

Okay, it's four o'clock.

- **Katherine Hoen (Fathom)**

so we are going to get started so we can be punctual. And I know Ken, you are going to do a little introduction for me.

So let me just go over some of the guidelines. I am going to mute everyone. If you have questions, and I hope you have questions.

Because boy, This is a pretty dynamic line of. I'd ask that you put the questions in the chat and that at the end of the presenter's time, then I will be posing your questions to the presenter.

A reminder, don't forget that at the end of this, there will be many little presents coming your way. And so it's my pleasure ladies and gentlemen to introduce.

Our post, Ken Kelsey. Oh, actually, our introduction is coming from our own leader, Chuck Gifford.

- **Chuck Gifford (Fathom)**

Hello everybody, great to see you all here. I think most of you know I'm Chuck Gifford President, founder of the local business network.

And it's a great pleasure to have you all here with us today. I hope you're excited about this event and we are excited about having you here.

So, we look forward to our... I think you're a great show today. Ken, are you going to put slides up or am I just going to proceed on?

SCREEN SHARING: Ken started screen sharing - WATCH

Anyway, okay, next slide. Okay, let's see, that is brought to you by the greater Lebony chapter more specifically by Ken Kelsey, and we just really want to reach out and thank you.

And for the hours and hours of work that you put in there, planning this event and pulling all the people together and getting it all organized.

We truly appreciate all the hard work that it has done. And also, of course, we want to thank Kathy for hosting and all of our speakers, all of our presenters, the work they've done and putting their information together.

So, it's been a joint effort and we appreciate all the...

@21:02 - **Sara Young (Fathom)**

I have been asked next slide, Ken.

@21:19 - **Chuck Gifford (Fathom)**

Well, I'll go ahead and just, before we get started, want to do a quick survey to, um, find out who's here and what your level of expertise is with, um, with AI.

So, if each of you could quickly indicate what your level of expertise is on this chart, and then we'll take a quick look at the results.

And we'll, 25 and 31 have answered. We have a wide range of expertise with us here today, couple of all the way at the top, and a few of us all the way at the bottom, although I wasn't allowed to vote.

I didn't want me to lower the averages, so Ken and I are in the tapping area, but as you can see, have a wide variety of expertise here, and so we look forward to something here for everybody, so I'm sure you're going to enjoy the event.

So now I'd like to turn things over to Ken. We will give you a brief introduction to AI before we start the individual presentations.

Then take it away.

@23:12 - **Ken Kelsey (Fathom)**

I love those curtains.

@23:20 - **Chuck Gifford (Fathom)**

Thank you, Chuck.

@23:24 - **Ken Kelsey (Fathom)**

Really appreciate that. So, unleashing the power off artificial intelligence in your business. This is why we're here. I'm glad to see that a lot of there's a wide range of people in the pool.

So, that's really helpful and we're going to give you some great knowledge today. And here's a philosopher who says, the great risk of way of AI is in malice but competence.

And I'm not going to read all the The slides because there's a lot of information, but you're going to get a copy of this PowerPoint afterwards.

Chatty PT's Warp Speed Rise makes Instagram's growth seem downright poky. Did you know that since launching in November 22, Chatty PT has already amassed over 100 million users by January 23.

It took Instagram two years to reach that milestone. So this is something phenomenal. This AI chat box, unprecedented option signals a massive breakthrough moment for natural language AI.

Latest report is that the Chatty PT is estimated at 172 million users as of April. Imagine having a personal assistant available 24-7 to help with critical business functions.

That's the power of AI. It can help manage tasks, provide expertise, and elevate small teams like cars, every one of us.

Chat GPT signals a new AI era, but its role is empowering humans, not replacing us. This technology amplifies our abilities.

And here are some technical things about key responsibilities. These are Chat GPTs, has a natural language processing, a massive database and growing every day, and then machine learning.

Combined with all that is what we get. Let's dream for a minute. Let's dream big about the possibilities with AI.

You can have an advisor to improve website content, assist with emails and newsletters, provide financial guidance, conduct research, Help with bookkeeping, create graphics, provide technical support, review and analyze contracts and documents, monitor industry news and competitors, forecast demand, inventory needs, growing opportunities, analyze client data to improve service.

So these are all the things I didn't read them all, there's 27 there. But you know, I kept going and getting more and more.

There's probably thousands of uses for AI. Of course, we must use AI thoughtfully and ethically. This technology has flaws and limitations like any tool.

It can make factual errors or perpetual biases if we aren't careful. But if we approach AI with openness, yet caution, focus on

Just on augmenting rather than replacing human intelligence, the potential benefit far outweighs the risk. And Sandar, the CEO of Google, we cannot unleash the full potential AI unless we build it on a foundation of people-centered values like privacy, free speech and human rights.

So that's my introduction. Here's the people that you're going to be hearing from today. I'm going to introduce Kathy Hange.

Many of you know Kathy. She's going to be our producer today doing all the bells and whistles and the controls in the background.

She's a former member of LBN, and a part of my wonderful team as Secretary of the for three years, and she was phenomenal in that job.

- **Katherine Hoen (Fathom)**

Thank you for that wonderful introduction. Our first presenter, Jessica Reinder, I will be introducing each presenter. Presenters, you all know you're timing.

If you're coming up to the end of your time, I might give you a high five and let you know to wrap up.

Please allow at least a couple of minutes at the end of your presentation for questions. As the presentation is being done, attendees, please put your questions in the chat and then I will read the questions to the presenter.

And then a reminder also, don't forget to save the chat at the very end of Thank you. If somebody has to leave, I will be saving the chat and we will send a copy of that chat out to everyone.

So it is my pleasure to introduce our first presenter and that is Lenzi Petty. Lenzi is the founder and owner of Data Analytics Technology Advantage.

He established this business seven years ago. His clients are varied, including Harley Davidson, Lear, Blue Cross Blue Shield of Michigan, and many, many more.

And he provides data solutions to phenomenal people and companies. And those data solutions include things like custom software web applications, supplier teaming, matchmaker portals, to connect subcontractors to subcontractors, training and project implementation and economic impact analysis.

He earned a Bachelor of Science in Chemistry from Howard University, and he has an MBA from The University of Detroit Mercy Ladies and Gentlemen, please welcome, LENZY PETTY.

- **LENZY PETTY (Fathom)**

Thank you very much for that wonderful introduction, Kathy. So, I walk through what AI is and some of the elements of chat GBT.

lot of times I hope folks understand that a lot of what we see is new has just been here for a while, but chat GBT is Ken observed.

And explained is quite different from what we've seen before, but I do want to take a minute and kind of walk through, you know, what are some of the things that you probably have and did not know quite some time that is AI.

You know, AI chat GBT is a form of AI, but there are lots of forms of AI. And so, I'm going to start by going through a few examples and I'll come back and wrap it up with kind of what Microsoft is looking to do.

And if you think about, you know, the whole chat GBT world and open AI. That's something that Microsoft embraced early on and they bought into that.

I don't know if they're like, I think they, I'm not sure what their potential, what their total ownership is of JAP GBT.

But if you think about how you're using it today, won't be how you're going to be using it two years from now or even a year from now.

You'll probably be using it in a Microsoft product or product or some other solution that they already have out in place.

And I'm going to start just by sharing my screen to me minute to do that. And, go to Zoom, here I'm looking for the share button.

SCREEN SHARING: Lenzy started screen sharing - [WATCH](#)

There we go. All right, let me know when you all can see my screen.

[@31:56](#) - **Katherine Hoen (Fathom)**

We can see it.

[@31:58](#) - **LENZY PETTY (Fathom)**

Yeah. All right. So. Many of you probably use PowerPoint today, right? And you look in PowerPoint and probably many of you have used several of the features in PowerPoint.

You probably use a designer which comes up with different ideas. You just go to the designer portion and it will automatically start searching for ideas for you.

What I found a lot of folks didn't know is that there's also a slideshow coach where he uses artificial intelligence.

So imagine you're presenting a PowerPoint slide where you want to prepare to present and you want to kind of rehearse and just kind of make sure that you're able to deliver it in a good way.

Well, there's solutions in here that's called the rehearse with the coach and it's got two versions of it. There's an online version and there's this version and it's slightly different but they're really related.

There's just some more additional. I'll click on this and now I'll start you with that presentation process. I'll say okay, let's get this started.

The digital age is really unique in the sense that data insights, we get data insights from whole bunch of places and there's so much more we can do to be more digital.

Now, just that short period again, I really wasn't going through a lot, just wanted to try to illustrate it.

So it's basically doing artificial intelligence to do an analysis of everything that I just talked about. Actually, we turn this on.

So in the background, it's actually creating an analysis, and I'm not sure if it did that this time, so we might have to try that again.

But if you think about some of the things that it is doing, let's try it one more time. Is that...

