

EAGA Business Builder

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Today's speaker was Jukka Jumisko—WSI Web Enhancers



This morning, Jukka started his presentation with important information that we should know: He is proud of his daughters Inka and Brita and is very proud of his grandson, Jukka. Then he provided some fascinating history about his life—then and now. Jukka was born and raised in Finland, about 200 miles north of the arctic circle. He and his siblings must have been the first, or maybe the last, to receive Christmas presents each year because they lived very near Santa's workshop. Mr. Jumisko's youth involved many interesting and/or challenging times. The community where he lived had television, but it was only one black-and-white channel. If anyone wanted to see color they had to go outside during a dark time and watch the northern light show. If there was ever a problem with the TV reception, young Jukka was tasked with resetting the antenna. Sounds easy enough, but the antenna was located on a mountain about 10 miles from his home, so the job involved snowmobiling up there, often in the dark. Speaking of the dark...Jukka's world at that time was completely dark for two months a year, and completely light for another two months. The other eight months were either mostly light or mostly dark. [Didn't think to ask him if solar panels are beneficial in Finland]. During the not-so-light days, Jukka and his brothers had plenty of time to read and dream about what they would do when they grew up. The boys read books about sailing and one year, they built a sail boat (although they had to wait almost 10 months for the ice to melt before they could take it out on the lake). Jukka dreamed of one day sailing out on the ocean. When he was about 14 years old Jukka was reading a motorcycle magazine and an article mentioned that there were places in the southwestern part of the United States that had over 300 sunny days each year. That much sunshine sounded great to Jukka and he decided that someday he was going to go there. Another time, Jukka and his brothers got a camera. They were fascinated with the technology and took up photography as a hobby. Jukka dreamt of becoming a professional photographer. But as we all know, while pursuing dreams, life happens. Mr. Jumisko got older and headed out on his path to the future. His adventures along the way have provided him with opportunities to meet some famous people. In Finland he worked for Exxon and happened to be in Helsinki at the right time and place to meet the Pope. His next job took him to Moscow to open stores for a retail chain. While there he became friends with a restaurateur. One evening Jukka's friend invited him to dine at the restaurant and during their meal, another group arrived to eat. A member of that group decided to walk around the room and shake hands with folks. That is the day that Jukka shook the hand of Vladimir Putin, the future president of Russia. Mr. Jumisko's next career change took him to work for the Polar company in New York. In that job, Jukka met a lot of people, but none of them impressed him as being that important. But a turn in his path brought Jukka to Albuquerque where he did meet another important person whose adventurous determination and 'get-the-job-done' attitude made a lasting impression on Jukka. That guy is Dan Mowery. More than a few years have passed since Jukka was a young boy in Finland, but all of his adventures and experiences since then have been steps toward fulfilling those dreams of long ago. Mr. Jumisko is living in Albuquerque - in the southwestern part of the USA where the sun shines an average of 310 days per year. He is living his dream! Jukka still has the interest in photography that was cultivated by his childhood hobby, and he has managed to get some of his more recent photos put on display in local galleries. A couple of weeks ago, one of the pictures was sold. That means that he is now officially a professional artist...and is living his dream. Toward the end of April, Jukka will go to Florida to check out a boat that he saw on line. If all is as was presented, Mr. Jumisko will purchase it. Then he'll get a couple of days of professional training on the operation of that particular craft before sailing the "INARIA—Waves of Wisdom" (named for the lake where he and his brothers first sailed their homemade vessel) to Houston before the hurricane season begins. After the hurricane season has past, he plans to pilot his craft to the Caribbean. Sailing on the open sea, Mr. Jumisko will be living his dream. The plan, though, is not to just sail a boat to fulfill his old dream. It is to have a place for research that takes him toward another dream...that of writing a book. Jukka will invite folks to travel with him and talk about their own life's-acquired wisdom. He wants to hear what they've learned along the way, and what advice there is to offer to others from that. And even with all the interesting stories about where he has been, and where he is going, Jukka still saved time this morning to use his technological knowledge and provide us with some very useful information about using the evolving artificial intelligence applications. Basically, in order to get beneficial responses from an AI system, you will have to learn how to properly ask questions. To get started, go to the website openai.com and set up an account. The accounts are free, but are required in order to get access to ChatGPT— the AI driver from OpenAI. Note that there are two versions of ChatGPT available. The older version (3.5) is free. The newer version (4.0) costs \$20 per month, but includes access to more related features - like picture rendering apps, etc. What Jukka wanted to emphasize this morning is that responses received from AI systems are completely dependent on the data available and the way that questions are structured. Jukka provided a couple of examples for how the question determines the AI response. He asked the ChatGPT to "Explain coffee" and received a three or four paragraph response telling where coffee comes from, how it is processed and why people drink it. Next Jukka asked the AI to "Explain coffee to an 8 year old". This time the response was shorter with basic information, and cautions about young people not drinking it. Finally, Jukka asked the system to "Provide information that a college professor can use in a presentation about coffee". The response was very detailed and included coffee history, brewing techniques, health benefits and risks, cultural significance, industry trends, etc. In another set of examples, Jukka asked the system to write a job description for a waiter at a brewery. The AI provided a reasonable, basic document that apparently used data from other places to decide what should be included. When Jukka asked the question again, but this time included input regarding the company's culture and expectations, the AI response was more detailed and included things like customer service expectations, etc. The point here was that ChatGPT can be 'taught' with data about your particular situation so you receive a more pertinent and beneficial output. Some additional information about AI systems: —They 'remember' about 200,000 words from your interaction so there is no need to repeat parts of a 'conversation' in follow-up questions. —The AI systems retain information 'learned' during a conversation, but they do not retain a link to the source of their learning. I.e.: AI may remember data you gave them, but they do not remember that it came from you.

