



AI FOR BUSINESSES

THE AI-POWERED BUSINESS: BEYOND THE HYPE

Join us for our **Lunch & Learn Spring Session** on March 26th 2026. Special session featuring Hobart & William Smith's Craig A Talmage, PhD Associate Professor and Chair, Business Management & Entrepreneurship Director, Bozuto Center for Entrepreneurship

AI isn't just a buzzword; it's a toolkit. Join us for a high-impact session designed for owners and teams ready to navigate the new digital landscape. We'll move past the "what" and dive into the "how," ensuring your business remains visible and vital in an AI-driven world.

<p>? WHAT</p> <p>AI for Businesses Lunch & Learn with Craig Talmage</p>	<p>📅 WHEN</p> <p>Thursday, March 26th 12:00 -1:00 pm optional Q&A to follow</p>	<p>📍 WHERE</p> <p>FLX Chamber One Franklin Square Conference Room 537 Exchange St. Geneva</p>	<p>💰 COST</p> <p>\$25 for Chamber Members to Attend! \$50 for non members</p>	<p>✓ RSVP</p> <p>info@flxchamber.com (315) 789-1776 RSVP by 3/23/26</p>
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CRAIG A TALMAGE, PHD

- **WHAT DOES IT ALL MEAN!?**
- Master the New Search: Discover how Google's AI evolution is changing the way that customers find your business.
- SEO vs. GEO: Demystify the shift from traditional keywords to AI-driven "Generative Engine Optimization."
- Optimize for the Future: Learn practical ways to make your business the "top choice" for AI search results.
- Real-Time Practice: Bring your device for an interactive session and test AI tools right at the table!
- Walk away with Action Items- aka the next steps that you can implement to improve how customers find you online.

★ **SPACES LIMITED** ★ **RSVP DEADLINE: 3/23/26** ★



WHAT TO EXPECT:

- In-Person class
- Light lunch provided! 🍕
- Zoom option available
- Q&A offered after Session
- Only \$25 for FLX Chamber Members!

DETACH THIS PORTION AND RETURN TO: FINGER LAKES AREA CHAMBER OF COMMERCE
P.O. BOX 587 GENEVA, NY 14456 OR EMAIL: INFO@FLXCHAMBER.COM CALL US AT (315) 789-1776 WITH QUESTIONS

BUSINESS NAME _____ PRIMARY CONTACT NAME _____

TITLE _____ PHONE _____ EMAIL: _____

ADDRESS _____ CITY _____ ZIP _____

OF ATTENDEES _____ TOTAL AMOUNT DUE _____ PAYMENT METHOD _____

PRE-PAY ONLY **WE ACCEPT CHECK, VENMO + CREDIT CARD.** *PLEASE INDICATE IF YOU NEED AN INVOICE*

SIGNATURE _____ DATE _____

Thank you to our Lunch Sponsor, Cam's Pizzeria of Geneva