Oh, it's acting up a little bit earlier. Let's see. All right, let's see. Are we doing it? Oh, also again, it can give you the...

it can... start to write everything you want. I wanted to add that too, so it can also do translations.

But... that's true. I think I might have to do this on the desktop version. Because this one doesn't want to work right.

All right, we're going rehearse with Coach. All right, so data is everything nowadays, and if we start to think about how can we get better at it, I think we need to do...

We need to do more work and really understand what AI can do for us and we need to start to be smarter about how we manage the security.

Let's see, think that's probably all we want to say. I think that might be enough for right now. Let's see, just gave a summary of how well I did.

It talked about the fillers. To some more polish, try to avoid using fillers. You talked about repetitive language. So it basically did an AI analysis of how I was doing in this Power BI program in my PowerPoint presentation that I can use.

Again, this is just a rough look at that. Another example is the sub- titles. you think about the language, lot of times, you might want to have subtitles and you might want to have your subtitles in a different language.

Let's see Hebrew. Now when I do my presentation, it will start to show that in Hebrew. Let's do a...

This thing is in my way here. Let's do the presentation. Let's the slides. Now what I taught. Now it's going to show the subtitles in Hebrew.

you think about how we can leverage AI today with a tool that you already have, again, it's already here.

There are so many other things we can do. I'll show a couple of more and then we're almost at time.

I think we've got maybe five more minutes. But this is just one tool where we can do a lot with AI and we already have it.

Some of you all have used Microsoft Edge. wasn't a big fan of Microsoft Edge, Microsoft has integrated everything in there.

If you think about now, some of you may have the... The icon for being, and if you use being now in Microsoft Edge, some of the things you can do is basically doing the chat GPT stuff, plus you can do images.

So if I say, you know, give me a sales presentation for Power BI. just want to take it out and use it out.

Focus on. Again, without going to chat GPT, I just came straight to Google, I mean to Microsoft Edge, clicked on this, and I was going to start building that whole thing, just like it would if we were in and chat GPT again, because Microsoft bought them, so a lot of that's built in there.

Again, simple way to get there. I can say, create a 3D image of data for sales, And get it all started to create an image, it'll create a 3D image right within this.

Let's see if it'll go fast enough. Here we go. I don't think you put the D on the floor.

Oh, hi. Well, I guess it figured it out. So again, it kind of, it created an image, right? And this is all within the beam.

We have it And One of the other things I wanted to show you a couple of things. Again, AI capabilities that we have today.

If you think about, you know, a lot of us use Excel. Well, within Excel, nowadays they've got this feature that allows to start to analyze even your data.

It's called analyze data. You know, so you got a bunch of data. How do you start to get a quick analysis of that data leveraging AI?

This is taking this Excel file is taking the data that we see here. And it's creating graphs and charts.

We think about PowerPoint slides, we know it can help you there, but it can also help you with your data.

In addition to that, if we go to the insert, we wanted it to help you with them, let's say not everybody's excited about pivot tables.

Hey, recommend me a pivot table. It'll recommend you multiple pivot tables, leverage an AI, pick a pivot table that you want it to leverage, embed it into report.

It'll let leverage AI to build you other things, like recommended charts, where recommended charts, which you I think the AI in the world that we see it is evolving, and I think more of it is going to be embedded into the tools that we already use, tools like Microsoft Power BI, tools like Power Microsoft PowerPoint and Excel.

And I'll close with one last concept of where it's leveraging AI. So here's an example where we've got data, and maybe the data is coming from a picture.

And so let's Let's say I got a picture of a receipt and that's a kind of a scare go to.

So here's my receipt, right? a lot of times, you know, we collect our receipts, we maybe take a picture of them and upload them.

And so, you know, we'll just take a copy picture of this receipt, feel so just whatever that is. Now we'll go to Excel and I'll say get data from my clipboard.

So I just copied that to my clipboard. So it's going to leverage AI to start to study this receipt.

And so now as I start to review this receipt, all right, it says receipt of shop sales name, receipt of shop sales name, all right, that looks okay.

The date that looks okay, you know, this looks okay, helps. There's an AX instead of an AM, so it didn't quite get that.

So, okay, that's okay, let's accept. Let's go to that, that's nothing. And so, again, without going through this whole thing, it's just the idea that this is leveraging artificial intelligence in order to give us insights.

I wanted to give you an introduction to some of the AI capabilities and features that are available today. of them leverage and chat with GPT, some of them not.

But again, as we start to see this world grow and evolve, we're going to start to see some of this stuff so embedded that we don't know it.

It'll just be everyday life. Thank you.

- **Katherine Hoen (Fathom)**

Thank you, Lindsay. We do have a question. What you just showed us, is this a standard in PowerPoint or is this a special PowerPoint?

- **LENZY PETTY (Fathom)**

Everything has just showed you a standard. Even the chat GPT built into being a standard. The stuff in Excel, standard.

- **Natalie DeLeo (Fathom)**

Some of this has been standard for a few years now, but again, folks, a lot of times they don't know about it.

- **Katherine Hoen (Fathom)**

So I'd like to expand on that. We're talking about Microsoft PowerPoint. What about other types of Office or business-style software programs?

Are they as far along in the AI and doing this type of thing, implementing this within their programs?

- **LENZY PETTY (Fathom)**

So in the Microsoft world, they got a conference going on today called Aspire. It's going on for the next few days, and the CEO of Microsoft did the keynote for it this morning.

But they call it co-pilot. It's going to be everything in Microsoft. In all the Microsoft Office, co-pilot is the thing that's going to be making chat GPT part of everything you do in the Microsoft ecosystem.

Whether you're working with Microsoft Teams and is recording and doing information on your meeting and doing a summary. Let's say we're having this meeting now.

Imagine after we're done with this meeting. Co-pilot. We'll go and take all of these notes and summarize it and send you a summary of your meeting, not just the words from your meeting, but actually summaries and next steps and options.

mean, so it's, and that's their whole process right now is really building AI. So when they bought into this open AI world with chat GPT, again, their vision was embedded in everything so that when they're done, again, it's not going to be separated from yours.

I mean, it's going to be, it's the fabric of their whole process.

@43:33 - **Katherine Hoen (Fathom)**

So we have one more question. It says, I'm hesitant to use imagery commercially from AI. Do we have any information about the licensing or information about the images you get out of AI?

@43:47 - **LENZY PETTY (Fathom)**

I don't. I'm not not sure. sure. sure. sure. I'm not Thank you. That's the basis for their solution. Now they've taken it to the next level.

Even at the next level, I don't know if they've addressed the question of ownership of the graphics. now, I don't know if they're actually generating this.

I don't think they're just finding these images, but I don't know if it's certain.

@44:25 - **Katherine Hoen (Fathom)**

Okay. Well, thank you very much, LENZY. We know that this is something that you work with all the time, and we really appreciate your expertise.

@44:34 - **LENZY PETTY (Fathom)**

Thank you. you.

@44:37 - **Katherine Hoen (Fathom)**

Our next presenter is Lauren Romanowski. Lauren is proud to be one of the co-owners of hyper-digital marketing. She has a passion for building unique relationships and a track record for growing and scaling major organizations.

She specializes in creating a new Creating compelling concepts and brand messages for both global corporations and local businesses. She draws on her experience of design technology, mortgage real estate, and more and brings a wealth of knowledge and expertise to the table.

She's highly skilled in a variety of areas, including branding, creative briefs, web design and management, and what truly drives her is the opportunity to share her expertise with others and give back to the community.

Ladies and gentlemen, please welcome Lauren Romanowski.

@45:26 - **Lauren Romanowski (Fathom)**

Hi guys! It was such an honor to actually have, kind of asked me to kind of do this for you guys, so I'm going to try and pop up my screen share with you, and it looks like...

SCREEN SHARING: Lauren started screen sharing - WATCH

Let's see if I can do it, that's my, it's gonna be easier. All right, can everybody see that presentation that's up right now?

Okay, perfect. All right, so I wanted to break up with you guys a little bit. The most compatible software we have out there right now that's capable of everybody is using is ChatGPT.

There's a lot of bias following around this. We use a couple other software as well, but we always come back to the open source of ChatGPT.

I wanted to drive a little bit of a presentation today to you guys about what's the purpose that we use at an HDM4 and a micro scale.

And how you first can actually apply that to your own business and kind of seeing how those aspects are going to happen move along.

So what is the purpose that is, you know, the HDM uses for ChatGPT. We use it for content generation.

We use it for audience insights. We use it for customer support and engagement. We use it for brand voice and tone.

And we use it for marketing automation integrations as well. With that. As I kind of walk through this, I am

I'm going to give you guys a little bit of advice, any questions, how to ask it, how to funnel in that interaction so you can achieve what you want.

I feel that a lot of people struggle with achieving the actual answer and it's kind of like bringing the force of water but you can't make a drink.

Tatch BPT knows a lot but it's asking it in the appropriate way of how to get the correct answers out of it.