- ◆ The board has approved bringing Bronco Mendenhall to speak at our meeting on May 7th.
 - We will have an extended breakfast that day—starting at 7am and ending at 8:30am.
 - Signup sheets will be available at our next couple of Tuesday’s breakfast meetings.
 - Signup instructions:
 - Members must sign up if they plan on attending and it will be first come first served.
 - In addition to signing up for yourself, you may also sign up 1 key employee and a potential member candidate.
 - Any candidate must be approved by Mario before you put them on the list.
 - We will accept the 1st 110 people that sign up. If there are any open spots left on April 30th, we will open up the event to spouses.
 - See Mario if you have any questions.
- ◆ The EAGA 2024 Golf Tournament will be on Friday May 17th. There are only 20 signed up as of this morning’s meeting so there is plenty of room for more players. If you want to participate, but don’t have clubs, contact Jerry. He can arrange for you to borrow a set for the event. The venue is the 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. (All costs will be billed to the EAGA member's account). Signup sheets will be at the Tuesday breakfasts. If you have any questions, contact Committee Chairman, Jerry Becker.
- ◆ The Summer Bash will be on Saturday, July 13th at the home of Kit and Toni Turpen. Mark your calendars now. More details will be provided as we get closer to the event date.
- ◆ **THIS IS YOUR FINAL NOTICE THAT THE MEETING ON APRIL 23rd WILL BE AT CHELLO GRILL, 5010 Cutler Avenue Suite A. Starting time is 7:00am—Doors open at 6:30am. Don’t show up at Tanoan. You’ll have egg on your face instead of in your stomach.**

Badge Board Greeters

Apr 23 rd	Lance Darnell—Darnell Cable & Fasteners	<i>Meeting 7:00am at Chello Grill</i>
Apr 30 th		
May 7 th	Michael Kourcek—Atmosphere Commercial Interiors	
May 14 th		
May 21 st		

Scheduled Speakers

Apr 23 rd	Hass Aslami—Pizza 9 Franchise Systems
Apr 30 th	Michael Kourcek—Atmosphere Commercial Interiors
May 7 th	
May 14 th	
May 21 st	

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