

EAGA Business Builder

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There was not a speaker this morning

Since there was not a speaker, we had table discussions about how AI (artificial intelligence) is working - or could work - for your business.

Some of the comments received:

- The autonomous cars can have a real benefit. When one member became visually impaired while on his way to get medical aid, he was able to direct his vehicle to drive to the hospital ER, then, while on the way, redirect it to go to Dr. Roybal's office instead. He arrived at the desired destination even though he was not able to see during the trip.
- A member's business regularly prepares informational articles and instructional content. Using AI to proof-read the materials has saved a substantial amount of review and analysis time. The software has a great degree of accuracy and it is very quick. Human checking of the AI comments and potential changes is still necessary, but not with nearly as much time as it was previously taking.
- Our veterinarian has an AI microscope type of device that can detect and identify parasites in fecal material much more quickly and accurately than he or his technicians can. Proper identification of parasites is very important in determining illnesses in animals.
- Other professionals in the medical field use AI systems to 'read' X-Rays. The computers are very fast and can detect even tiny abnormalities, then highlight where a human should look for a final diagnosis.
- During the discussion time, one member used his phone and asked an AI system to review the Chello Grill website, then prepare a 30 second radio advertisement for that business. The results took only a couple of seconds. The AI ad was very well worded, and the information was completely accurate.
- We also heard about other AI databases that gather publicly available cell phone information to indicate where customers have been right before visiting a particular store; and where the customers go right after visiting that store. Not only is it possible to tell if they have come directly from, or go directly to, a competitor, but the data will also provide trends, and give analysis for determining possible advertisements, areas of the city to target with those ads. The system will even provide analytical data that can be used to determine possibly advantageous locations for new, or relocated stores.
- A database is being created that will provide sufficient information for an AI system to very accurately (and quickly) determine potential vision and health issues simply by scanning a person's eyes. That will lead to a time in the very near future when kiosks can be set in grocery stores (or other commonly visited locations) and people can just walk up to the device and have their eyes scanned. The computers will then provide that person with a printout of its analysis and could direct the person to a doctor if the scan results indicate an issue that should be dealt with right away.
- Out attorney sees AI as a valuable aid for assisting his staff in preparing case analysis, etc. He also sees it as a generator of business because the non-astute general public will use AI to prepare their own legal matters, and will then need a professional attorney to get them out of the mess that they've created.
- Bankers are already using AI to a degree to review potential customers' financial statements and then recommend whether or not it appears that the customer may qualify for desired loans or other services. The bank's staff still have to do their own analysis, but the AI analysis cuts down on the professional time needed.
- There were quite a few comments regarding a concern for potential corruption (intentional or otherwise) of the databases that will be used by AI systems. Corrupted data will obviously not yield reliable results.
- There was also concern that as the AI systems become more prevalent and seemingly useful, humans will overly rely on those systems without sufficiently analyzing or questioning results provided by the computers.

- ◆ **NOTE: Our April 23rd meeting will be held at Chello Grill; 5010 Cutler Avenue Suite A. See the flyer that is with this email for other details.**
- ◆ The EAGA 2024 Golf Tournament will be on Friday May 17th at Santa Ana Golf Course. Shotgun start at 1:00pm. Brown bag lunch will be provided. Cost is \$20 for members and \$85 for guests. Hole sponsors are available for \$100. (Costs will be billed to EAGA member's account). Signup sheets will be at the Tuesday breakfasts. If you have any questions, contact Committee Chairman, Jerry Becker.
- ◆ The board has approved bringing Bronco Mendenhall to speak at our meeting on May 7th.
 - The meeting will still be at Tanoan Country Club.
 - We will have an extended breakfast starting as usual at 7am and ending at 8:30am
 - Sign up sheets will be available next week.
 - Sign up instructions: First come first served. Members must sign up if they plan on attending. We will allow 1 key employee per member and a potential member candidate.
 - Any candidate must be approved by Mario before signing up.
 - We will accept the 1st 110 people that sign up. If we have any open spots on April 30th, we will open up the event to spouses.
 - See Mario if you have any questions.
 - There is a 30 second video regarding Mr. Mendenhall attached to this bulletin email. [NOTE: In tests, the video played properly when opened via a cellphone, but requested a new codec (video processing tool) before it would display the visual portion when opened via a laptop.]
- ◆ The Summer Bash will be on Saturday, July 13th. Mark your calendars now. More details will be provided as we get closer to the event date.

Badge Board Greeters

- Apr 16th John Woods—Phocus Real Estate
- Apr 23rd Lance Darnell—Darnell Cable & Fasteners *Meeting 7:00am at Chello Grill*
- Apr 30th
- May 7th Michael Kourcek—Atmosphere Commercial Interiors
- May 14th

Scheduled Speakers

- Apr 16th Jukka Jumisko—WSI Web Enhancers
- Apr 23rd Hass Aslami—Pizza 9 Franchise Systems *Meeting 7:00am at Chello Grill*
- Apr 30th Michael Kourcek—Atmosphere Commercial Interiors
- May 7th
- May 14th

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