So at the end of our day, the kind of the more you feed it, the more you're going to kind of get So, you're asking these questions, Tatch BPT has the capability to ask a high-volume question in that first initial paragraph with it.

So, think about when you're walking through your memo of strategic solutions, you're having a clear ask for the resolution of the question.

You have a clear ask on the tone of how you want this presented. Provide an example of what you would like to achieve or compare it with.

And then, then, then, then, then, then, then, then, had to did, The modeling structure of let's use Uber's marketing strategy.

How can I apply that to my business today? That's an example of using a care and contrast of tone with that.

Provide a fact within that integration. Provide an ask. know this factual data. Can you run a comparison with it to me as well in the beginning of my ask?

And then ask, Chuck Giffy, to ask you. Questions to better help the technology provide the best answer possible. I have found that I have even learned myself from the software within that capability as well.

If you can ask questions, it's going to help better bounce that answer you want back off of that. So a couple of the breakdowns going back to the beginning.

I'm just going to hit a few for you guys. So I think they could be very beneficial for your companies is populating audience insights.

So, this is a great thing. Let's say if you're a cleaning company, know, Chachibati, can you run me like a data sweep of who is the highest volume caller in in the Bloomfield Hills or Oakland County area?

Like what age ranges are you seeing with that? Chachibati has a capability to pull different responses in different areas.

And again, going back to the slide before, you counter-ask that within the technology of if you don't know the answer right away, ask me a question so you can better resolve this out.

Chachibati will sometimes hit a wall within its asks, and you'll have to ask it again. It a different way to kind of get back.

That's just an example. Another kind of thing, kind of within the same topic matter, you can ask to provide an analysis of social media conversations related to the brand or industry, pick a specific one.

You can also ask, what are the key factors influencing a consumer for the purchasing decision in that specific industry, which demographic groups show the most interests in our products or services.

Again, all these things The most are going to kind of help key you into more knowledge of what's kind of going on with the data with that.

Also, what are some common pain points or challenges faced by our target audience within the same population continued. Also, another great thing is, can you analyze customer reviews and feedback to identify areas of improvement?

What are emerging market trends that we should be aware of? Again, based off your specific product or service, having that.

The more you give chat GBT, the more you receive back in that spectrum as well. Another one of our key features, which is what almost every industry should be doing, is actually email marketing within that.

Whether you're a doctor's office, you have a product, you sell a service, you should be kind of running that email marketing campaign, just for re-touching base to your clients and consumers within that.

know, you've got to think outside of just generating content, gather your data first before you start generating the content for your campaigns.

And again, for example, these are some of the questions that you should be asking. What are some engaging subject lines and preview texts that can grant a recipient's Can you help me create a compelling email copy that highlights the benefits and features of our products?

For example, If that copy, make sure you provide what your service and products are. If you have a direct website link, such as on even at HCM's website, we have a product page.

Okay, happy the link of your product page in there. Ask them within it. Ask them to take base up this is what I just gave you.

Can you create a comprehensive email that's going to fulfill to this direct target audience? But talking in this very specific tone.

Again, you have to be very direct within your Ask a Bad. Again, some very wonderful things. How can we personalize the emails to make them more relevant to each recipient?

What are some strategies to improve email open rates and reduce unsubscribe rates? This will change for every product or service.

Keep in mind. What types of visuals or Multimedia elements, can you be included in emails to make them more appealing?

How can we segment or email list based on consumer preferences or behavior, CVD, deliver targeted content? What are some effective ways to nurture leads through email sequences?

And can you provide insights on A, B testing elements? to many businesses, this is very big. know, you kind of started to cone in your your levels, you're going to start to kind of narrow it.

You're going start to window little bit, especially if you're not working on other spectrums. That's another way that chat GBT can actually help you with your modeling.

So we know that you can ask all these questions at the same time. They're going to kind of be in like a sequential process of kind of weaning out your rows and kind of building that through.

So this is another kind of fun topic that I kind of want to roll with you guys is how to evaluate your own marketing using chat.

I touched base a little bit on this before, but you can have chat GBT evaluate many things, even such as on your website.

If you think that was 10 years ago, you haven't had a developer back in there for a while. This is a great opportunity to ask chat GBT, hey, find me some errors.

What's going on? You may not be able to code, but if you have a coder on hand, this is actually really cool, fashionable data that you can run yourself and give to somebody else as well, such as on-page SEO analysis, content quality and prevalence, site speed and performance, mobile friendliness, URL structure and site architecture, technical SEO audit, backlink analysis, competitor analysis, local SEO optimization, and SEO best practices and updates.

Those are just concrete examples for your website. The really neat thing about Chuck GBT is you have a specific facet in your company, ask it.

You can ask it questions to bounce a back off of you. If you're looking to elevate your game and saying, hey, my social media is not really doing too well, can you provide me some structure and feedback and flaws that I'm missing on right now to help elevate my brand to the next level?

The nice thing about that, if you've provided enough structure, it's going to give you feedback by pulling metrics from other companies and comparing and contrasting.

It's a very unique process within that. So a short recap of benefits for really quickly, you have a wonderful aspect with consumers by asking questions you can gain valuable insights into consumer behavior, market trends, audience preferences, and competitor analysis.

These insights can inform your marketing strategies content creation, product development, and customer engagement. Efforts, you can also use it for email campaigns, which provides valuable questions, will help you generate ideas and receive guidance on various aspects of email marketing campaigns, including copywriting design, personalization, segmentation, and optimizing.

you don't suffer your website, keep in mind you can use it to leverage an SEO analysis and you can gain valuable insights and recommendations to improve your website's SEO performance and increase your organic search visibility.

You can drive to more targeted traffic on your site. Again, those are kind of in my short, you know, what we use for our HCM.

use chat, TBT for a lot of things. And that is just one software within our wheelhouse that we kind of use and operate with that.

So I know it's a very, very fast presentation on it, but then again, I open the floor to the questions.

@56:52 - **Katherine Hoen (Fathom)**

Okay, thank you very much, Lauren, and we do have about minute left and we do have a couple of questions.

First of all, what data do you gather first? Before creating the email campaign.

- **Lauren Romanowski (Fathom)**

Yeah, that was actually kind of a really cool thing. So I was really thinking about my audience. So first evaluate your audience of who you're targeting this message to.

Again, you have to think of it coming from a high level. What is your trunk of your tree? Who are you trying to reach within your branches and taking that segmentation else in the next level?

- **Katherine Hoen (Fathom)**

And can you give us some detail about what competitor analysis and backlink analysis is?

- **Lauren Romanowski (Fathom)**

Yeah, so competitor analysis is the fact like, say, let's talk about like a product brand. know, there are many different different shampoos out there, right?

And let's talk about like different stuff for blonde hair. You know, we all know that there's purple shampoos. Well, there's also five brands of purple shampoos.

So you can actually run a competitor analysis between two different types of brands. So if you know you have a local competitive area or you have a well-known brand that's kind of running right.

Backlinking is what I'm referring to your website. Backlinking can be multiple variations between backlinks connected to your websites, such as through other third-party websites.

That's through networking processes. That's if you have a really in-depth website that you've had up for a long time, you may be connected to other services such example, Amazon may have you host as a backlink if you're having product.

- **Katherine Hoen (Fathom)**

Okay, I encourage all of you if you want more deep dive into these things, please reach out and do a one-to-one with Lauren because she definitely is an expert in what she is her analysis.

- **Lauren Romanowski (Fathom)**

Yes, and Andrea is clapping.

- **Katherine Hoen (Fathom)**

Thanks, I'm Delo Parker from Farmington. All right, thank you very much, Lauren. Yes. I'm moving right Great along and moving into a different industry that is impacted with AI is Paul Groth.

And Paul is the partner in the law firm of Seagland, Gayle, Pollack & Groth.

- **Ken Kelsey (Fathom)**

He has got over 3. that's wrong. I'm sorry. We missed that one.

- **Katherine Hoen (Fathom)**

Sorry. Okay.

- **Ken Kelsey (Fathom)**

Thank you. thought he's by himself now?

- **Katherine Hoen (Fathom)**

Okay. Thank you. And he's been a lawyer for more than 36 years. He graduated from Wayne State University and Dittory College of Law.

And he's recognized for his proficiency in legal writing, criminal defense, commercial litigation, legal research, civil litigation, and so much more.

And we're excited, Paul, to hear about how you use AI in the legal industry.

- **Law Offices of Paul V. Groth (Fathom)**

Thanks, When Ken asked me to make this presentation, I had to tell them I'm like Chuck Gifford. I'm at the bottom.

Wrong of the latter, so to speak, as far as my knowledge of AI and my experience, I feel I'm just really in the beginning exploratory stages.

really there's maybe three areas so far that I've used AI or experimented with AI, one has to do with legal research.

Hang on, hang on a minute, Paul. I'm sorry, didn't hear you again.

