EDGE SUMMIT — AI for Small Business

MONDAY, OCTOBER 6

Presented By:

verizon

Lunch Presentation
11:45 AM to 12:45 PM

Liam Neville
Fractional Growth Coach, Moore Strength

Smarter. Faster. Human.
Smarter.Faster.Human. pulls back the curtain on what AI really is, how it works, and how small business owners can start using it today. In this session, complex ideas are explained in simple, clear language so the average person can understand and apply them. You will discover the three eras of software, why prompts are the new programs, and what large language models (LLMs) do and do not do. You will see how AI can amplify creativity and leadership rather than replace them, and how to adopt it with confidence while keeping ethics and security front of mind. Through live demos, you will pick up practical tools from AI meeting note-takers to custom assistants that can save you hours each week. We will wrap with a quick demo of Profit Acceleration Software (PAS) to show how AI can uncover hidden growth opportunities in your own business.

Session 1A – 1:00 PM to 1:45 PM

Brian Reese
Founder, Reese Networking

AI for Beginners: Making Sense of Artificial Intelligence
Artificial intelligence might sound complicated, but it's becoming a part of everyday life in ways we often don't even notice. This session will give you a simple, clear introduction to what AI really is, how it works in practical terms, and why it matters. We'll look at familiar

examples, like the tools and apps you may already use, and explore the opportunities AI is creating for work, business, and daily living. We'll also talk about the risks and the importance of using AI responsibly. By the end, you'll have a better understanding of this powerful technology and feel more confident talking about its role in the world around us.

Session 1B – 1:00 PM to 1:45 PM
Alex Molfetas, Co-Creator & Growth Lead, Ktema.Life
Ken Berry, Technical Collaborator, Ktema.Life

Prompt Engineering Made Simple: Getting Better Results from AI
The way you ask an AI tool a question—or "prompt" it—can make the difference between a confusing answer and a game-changing result. This session will break down the basics of "Prompt Engineering" in plain language and show you how to get the most out of AI. Along the way, we'll share examples using AI in simple, practical ways—like streamlining scheduling, improving customer service, and automating daily workflows. You'll see how even small adjustments in the way you phrase a request can save time, reduce stress, and help your business run more smoothly. By the end, you'll have practical techniques you can start using right away to make AI a reliable partner in your work.

Session 2A – 2:00 PM to 2:45 PM

Joey Zarcone
Vice President, Posture Interactive

Marketing Mixology: Crafting Your AI Cocktail
Bad marketing can feel like cheap vodka – harsh, unbalanced, and hard to swallow. In this session, we'll play bartender with beginner-friendly AI tools, mixing the right ingredients for a smooth, well-balanced marketing cocktail. We'll craft your signature drink, not another boring vodka club, while exploring the superpowers and pitfalls of the age of intelligence. With just the right pour and no AI hangover, you'll leave thirsty to shake up your own AI-powered drink menu for marketing success.

Session 2B – 2:00 PM to 2:45 PM

Dr. William Ramey
Owner, Shared Leadership, LLC.

Leading with Confidence: How RAG AI Powers Smarter Business Decisions
As a small business owner, your time and resources are too valuable to waste on bad information. Traditional AI tools pull answers from all over the internet—some accurate, some not. Retrieval-Augmented Generation (RAG) AI is different. It only pulls from reliable, trusted sources, so you know the answers you get are based on expert knowledge, not guesswork. That's the power of RAG AI. In this hands-on session, we'll break down what RAG AI is in simple terms and show you how it can be used to create a powerful Executive

Coach— investing in learning and development for your team. This session will help you and your team make smarter decisions, save time, and focus on growing your business with confidence. You'll walk away with insights you can apply right away to save time, avoid costly mistakes, and give your business a competitive edge.

Session 3A – 3:00 PM to 3:45 PM

Paul Ascenzi
Owner, Light in the Dark Analytics

Smarter Connections: Unlocking the Power of AI + Model Context Protocol (MCP) for Business

Model Context Protocol (MCP) is a way to help AI systems work better with the tools and data businesses already use. MCP uses a standard framework for communication between AI agents (like ChatGPT) and third-party services (like Slack, Notion, Hubspot, or Shopify) to request information, execute actions, and return results. This streamlines how businesses use AI in their daily operations to answer questions, pull reports, or automate tasks—while keeping everything secure and organized. You'll leave this session with a clear understanding of how MCP can help you get more value out of AI without adding extra complexity.

Session 3B: 3:00 PM to 3:45 PM
Stephanie Colbry Gresh
Assistant Teaching Professor, Business, Penn State University

AI 101 for Business: Separating Fact from Fiction
Artificial intelligence is often surrounded by buzzwords and hype, making it hard for business owners to know what's real and what's not. This session will cut through the noise and explain, in plain language, what AI actually is and just as importantly, what it isn't. We'll bust common myths, highlight practical examples that small businesses can relate to, and show where AI is already at work in ways you may not realize. Along the way, we'll touch on both the opportunities AI creates and the limits you should be aware of. You'll leave with a clearer picture of this fast-moving technology and the confidence to start conversations about how it might fit into your business.

Session 4: 4:00 PM to 4:45 PM
Moderator:
Panelists: Luis Aponte, CEO, Onetech360
**   Marc Gonzalez, President & CISO, Site2**
**   Fred Reck, President, InnoTek Computer Consulting**

Cyber Smart: Navigating AI and Emerging Threats to Protect Your Business

In today's digital-first world, cybersecurity challenges are evolving at lightning speed—with artificial intelligence playing a starring role. This dynamic panel brings together cybersecurity experts and industry leaders to unpack how AI is reshaping both the threats businesses face and the defenses they can deploy.

From AI-powered phishing and deepfake scams to AI-driven security tools, we'll explore what every organization needs to know to stay ahead. Whether you're a small business or a large enterprise, you'll gain practical strategies to build resilient defenses, foster a security-aware culture, and harness AI to your advantage.

Topics include:

- Understanding AI's role in modern cyber threats and protections
- Common cybersecurity pitfalls and how AI is changing the game
- Real-world tools and policies that work in 2025 and beyond
- Preparing for the next wave of emerging threats

Networking Mixer: 4:00 PM to 5:15 PM