PURE EXPERTZ
SERVICES THAT YOU CAN TRUST

3 - DAY IMMERSIVE CONFERENCE

AI IMPACT FORUM 2026

FORUM EDITION — NOV 12–14, 2026 — FREE · ONLINE · 1 PM CT

The *Workbook*

DAY 1 · THU NOV 12

Business & Real Estate

Keynotes, a showcase and a 3 PM panel on funding, work-life integration and trusted providers

DAY 2 · FRI NOV 13

People & Prevention

A full hour with Dr. John, then the prevention panel

DAY 3 · SAT NOV 14

Energy & Power

Home batteries, motivation and mindset with a four-person panel, then Tom Gersic's live demo

FRI & SAT EVENINGS · 6:30 PM CT

VIP Masterclass

VIP membership, $297/month to start: the ecosystem, corporate training and cohorts, explained

STARTS MON, NOV 16

The Wellness Challenge

Five daily trackers, teams and coaches



THE ONE RULE IN THIS BOOK

AI drafts, a person signs off.

YOUR HOST · EVERY DAY

Andy Babala, CPP

Founder, Pure Expertz
a marketing and automation agency · consultants and advisors

YOUR SEAT IS FREE

Send the speakers one question

pureexpertz.com/forum/ask?ref=workbook

This workbook belongs to: _____

Organization or household: _____

Smart Systems · Strong Humans · Pure Expertz, a marketing and automation agency · consultants and advisors · working with the Block by Block AI Safety and Security Alliance · (847) 991-9985

PURE EXPERTZ

3 - DAY IMMERSIVE CONFERENCE

AI IMPACT

FORUM 2026

Meet the speakers

THU · DAY 1	FRI · DAY 2	SAT · DAY 3	FORMAT	TIME
12 Business & Real Estate	13 People & Prevention	14 Energy & Power	Online · Live Keynotes, then a 3–4 PM panel	1–4 PM CT 2–5 PM ET · each day

FEATURED SPEAKERS



YOUR HOST · EVERY DAY
Andy Babala, CPP
Your host · Pure Expertz
EVERY DAY



KEYNOTE
Robb Hill
President, R Hill Enterprises, Inc.
DAY 1 · THU



KEYNOTE
Dr. Martha Razo
Host, Xcelerator Business Summit
DAY 1 · THU



SHOWCASE
Sal Walaszek
Salway Group · showcase
DAY 1 · THU



KEYNOTE
Marta Aksnowicz
Financial Professional, World Financial Group
DAY 1 · THU



KEYNOTE
Mike Van Chau
Human-trafficking prevention consultant
DAY 2 · FRI DAY 3



KEYNOTE
Dr. John D. Byrnes
Founder, Center for Aggression Management
DAY 2 · FRI



LIVE DEMO
Tom Gersic
Founder and CEO · YouEx.ai
DAY 3 · SAT

BRING YOUR TOUGHEST BUSINESS, LIFE AND WORK-LIFE INTEGRATION QUESTION

Your seat is free when you send the speakers one question.

pureexpertz.com/forum/ask?ref=workbook

SMART SYSTEMS · STRONG HUMANS · BLOCK BY BLOCK

Online · Thu–Sat, Nov 12–14, 2026 · 1–4 PM CT · Pure Expertz, a marketing and automation agency · consultants and advisors · (847) 991-9985

Marta Aksnowicz: World Financial Group Insurance Agency, LLC, offers insurance products. Transamerica Financial Advisors, Inc. (TFA), Member FINRA, SIPC, MSRB and Registered Investment Advisor, offers securities and Investment Advisory Services. WFGIA and TFA are affiliated companies. Education, not legal or medical advice.

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FORUM EDITION · NOV 12–14, 2026

Inside *this edition*

Three afternoons. One plan for 2027. Keynotes, a showcase, a live demo, three panels and the people who notice first.



Andy Babala, CPP	Robb Hill	Sal Walaszek	Marta Aksnowicz	Dr. Martha Razo	Mike Van Chau	Dr. John D. Byrnes	Tom Gersic
HOST · EVERY DAY	DAY 1 · KEYNOTE	DAY 1 · SHOWCASE	DAY 1 · KEYNOTE	DAY 1 · KEYNOTE	DAYS 2 AND 3	DAY 2 · ONE FULL HOUR	DAY 3 · LIVE DEMO

BEFORE YOU START

04 **How to use this workbook**
05 **My goals**

DAY 1 · THU NOV 12 · BUSINESS & REAL ESTATE

06 **The Day 1 poster** program on page 7
08 **Notes and the exercise**
10 **The Wellness Challenge** how-to, teams, 30-day grid

DAY 2 · FRI NOV 13 · PEOPLE & PREVENTION

13 **The Day 2 poster** program on page 14
15 **Notes and the exercise**
18 **Aggression Prevention Training** with Dr. John
19 **The VIP Masterclass** Fri and Sat · VIP membership, $297/month to start

DAY 3 · SAT NOV 14 · ENERGY & POWER

21 **The Day 3 poster** program on page 22
23 **The Energy & Power Hour** the full panel, then the live demo
24 **Notes and the exercise**

AFTER SATURDAY

27 **Questions, recap**
29 **The wheel of the organization**
30 **My 2027 plan and the path**
32 **What VIP membership includes** plus home, provider and organization options
33 **Keep going · pass it on** office hours, the Wednesday meetup, the community

FROM YOUR HOST

Our pre-Forum magazine set the table. This edition is for the three days themselves. Each afternoon opens with its poster and program, then a notes page and a short exercise that ends with a signature.