- **Ken Kelsey (Fathom)**

Hi, How you? And you can hold off on the on the screens. Okay, I'll hold off.

- **Law Offices of Paul V. Groth (Fathom)**

Yeah, that's no problem. So, so the three areas, one area legal research. The other area is if I'm, let's say, working on a contract and I'm.

Struggling to put together some language on a certain provision I've. I've used a in that respect. And then also I do a lot of the state planning.

And I just did one as a form for. In terms of the legal research, I had a partner recently who had a client who bought a house with leaky basement.

It was suspected that the seller had taken some steps to cover up the leaky basement. In the seller's purchase agreement, he attempted to shorten the statute of limitations for the time that the buyer would need to bring any kind of lawsuit.

I used that as a beginning point. It gave me just the beginning point. From there, I can springboard from there to do further research.

Which brings to mind, I don't know if some of you have heard about the situation with the attorney, I think, who wrote a brief using AI and apparently, somehow AI just pulled cases

That was totally irrelevant to the issue at hand and apparently the attorney never checked the citation. So it's hard to believe someone would just totally rely on AI without doing their own independent research.

- **Ken Kelsey (Fathom)**

Paul, I have your screenshots ready if you want to use them.

- **Law Offices of Paul V. Groth (Fathom)**

You know what, I think I could just pass on those, Ken, it's a lot of language and verbiage that I might just be more cumbersome.

But thanks. And then in terms of the language portion, if I'm trying to find, let's say, language to use in a contract, I had a letter of intent I was working on concerning the assignability of the contract to other parties, but I wanted to also include in there whether or not the condition that either party could assign only sign its rights to a related person or entity.

I had a couple things going on there and I just did my ask to AI, I guess you could say, and my prompt.

It was quite helpful in terms of helping me structure that provision of the contract. Lastly, I had indicated I do a lot of estate planning and I have my own questionnaire initial estate plan.

I that I use that's a fillable form that I send to clients initially to give me some of their background information before I meet with them.

But I asked again, chat GPT for questionnaire for an attorney in Michigan who handles estate planning. It's amazing how quickly this thing just gets spit out.

was really quite helpful and there's provisions in there that I think I'll be able to use. And to modify my own current questionnaire with.

So that is all I have to present today if there's any questions otherwise. Thank you very much for your attention.

- **Katherine Hoen (Fathom)**

Thank you very much, Paul. We've had a comment about AI hallucinates. You need to check everything. So just as we humans are not infallible, know, in garbage out or not in for, you know, the, the bullet.

information that is input. So you see that the future of paralegals or lawyers or research assistants, there's still going to be a need in the law, in the legal industry for those types of people, correct?

- **Law Offices of Paul V. Groth (Fathom)**

That is correct. Yes, that's a good point.

- **Katherine Hoen (Fathom)**

Okay. And we also have a comment that says it's reassuring to hear that Paul says that legally be careful.

What else should we be aware of? you said, for example, Let your researching a civil litigation and your putting information into AI to find either precedent or details about other cases.

What else should we be aware of in regards to using AI in a legal arrangement or a legal contract?

- **Law Offices of Paul V. Groth (Fathom)**

Well, I think people need to be weary if they're going to try to put together a contract of self, just relying on AI.

I think you should consult with an attorney and not just rely on what AI may have to say. Now again, I haven't had the biggest experience with AI as a Vietnam, just getting into it, but that would be my first concern that people would just use it as a be all and end all to structure, maybe their contracts and other documents.

- **Katherine Hoen (Fathom)**

Okay, so be aware, you can use it maybe as a Dr. Aft, but make sure that you have that person that's been a lawyer for 36 plus years that really has the knowledge and experience to know exactly, you know, before you finalize.

So, if you create a contract on AI, you can hire Paul to represent you. Is it is Chad GPT, a form of practicing law without a license?

- **Law Offices of Paul V. Groth (Fathom)**

I would say it is because you don't, I mean, for someone just to get on Chad GPT and ask for it to maybe prepare a legal document, intending it to be legally enforceable.

I think it is practicing a law without a license.

- **Katherine Hoen (Fathom)**

Okay. Thank you very much, Paul. really appreciate your legal perspective.

- **Law Offices of Paul V. Groth (Fathom)**

Thanks, Kathy.

- **Katherine Hoen (Fathom)**

you. Our next presenter, we move into a different industry and this is really helping. Seniors with all of the things that they need to have the best quality of life and that, your expert here is Charlotte Thibault-Balluff.

She has been in the field of caring for seniors for over 30 years. Her passion is to provide families and seniors with the information and tools they need to guide them on a journey to safely agent place.

And if they can't safely agent place, let's use her as an advocate to be able to facilitate the transition.

She's a certified teacher a certified senior recommend to help families stay independent and also get the services and care management that they need.

She's a graduate of Henry Ford Hospital School of Nursing. She's a certified placement and referral specialist. She's a certified dementia practitioner and a certified senior advisor.

Ladies and gentlemen, please recommend her to families stay independent. Charlotte Boulof.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Thank you so much, Kathy, and thanks for having me. I feel a little bit like Paul, sort of a novice, but I really tend to be the techie one in my family.

was the first one to have an Amazon Alexa, Echo Show, Smartwatch, that kind of thing. With AI in my business, I use several forms.

It helps me be more productive and deliver more effective content and writing. So as you can see, here you have me, and then you have Charlotte's Fathom.

I use the Fathom AI plugin during Zoom calls. It's a free app with my Zoom account. It's free. I'm not sure if it's just free free, or if you have a Zoom account.

But I have it. Thanks for watching. Our transcription gives an AI summary of each meeting. I'm going to try to share my screen with you right now so you can see a little bit of what this looks like.

SCREEN SHARING: Charlotte started screen sharing - WATCH

In the word-for-word summary, you'll see who's speaking in at what point during the video. You can also see everything, all the ums and the ands and side chatter and that kind of thing.

And then I like the AI summary. It's a summary of different conversations who spoke during that conversations and are during that conversation.

So I'm the Secretary for the National Placement and Referral Alliance. Also the Secretary for the Michigan Chapter of NPR.

I've used this during the all things seniors of which I'm the President, LBN, during leadership team meetings. It's a huge time saver.

So I can really pay attention to the conversation as the Secretary. I'm not so concerned about catching writing every detail down for meeting minutes because I have something to refer back to.

The videos or video I can refer back to the transcript for the details that I may need. using fathom during Zoom meetings really helps the national board with decision-making processes, looking back at what was decided in the past.

And then actually helps with collaboration too. When I'm writing the minutes, it's nice to see the specific names of who is saying what, because I can't always see during a Zoom call, like who's motioning and who's seconding that motion and that type of thing.

it's just really helpful to me. During the meeting, I can click a button to highlight what's important. I can also bookmark what needs review or editing.

And things. These moments during the meeting, sometimes they're two hour meetings that I need to go back to. They also have great tutorials and a quick reference guide.

I didn't find it super hard to learn. So I think that you should give it a try. It's really good.

Then the next thing I wanted to share about AI as it relates to what I do is AI can be found in senior living.

So I think that's We're going to see more of this in the future. And then one of my favorite Livonia communities has incorporated AI into resident care.

And I'll show you a little bit of a, well, I'll show you a PDF of what that looks like.

So I don't know how much of that PDF you can see in that screen. But there's the first picture where there's a center.

It's wall mounted. And There's also monitors in the bed. So the well-mounted sensor, it's called foresight, the foresight system, and it monitors the residents.

monitors falls for fall risk and the staff responses to a fall or when call button is hit or something like that or they usually have the pendants and assisted living.

It tracks the resident. If you can see in that second photo there, it's a thermal image of the resident.

So it's not really giving away detailed characteristics like facial features or discrete body parts. The foresight is not in the bathroom, so it's all hit but compliant and it gives details to the community regarding the residents' movements throughout the day.

And most importantly, I think changes in that resident. If a resident were to fall, it would give the details of how the fall happened, where the fall happened, it happened, also has a short video clip of the fall so that the staff can evaluate what's going on.

Did that person just slide down out of the recliner or was it an actual passout fall? Did they hit their head?

What was going on?

@1:14:29 - **Katherine Hoen (Fathom)**

They can determine what the next steps would be, help would get to them quickly, and then they would make decisions based on this technology really.

Wow, is really fascinating. We have about a minute left.

@1:14:45 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Yep, okay, almost done. Let me tell you this one part. One other important part of this during senior living is it monitors the bed monitor, respiratory rate, heart rate, and

Nick, I'm on the tour. How many times is the resident in and out of the bed at night? Are they all the sudden going to the restroom eight times during the night?

they have UTI. That's important information for communities. I'll stop talking now. I had a little bit more. thought I timed this out a little bit better.

I'll stop sharing my screen. think it's very cool. I'm excited to hear what everybody else has to say. There's other forms of AI I use.

But I'll wait and see if there's I questions.

- **Katherine Hoen (Fathom)**

Well, this is an absolutely wonderful way for people to initiate a one-to-one with you, Cheryl, because you're utilizing AI.

And we have a question. Is this like Ritesmos? R-Y-T-H-M-O-S?

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Are you familiar with that system? No.

- **Tony Austin (Fathom)**

As Tony Austin is, it's Ritesmos.

- **Katherine Hoen (Fathom)**

Ritesmos.

- **Tony Austin (Fathom)**

That would be the pendant. And seniors will place on their wrist and it tracks their motion throughout senior living facilities.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Mm-hmm. Yeah, so like a GPS kind of thing.

- **Tony Austin (Fathom)**

Pretty much and also with monitors, all the different variables and vitals of that particular senior and keeps dating on that person.

Mm-hmm.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

So the respiratory vitals part of that is in the bed monitoring. So it's in the mattress and the thermal imaging, the monitoring, the resident gate and movements throughout the apartment is through the wall-mounted foresight system.

- **Katherine Hoen (Fathom)**

We have a question that says the foresight system is amazing but seems open. It opens the facility up to legal risk.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

They sign up for it and actually it really does enhance safety and it gives families peace of mind too.

They know that there may be what two hour checks during the night of someone that's in assisted living maybe and they know that if something were to happen, if they're what are If a fall or something was going on that they wouldn't have to wait those two hours that they'd get an alert through the system so their loved one would get that attention.

I feel like the thermal imaging, it's not really of the person you can't see who that is. So that might help.

I'm not really sure all the legal ins and outs of it but I just thought it was kind of cool technology to share with you.

- **Katherine Hoen (Fathom)**

And Well, thank you for introducing us to how AI is incorporating in every single aspect of our lives, especially senior care.

That's awesome.

- **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Thank you.

- **Katherine Hoen (Fathom)**

Our next presenter only, I'm just being conscious of time, is Natalie DeLeo, and Natalie is a 23-year member of LBM, and she has filled every position to the Clarkston chapter.

She's married to Mark for 48 years. She has three children, seven grandchildren, three great-grandchildren.

- **Natalie DeLeo (Fathom)**

You look too young to have great-grandchildren.

- **Katherine Hoen (Fathom)**

Over 33 years, she has served as a mortgage advocate and marketing director for Mortgage Resource Plus. She's embraced GPT chat early on to bring value to her overall partners and clients.

Accuracy and grammar are vital, and this is one of the ways Natalie utilizes this tool. Ladies and gentlemen, please welcome Natalie DeLeo.

- **Natalie DeLeo (Fathom)**

Thank you. Thank you, So I am definitely a novice to AI. I embraced it early, but I use it for simplicity.

I use it for a time factor. I save so much time by using it. So what I want to do is I'm going to share my screen really quick here.

Let's see, and I wanted to... Well, we're going to do that in a minute. Hang on. One second here.

SCREEN SHARING: Natalie started screen sharing - WATCH

Okay, so let me get this up. Okay, so let me know when you can see this. Okay. Let me know when you can see this.

I'm just going to go right down it really quick because I want to get into doing something. You have old school charms, like it was 1999.

It's traditional printing, you've got postcards, drum, cam-can, you've got cold calling, you have social media, oh my, know, some people are involved in the social media.

So what do you do? You pull positive quotes up, you put some business tips out there for visibility. You know, when you have the I.A.

All-Star, that's embracing I.A. for a smarter tomorrow or a brighter tomorrow, you know, you have to teach, and I took a class on this.

You have to teach I.A. So you get better results if you teach I.A. what you I'll explain it to you in a minute.

Offering creative ideas that stand out to others in co-marketing with people and then not enough time in a day, well, this is the only thing that I know that gives you back time and it actually adds hours to your day, which is just, I mean, that's what I use it for.

And it's just, it's awesome. So just to give you a quick idea. So before I get into this here, so what I did was I had GPT and I didn't teach it.

So what I did was I decided use that personal and then I got GPT again, but I got that for my work.

And the first thing that I did and this class told me to do it and it's phenomenal is that I loaded my GPT chat with everything of VEG.

I put our company mission statement in there. I put our visions in there. I put a couple of emails in there to clients.

I put a couple of articles that we wrote that everybody just loved. And I actually put it in the GPT and I said, not do anything with this.

Just acknowledge you received it. Just acknowledge you received this. And I filled it with all this positive stuff. All the words we like to use.

know, dedication and we serve people and we do all of these things. So when I did that, I found it very interesting because then I was working my other GPT that wasn't loaded with all this positive stuff and you had to build it.

And then this one was loaded and it was just amazing. So just to give you an idea, I had a realtor and I was playing around that.

I had a realtor that wanted a listing. Topster The description for the listing. So I just put in there, create a listing description for a realtor that I have as a partner.

So I put in there, create a listing profile for a house, bedroom, two bath, family room, beautiful yard motivated seller.

And then it came out as welcome to this three bedroom, two bath home with a spacious family room, nestled in a serene property, it just was cold and robotic.

It was just robot, robot, robot. Then I turned around and after it spit out the whole thing, I just said the above listing, write it lighthearted so that it will attract buyers, Michigan is a great place to live and it won't last.

So it took what it first put there, then it brought out and said welcome to Your dream home in the heart of Michigan, this fabulous three-bedroom, two-bedroom gem, is ready to make your living dream come true, know, with a cozy family room and whatever.

And it just got this warm fuzzy flow where, you know, I just, it's like, you know, so this is your multiple offer situation versus the first one where it was just kind of like robotic and that's so this is how you kind of kind of warm it up and that's what some people had mentioned issue.

Start with the big one and then you reduce it and you reduce it. One thing that has the content you reduce it.

So I did that. So why teach AI. And that is just so that it gets the feeling of you.

It gets the feeling of you. So here's an example of how I have taught my chat to be kind of like me.

I love I words into it that I liked to use. loaded an English statement. I put a few letters.

I did some fun things on it. And then I started using it. So what it does is it takes this robot and it makes it more of a live robot when you ask questions.

So I wrote a press release for our company and I only had to put in like two sentences and it spit out everything and everything was almost word for word, you know, which was great.

So I did that. I had the personal GPT, which I've created poems, condolence cards, for clients, articles for work, of the heart for my clients.

I've even done videos in GPT chat and then I've uploaded it into a teleprompter that actually in about 30 seconds, it split it into like four Instagram posts.

And It just automatically did it for me. So what I wanted to do is I just wanted to pull up GP Chat, and so I just want to show you now I'm getting off the business, everybody's doing business, so I just wanted to do a little fun thing.

So here's a quick thing, so create a 75 word poem for a 7-year-old named Rocco that does baseball cupcakes, you know, he has a brother, whatever.

So here's a little poem that I that wrote, you know, Happy Birthday Rocco, Superstar, whatever. So when you go down into the chat and you say Rocco, and I want to mention that have about 30 seconds left, okay, is now 60 years old.

Recreate. Okay, and my stone is reached. Now they're writing it as if Rocco is And it just took you a couple of seconds.

So you can only imagine when you start out with one thing, what you're telling it will just recreate something else.

And so I just wanted to show you that. That's the fun part of the GPT.

@1:27:16 - **Katherine Hoen (Fathom)**

That's awesome.

@1:27:18 - **Natalie DeLeo (Fathom)**

It is.

@1:27:20 - **Katherine Hoen (Fathom)**

Well, it's personalization too.

@1:27:22 - **Natalie DeLeo (Fathom)**

Yeah.

- **Katherine Hoen (Fathom)**

So we do have a question. Did you use GPT to create those graphics that you showed in your PowerPoint?

- **Natalie DeLeo (Fathom)**

No. No, I'm very hesitant. I'm just like Kendra. I have not embraced the graphics. Anybody that's in the real estate in the mortgage world, which I know there's a few on here, we have to be very careful with graphics and pictures and all of those kinds of things.

So I have not done that. Yeah, I just got that from Canva. I use Canva all the time.

- **Katherine Hoen (Fathom)**

Yeah, very cool.

- **Natalie DeLeo (Fathom)**

Very cool. Yep. And I have my what you're going to be. Given to people, I have a list of about four or five different IAFs that can help you in business and you'll get that later on.

- **Katherine Hoen (Fathom)**

So thanks for having me. Thanks for making.

- **Natalie DeLeo (Fathom)**

Thanks so much, Natalie.

- **Katherine Hoen (Fathom)**

Ken has got a really interesting and fun presentation too, but we are running short on time. So we're going to move him to the end.

And if you are able to stay on for a few more minutes and hear the fun things he has to share and the creative things he has to share, please do.

Now it's my pleasure to introduce Jeff Stupansick and Scott Lovejoy, who are working together as AI consultants on technology to propel business forward.

Jeff Stupansick has founded Mosaic Business Consulting over 15 years ago, and he helps entrepreneurs business owners grow their business and their teams through a prioritized approach.

And Scott, who has the owner of Back to the Past Collectibles for over 30 years, is Tim Once bridging the gap between business and technology, speaking both languages, so ladies and gentlemen, please welcome Jeff Stupancic and Scott Lovejoy.

- **Jeff Zupancic - Business / AI Consultant (Fathom)**

Thank you, Kathy. We're excited to be here today. are very honored to be amongst all the other speakers here in such great content so far.

SCREEN SHARING: Jeff started screen sharing - [WATCH](#)

And so I know we're running short on time, so I'm just going to jump straight into our presentation. So I just want to make certain that we get...

You're seeing the full screen, correct? Of the perfect... Okay, correct. So we're going cover two things today. for data analysis and AI for image generation.

I'm doing it. Data analysis and I'm going pass over to Scott as I move along to image generation. So chat GBT4, so you have to have a chat GBT plus account to have four that let you have plugins.

And with plugins, there is a newly released plugin. I uploaded this dataset and see here in the right here says Bigger Sales Data.

It's actual data from a bakery, not one of my clients, but a public data. I asked chat to describe the dataset.

It's just a dataset and it's going to tell us right here. On the screen here, you can see that there are specifically talks about the different columns, talks about the first one is a number of transactions, items that were purchased, the date and time, the part of the day and variables of morning, afternoon, etc.

and date type. It's going to give you a quick look through. It tells you what the data it sees and the data.

I also went on to say here are some additional details. There are 9,000, 4, 6,000 unique transaction numbers, 9,000 free items, etc.

So the last thing you see at the very bottom there, importantly, there are no missing values on the dataset, which is good as that means we won't have to deal with imputation or dropping rows.

So besides just telling us. In the data set, it's actually telling you what is missing and not missing that helps it do analysis.

So I asked that you see here, let's look into the frequent items and bestsellers. So put that prompt in and it says here the top 10 most freakly purchase items, coffee, sandwich, etc.

You see the whole list there. And then besides giving the list, says the best selling items was coffee if all by bread and tea.

So it kind of gives a little description. As well. When I looked at this, I was like, well, you know, it's kind of hard to read all that stuff.

So I went back to it and just said, hey, can you put this in a table format with the heading for each column?

So I able to do that. It's been right back out. Here's all the different items and the number of transactions for each of those.

So that's what's the cool thing about is that there's been a lot of like asking questions directly of chat and it coming back.

But for it to ask about a set of data that you upload a business data in this case is hugely beneficial for a company.

The next question asked is, graph in a pie chart, the peak hours of sales. Not only in the masking of the data, it's going to create a pie chart.

It looks at the data and says, know, puts the pie chart together, over half of the transactions were in the afternoon, then the fall by morning, evening and night.

It was able to create a pie chart based on just asking the question and just having the data. Then, besides giving the chart, it could tell you, you know, the first most peak times, say, etc.

Now, what's interesting, the very last part you see here, says, these insights can help a bakery plan for their operations such as staff scheduling, inventory management based on peak sales hours.

So, it's actually giving you some consultation of sorts at a high level, of course, but it is giving that as well.

Without me asking for it, I just asked for a pie chart and it gave me the pie chart, the description, plus some insights to that.

Next, in a bar chart, order descending list the most productive sales day. I asked it to look at the data and it came up with this.

There's a variable in that it says weekdays and weekends. That's all that's in there. gave a little summary of what it wanted.

I know the dates are in there, but there's no variable in there. I went back to Chet ChibiT and I said, using a calendar for the specific date range and a variable to the CSV for the day of the week.

What it does, it goes in that it says, I've added a new column, specific day of the week. Then once I do that, then I asked for that chart, using this new data, descending what are the most productive sales days.

Here it was able to create, because I asked these settings, so it's seeing Saturday as the most popular, highest productive day for sales Friday, set the weekends, days and then Wednesday being below us.

Again, one question, when data was missing, I asked it to read, calculate the reform and new variable. It was able to do that.

Then there's some confirmation. Then you can see there again at the end, the information could be used for staffing, inventory, then

Stockmore Goods, Sketching More Staff on Sadduce & Fridays, A lot of that is common sense things, but it is an interesting perspective.

Creative Art Chart Decending Order, most productive sales months of sales. Again, it was able to crank a chart out that said which ones have the highest sales value in it.

Then again, description. I'm just going to move it quicker because I know we're short on time. Conduct a Market Basket Analysis.

That's a little bit more technical kind of thing. That just tells me what a Market Basket Analysis is. A technique used by Bretos to uncover association between items.

Then it goes through here. Let's perform this analysis using an A-prior algorithm. tells you about how that all works.

Then it says, but first we do that with the transform the data into format so we can use it.

Let's transform the data. does all that on its own. Comes back to the group the data like this, all the items into individuals with transactions.

Next, we'll transform the data into This is Boolean matrix. There's lot of technical things in here, but sometimes when you get something like this, I apologize for the confusion, but it appears there was an error in this MLX10 library that is not available in the environment.

So unfortunately, my cutoff does not support the installation of additional package. So you're like, oh, great, not left hole in bag.

But wait, there's more. Chat, continuing without the prompting, however, I can guide you through the process so you could do this on your own in your Python environment.

Here's our proceed, and it goes through and tells you exactly what to do. If you wanted this best to get an L, so you could do it on your own using Python without any additional prompting.

right, so I'm going to quickly go through that one, Scott, for time. What menus, what menu items should be expanded with different variations, including catching these for each variation?

Why do I seem to be underperforming? should be considered to increase performance? So the determinant comes back and says, here's the top performing items aside, and here's ways that we can different variations.

Carmel, drill, Green and Vanilla Sunrise Coffee, Spicy Mocha Delight, now of course it doesn't know anything about existing names, etc.

like that, but that's an example of using the data like that. I'm going to skip over the lowest items here.

This is the last thing I want to share with you is specifying graph design. So you see when I asked about here's a pie chart, here's this.

In this case, I said, produce a horizontal bar chart with the top 10 items, descending order, and color them as follows, over 3000 transactions, etc.

So when I tell it that, then again, gives me exactly what I asked for, green, blue, orange, and the items listed.

Now when I look at that, I'm like, there's coffee in this bread and there's bunch of things in that.

like, want to look at this difference. regroup the chart using drinks first, descending by transactions, then desserts using same color schema.

with that, it comes up and says, here are the coffee. Here's all the drinks, coffee, tea, chocolate, and then all the desserts, cake, luna, etc.

Now, it's interesting, media, Luna is actually an Argentinian dessert pastry that I didn't. You know it was a dessert, but it knew that it was a dessert and put it in right category.

So, anyways, that's a real quick how you can use a chat GPT Plus for data analysis on Over2 Scott for AI Image Generation.

- **Scott Lovejoy (Fathom)**

Well, everybody's been talking about the chat GPT tools today, and there's been some concern about using it for image generation, so we're going to talk about that a little bit.

But I'm going to start with my example of image generation, I want to show the process of something called mid-journey to create an image.

SCREEN SHARING: Scott started screen sharing - [WATCH](#)

I'm going to use the prompt Imagine, which I kind of dig, but that's the word for creating an image.

I'm working on something I want to show a family sitting on a beach watching a sunset. So mid-journey is going

I'm going to go to work. And while that's going, I want to talk about the legal ramifications. So all of these tools, whether it's mid-journey or a Dali or any one of a number of other tools, they are all built on a dataset that pretty much includes everything that they could possibly scrape when they built them.

That means that there are elements of copyrighted material in anything that mid-journey or Dali is going to create. We are sort of at a gateway right now where there are a lot of lawsuits that are building, and they're going to go after the issue of what is legal to use and what isn't.

So on tools like this, my approach to it is you don't want to build anything massive on images like this that if for some reason there was ever a reason why you couldn't use it.

It would just derail a major project, but you need something quick to stick in the corner of a fire.

It's not necessarily something you're going to build a whole website on. I think there's a lot of useful ways to use this without going off the deep end.

it's kind of like right now, don't be reckless. But what we're watching is Adobe has now jumped into the pool.

So if you're using Adobe tools, are now AI-generated bits built right into photos. So Canva is going to start adding AI pieces.

So even to say, well, I'm going to avoid going out and using a tool like Midjourney or NALEE. The tools, you know, kind of like Lindsey was talking about, just the basic Microsoft tools are going to have this stuff embedded.

So it's definitely a big question that's going to have to be answered, you know, how far can you go with using things like this.

But putting that issue aside, I'm going to show you kind of how cool it is. So right now, so Midjourney will generate four images for us.

We're seeing a family on the beach looking at a sunset. Any of these we can expand by asking for variations or increasing the resolution on them and trying to get to a final version.

We can now start to play with our prompt and create other variations on this. Let's say I'm working on a piece and I've got these pre-built so we don't have to wait.

Let's say I'm working on a piece and I kind of want something that looks 1970s. So what I asked my journey was the same prompt but I said give it to me as a 1970s Polaroid.

So now I have images that sort of have that look. What if I wanted to see something that looks really archaic?

I asked it to give me an 1890s cabinet photo version of a family on the beach. And you can see how much more age this looks and it goes to sepia tones black and white and actually has like stress in the paper.

I asked it for a version that was a 1950s. He's a magazine ad of a family on a beach, so we kind of had that retro magazine advertising style from the 1950s.

So it's very quickly, and I thought that this one was kind of fun. I asked for it in the style of Van Gogh.

So we have like a star-unite version of a family on the beach. So what is, I love about using mid-journey as a tool, is you could create something you need that is so mundane.

I just need an image of someone sitting at a desk writing on a pad of paper, but I've got a very specific thing I want to get out of it.

Could be very Monday. I want to create an image of George Washington in the style of the Simpsons, so you could go to something that's just ridiculous and crazy.

You can add art like the Van Gogh example. You can add artist styles. You can add eras. You can literally go in and add, if you know anything about camera, specific camera types, that would create certain types of pictures.

And go from everything to extremely hyper-real. And then, beyond the image tools of this sort, am I running out of time?

- **Katherine Hoen (Fathom)**

I'm very sorry, wow, that is so awesome!

- **Scott Lovejoy (Fathom)**

Yeah, that's a lot of fun and there's a lot of nuance in what you can do with how to run prompting on things like this.

- **Katherine Hoen (Fathom)**

And you've done all of this in chat and chat GBT, plus, correct?

- **Scott Lovejoy (Fathom)**

No, this is actually tool called Mid Journey and I'm actually accessing it through a chat system that's a little like Slack.

It's called Discord and you access Mid Journey through Discord. Anybody wants to sit on and talk about how to use this, how it all works, I'd love to sit on and share more with you about it.

- **Katherine Hoen (Fathom)**

is very cool.

- **Scott Lovejoy (Fathom)**

Oh, and I have no issues notwithstanding.

- **Katherine Hoen (Fathom)**

I highly encourage you to do that. Thank you very much, gentlemen, and I'm sorry that we're short on time, but our next presenter is Kendra Korman.

Kendra helps entrepreneurs go through marketing, gross through marketing. expertise focuses on growing email lists, email marketing, blog writing, podcasting, and creating a marketing strategy to drive results.

She's the founder of KendraCorman.com, which is a marketing strategy and consulting company and the managing director of H2H Consulting.

She's a graduate of Penn State with a BA in Marketing and Masters in Accounting from Oakland University and an MBA from Michigan State University.

Wow, we have got great, educated, experienced people on this.

- **Kendra Corman (Fathom)**

I like school a lot. Okay, if I could go to school forever, I would, which is part of why I actually do really like AI.

And I want to thank LENZY for pointing out the fact that we've been using AI a lot longer than we think.

And Jeff actually pointed that out to me because I didn't realize I was using AI until he's like, you know that's AI.

I was like, oh, whoops. Okay, so I do want to jump in. And I'm show couple of things. It's going to build a little bit on what Lauren was talking about, definitely a little bit with what Natalie was talking about with training AI, and a little bit on how I do it a little bit differently.

And so I do want to tell you that. A couple of things. I do believe before you start using AI, or if you've already started using AI, figure out where your ethical lines are.

My ethical lines are I will not train AI on my face, and I'm not training it on my voice.

At least not yet, because I do not want my mom I'm a phone call from me that I'm in jail, and it's sounding just like me.

I have a podcast. Someone else can train it on my voice, but I'm not going to do that. I'm very careful on images.

I will not use any images from AI commercially at this point in time, just because I'm waiting for copyright issues.

And then I will not use AI to rewrite competitor information. From my clients, for me, whatever, I will take someone else's stuff and I will use it that way.

Question I do get a lot is do I think copywriters are going away eventually but they're going to go up significantly in demand shortly because they can actually communicate and they can read stuff.

So a couple of things I do recommend chat GPT Plus just like Jeff was saying it is worth the $20 a month.

Like it is no question the quality of stuff that you get out of the plus for $20 is insane compared to what the free version gives you.

You can turn on plugins, you can turn off tracking data. That's one of my favorites and again significantly better content so I do want to share that with you.

So I'm going to show you a little bit about how I use chat GPT to make it sound like me.

SCREEN SHARING: Kendra started screen sharing - WATCH

Now a little bit different from hopefully everybody can see it. So I use Asana to manage my business on my tasks on my client projects things like that.

I have created a business hub. That actually has my key policy is it's got things like my brand guidelines.

I actually have AI voices for every type of content I create. It's not a general voice. It actually will reflect each content.

And then I can go in and just copy and paste that voice into ChatGPT and say, hey, in this voice do this.

So a couple things, let's see here, with ChatGPT. So this is going to be in your swipe files that you'll get from Ken later.

I gave you guys some of the swipe files that I use for a lot of this stuff. But I tell it, you're an AI system.

You've been trained to analyze the text below for the tone using a natural language protocol or whatever to create a voice paragraph.

And it's designed to prompt a future AI system. I give it examples. These two examples are shown. I just picked show notes from her and I put them in here and then it gave me a voice paragraph.

It tells me it comes from a place of deep introspection and passion and authenticity. That's Brené Brown, if anybody follows her for anything.

So I do want to tell you that. The tone is open and vulnerable and things like that. So now what I would do is I would copy this and then I would put this into a new chat and say using this voice, you are, actually, so we'll go ahead, we'll do that really quick.

So Claude is the other one I'm going to introduce to you guys too briefly, but I'm going to, sorry I've got like 8 million things open in my chat GPT.

So what I would do to create show notes for that is I would say, you know, you are a rockstar podcast producer using the, you know,

Write show notes for an episode of Brené Brown's podcast based on the following transcript. I could paste in the transcript, but then I can also go ahead and paste in the voice.

I say use this voice. I'm able to save it so that way I don't have one chat conversation. Then I go back to...

Because here are my chat conversations. I can't search them. I can keep going. So I have a lot, a lot, a lot of chat conversations.

So I can't go back to one or two of them because I do them for every different context. But I could say, you know, I could actually copy and paste and do, you know, social posts for it using this style.

But again, I would use it only for show. Notes because I... I'm actually able to do that. I think I have her podcast open, so let me just double check.

Here we go. So I can literally go down to the transcript that she had done. Let me copy. Oh, there we go.

Oh, no. Okay. Yeah, okay. I can't steal it. I'm not trying to. I swear. So you can actually go in here.

I'm just going to pick part of it and say, you know, write show notes for this. The following. Actually, I'll say, based on the following transcript, using the following voice, using this voice, and it changes the

This is mine, how it does the voice paragraphs on a regular basis. I'll do the transcript. Then I'll do things like add hashtags in front of things.

This way it knows that that's not part of the voice paragraph, that it's something else. One is that it works like outline system.

So you can use one hashtag, two hashtags to sort of outline your prompt. The shorter the prompt, the better, the easier it is to find errors as you go.

And so you can see what it does. Dr. Is it this one? No, of course not. I have too many windows open.

I usually like to close them, but I'm not as good. Oh, here, because it's this one. So Claude can actually, like, you can upload bullet points and it'll do.

This is free. This is the closest free thing to chat GPT I've found. Claude is very different from chat GPT and how it gets and learns lessons, but I'm going to do summarize the PDF for me, the attached PDF for me in bullet points, and it will actually read my PDF and summarize it for me.

All I have to do is hit the Attach. This is free. So this one actually is pretty cool in terms of what it can do.

So if you are still experimenting with experimenting and aren't sure where you're going yet. This is Claude. This is Claude too.

And Claude can do some of the some similar things to chat GPT. But I just wanted you guys to hear that.

So when making requests to chat GPT, I had I used the create framework and that's just basically characterized. Tell it who it is.

Make your request. Give it the assignment. Educate for E. So that's the details of what you want to do.

Accentuate, give it its style, its voice, how you want it displayed, give it its formatting, template, and then edit.

If you are bored reading what chat GPT came up for you, so is everybody else. So if you can't read it and you're skimming your results, then it's not good and you the prompting framework.

I do a lot of this for a lot of different things. I can now take that voice that I had chat GPT do and put it in the quad and I'll get something different, but it's still training the AI on that voice and it gives it in a way that it's going to understand.

So I know that there's lots of stuff to talk about, but I know we're short on time and we're already over, so I don't want to go any longer.

But if anybody has any questions, I'm happy to answer those in a one-on-one or later. There's just so many cool things out there on this.

The biggest thing I do as person in marketing, I'm sure a bunch of people have filtered in. Careful what you use stuff for and how you use it commercially.

You really still want to be using Canva or Pay or self photos and things like that. For most of what you're using in social media and on websites and things like that, because you do not want to get a letter like my client did saying that they were a copyright infringement, even though they weren't.

Because people are doing that. They've got AI systems that are scraping the back end, looking for all of these sources and reporting back and now suing people for 900 euros and 500 dollars and things like that.

Okay, that's it. Wow! Unless there's any questions. Sorry, I went fast, but the handout, the two handouts that I gave, Katn, for you guys, will really do that.

You can play around with that. If you have questions using it, just let me know.

@1:55:12 - **Katherine Hoen (Fathom)**

It is amazing how this can be utilized in just about any format, and you just proved it. That is remarkable, just remarkable.

I do have one quick question for you. So you said if, um, if you are wanted to listen to a particular voice, do you have to feed all of these details into it?

So it doesn't automatically go out to the World Wide Web or social media.

@1:55:44 - **Kendra Corman (Fathom)**

No, so I like to give it things I've already written. You've written, I mean, okay, none of us are like 12.

So we've all written stuff and can go get things and give it our voice. So it doesn't, know, was talking about just giving it even things like just words you like to use and things.

I find that I want something friendly and informal and conversational and ethical.

@1:56:05 - **Katherine Hoen (Fathom)**

I want it to be professional and I confuse the heck out of AI when I start using those words.

I just give it some samples and tell me what this voice is and then we'll use that.

@1:56:16 - **Kendra Corman (Fathom)**

But you also have to be careful with what you get out of it. work with a non-profit animal shelter and I have it help rewrite some of the social posts that I do for them.

I put in some social posts as samples and it said the voice actually, one of the lines said, and use the names of animals to make it more personal.

Just so know what, use names of animals. I have no idea who, where or what these animals are from, but they were not at the shelter.

So it just made up names so that it would follow that voice paragraph. So again, you just have to be careful with what you're putting into it.

I keep making changes because sometimes it gets emoji happy. You know, So again, you want to add it as you go.

But I'll tell you, if you're not getting what you want out of GPT and you have chat GPT plus, which I strongly recommend again, it's the inputs not good.

So keep refining, keep trying, ask people, I know I'm sure Jeffle, I'm willing to help, whatever you guys want to do to get that.

[@1:57:23](#) - **Katherine Hoen (Fathom)**

Well, thank you so much Kendra, it's amazing, it really is amazing. I feel like I'm way novice, I've learned just a ton today from, so give yourselves a big round of applause, thank you very much.

I have to tell you that you have to see the work that Ken Kelsey has done, he writes rap songs, he writes letters, mean he just, you know, he writes poems for his grandkids, it's amazing what he is doing with chat GPT and how creative it is.

It will all be receiving a copy of this, a recording of this, I will also include a copy of the chat.

[@1:58:10](#) - **Ken Kelsey (Fathom)**

I'm cutting me off, Kathy.

[@1:58:11](#) - **Katherine Hoen (Fathom)**

Oh, I'm sorry, Ken. I'm sorry that you do want to go?

[@1:58:15](#) - **Ken Kelsey (Fathom)**

Okay. For as long as people stay, I'll go because I think this is important to see things like this.

thank you. So, I do some very simple things, but also some, so, you know, do the simple things, but right into post about PIE.

SCREEN SHARING: Ken started screen sharing - [WATCH](#)

And I posted this on, you know, It gives you the hash codes and emojis in it. I didn't, the only prop was the post about PIE, or a limerick for St.

Patty's Day. And there's a good limerick made luck, and laughter, follow us all year round. Let's see. Let's see.

Let's Let's see. Let's see. Let's see. Let's see. Let's Let's see. see. see. see. Let's see. see. Let's see.

Let's see. see. Let's see. see. Let's see. Let's see. Just keep going. When you do something like this and you get a list, you can say continue and it will continue the list and come up with other ideas and you can do it as long as you want.

Create a poem for Sam Mansour who's birthday is today. He's from Free From Zero Lone. So, this is the day of his birthday.

Today we celebrate a man-sled beer whose presence spreads joyous. And that was kind of a fun one. So, I need a nonprofit I work with.

We're doing a golf outing and I offered to give them a 2x5 banner. So, create a banner 2x5 and I took all the explanation from the catalog in here.

And then here's, you know, logo, certificate of redemption. I didn't even think of that. The certifies has been granted a 3-2x5 banner and it just gave so much more information in there.

I put this on a parchment-style paper and that was the certificate that was given to them.

@2:01:21 - **Katherine Hoen (Fathom)**

Brian, Brian, Brian?

@2:01:26 - **Brian Jacobs - Liberty Title (Fathom)**

Yeah, I'm sorry to interrupt. Ken, doing a great job. Ken, you're an ambassador to AI and probably couple months ago I downloaded an AI app that I've still attended today's seminar to learn a lot more about it.

But my question is, when you look up chat GPT and the app store, there's a lot of different results.

how do you know which one to get?

@2:01:53 - **Ken Kelsey (Fathom)**

Chat.ai.com, I believe it is. Jeff? It's openAI.com.

@2:02:07 - **Jeff Zupancic - Business / AI Consultant (Fathom)**

Do not download any apps from the apps, either apps store right now because there's a lot of fake things out there that take care of credit card.

Also just use the desktop versions. That's what I would like.

@2:02:24 - **Ken Kelsey (Fathom)**

Continuing, this is a problem with one of my customers, so orders US map calendars down in Louisiana. calendars, we give early order pricing so the calendars have been printed in the slow time for the printer in the I put the information about the order in here and this is what came out.

A subject follow-up of an earlier order for 24 US calendars, map calendars. This was really, really good because I sent this in the evening, like at 6 or 7 o'clock.

8 o'clock the next morning, I had the approval from him. This one was really a fun one. Give me, my niece has a granddaughter, a new daughter that just turned one.

I suggested a friend I'm going book. It shows the chronicle of memories and milestones. Chapter 1, chapter 2, first mile, first lap, tooth.

First trip everywhere. First words. And then I got even more. said continue, storyline of Shays milestones and achievements during her first year.

Photos of Shays monthly growth per year. When you say continue or more, it just gives you a lot more information.

Here's another letter that I did for a customer. customer had a was ordering three different calendars, daily mammal, academic mammal and a planner.

they've been ordering them. It's credit union and ordering them every year. And there was a problem because there was a set up charges added and pricing was different.

So I said, oh, this is the letter. went back. We write a letter in a soft tone. That's what I use.

And this is the letter. And again, the next day, she sent me a thing saying everything's good. So thank you for attending this workshop.

We're going to put all the handouts. Of all the speakers. Um all On our website page and give you the address to get to it, speakers that haven't given me something, you want to add something, I probably won't, it's going to take a few days.

So I really appreciate everybody and thank you so much for being here. at that.

@2:05:19 - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

you Ken.

@2:05:21 - **Scott Lovejoy (Fathom)**

Thank you for putting it on Ken. Thanks Thanks Kathy.

@2:05:30 - **Chuck Gifford (Fathom)**

Great job.

[@2:05:33](#) - **Grant S Livonia LBN (Fathom)**

Fantastic.

[@2:05:34](#) - **Darryl Morris (Fathom)**

Thank you guys.

[@2:05:36](#) - **Grant S Livonia LBN (Fathom)**

Very informative. Everyone have a great day.

[@2:05:39](#) - **Charlotte Thibault-Balluff (findaplaceforyou.com)**

Bye.

[@2:05:41](#) - **Katherine Hoen (Fathom)**

Bye. Ken, stay hot.

[@2:05:43](#) - **Ken Kelsey (Fathom)**

want to talk to you for rain. Jamey

[@2:06:04](#) - **Katherine Hoen (Fathom)**

So we did have somebody that asked if we could send out a list of everybody that was on the call today and their contact information.

Do you have a problem with that?

[@2:06:19](#) - **Ken Kelsey (Fathom)**

I'm not sure why, but...

[@2:06:21](#) - **Katherine Hoen (Fathom)**

Okay.

@2:06:23 - **Ken Kelsey (Fathom)**

We can send the speakers information, but I don't know.

@2:06:26 - **Katherine Hoen (Fathom)**

Well, I mean the attendees. We had a request for that. And out of everybody, we had one, two, three, four, five, six, seven that did not come, but we had...

I'm not sure who Gary and Gail are. That's what it said, and Gail.

@2:06:56 - **Ken Kelsey (Fathom)**

we know who they are?

@2:06:57 - **Katherine Hoen (Fathom)**

Who? Gary and Gail. was...

@2:07:00 - **Ken Kelsey (Fathom)**

When I looked at the participants, I don't know, doesn't.

@2:07:05 - **Chuck Gifford (Fathom)**

That might be Gary's zeroist.

@2:07:08 - **Ken Kelsey (Fathom)**

Oh, he's on the list.

@2:07:16 - **Katherine Hoen (Fathom)**

What is his name?

@2:07:18 - **Chuck Gifford (Fathom)**

Gary's zeroist, Z-I-R-W-E-S. Remember, okay, okay,