Write in it, bring your toughest questions, and leave Saturday with a plan you can start on Monday.

Andy Babala, CPP

> *"Smart systems. Strong humans."*
>
> ANDY BABALA, CPP · THE MOTTO

The Forum is a firehose. Every session is recorded, and anyone who joins can watch the recordings in our free community: community.pureexpertz.ai. **Ask your question anyway; we'll share the recordings in the free community, so you can watch only the part that fits you.**

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BEFORE YOU START How to use this workbook

Write in it. *Then use it.*

This is a working book, not a brochure. Each afternoon gets a poster, a program, a notes page and one hands-on exercise that ends with a signature. By Saturday you'll have your goals, three finished exercises, your best questions and a 30-60-90 day plan for 2027.

THE ONE RULE

AI drafts, a person signs off.

AI can write the first version of almost anything: an email, a checklist, a plan. A person reads it, fixes it and decides before it's used. Every exercise in this book ends with a sign-off box, and the rule sits at the bottom of every page.

HOW TO USE IT

1. **Print it,** or open the PDF on a tablet and write on it with any markup app.
2. **Fill in the speakers.** Panel slots have a line for names. Write them in as they're announced.
3. **Write questions as they come.** Send the best ones ahead of time (page 27).
4. **Do the exercise before you close the laptop.** About 10 minutes, then sign it.
5. **On Saturday,** turn your notes into your 2027 plan (page 30).

BEFORE 1 PM EACH DAY

- [ ] Your personal portal link (it arrives by email)
- [ ] A laptop, tablet or phone, charged, with sound on
- [ ] This workbook and a pen
- [ ] Yesterday's questions

Every day: 1–4 PM Central, online. Keynotes first, then a 3–4 PM panel: a conversation, not a debate. **Friday and Saturday** add the Illinois Q&A, 4–4:30 PM, and in the evening the **VIP Masterclass, 6:30–7:30 PM** (VIP membership, $297/month to start, page 19).

THE THREE DAYS AT A GLANCE

DAY 1 · THU NOV 12 · P. 6–12

Business & Real Estate

1 PM Andy Babala, CPP: opening, your toughest questions and the Wellness Challenge · **1:30** Robb Hill, then a showcase: Sal Walaszek, Salway Group · **2:00** Marta Aksnowicz · **2:30** Dr. Martha Razo · **3 PM** panel: business funding, work-life integration, a network of trusted providers.

DAY 2 · FRI NOV 13 · P. 13–20

People & Prevention

1 PM Andy · **1:30** Mike Van Chau: keeping kids safe · **2–3 PM** Dr. John D. Byrnes, one full hour · **3 PM** prevention panel: the economic and human impact · **4:00** Illinois Q&A · **6:30 PM** VIP Masterclass.

DAY 3 · SAT NOV 14 · P. 21–26

Energy & Power

1 PM Andy · **1:30–2:30** Energy & Power Hour: Kirk Horan, Mandy Smith, Mike Gomez and Fabiola Carrasco on home batteries, motivation, mindset · **2:30** Tom Gersic, live demo · **3 PM** closing panel · **4:00** Illinois Q&A · **6:30 PM** VIP Masterclass.

The Forum is a firehose. Every session is recorded, and anyone who joins can watch the recordings in our free community: **community.pureexpertz.ai**.

After the Forum, your first 30 days are free: show up to any Zoom office hours or workshop.

Ask your question anyway; we'll share the recordings in the free community, so you can watch only the part that fits you.

Keep it safe. Don't write passwords, account numbers or private details about other people in this workbook, or paste them into any AI tool. Use first names or roles in your notes.

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My goals for *these three days*

Five minutes before Day 1 starts. Be specific: a goal you can check off on Saturday beats a big one you can't.

The one thing that would make these three afternoons worth it

At work or in my business

WORKING WELL

STUCK

At home or with my family

WORKING WELL

STUCK

With technology and AI

WORKING WELL

STUCK

By Saturday at 4 PM, I want to leave with

1.

2.

3.

One task I'd love AI to draft for me

My sign-off partner · the person who'll help me follow through

Name:

How we'll check in:

When:

Where I am today · circle one; you'll rate again on page 28

I'm comfortable using AI tools	1	2	3	4	5
My systems at work are clear and written down	1	2	3	4	5
My systems at home are clear and written down	1	2	3	4	5
I know who to tell when something feels wrong	1	2	3	4	5

Signed: **Date:**

PURE EXPERTZ

3 - DAY IMMERSIVE CONFERENCE

AI IMPACT

FORUM 2026

DAY 1 OF 3 · THURSDAY, NOV 12

Business & Real Estate

For owners, real estate pros, property owners, consultants and networking leaders

THU · DAY 1	FRI · DAY 2	SAT · DAY 3	FORMAT	TIME
12 NOV 2026	13 NOV 2026	14 NOV 2026	Online · Live Keynotes, then a 3–4 PM panel	1–4 PM CT 2–5 PM ET · each day

SPEAKERS AND PANELISTS



YOUR HOST · EVERY DAY
Andy Babala, CPP
Your host · Pure Expertz
1 PM



KEYNOTE
Robb Hill
President, R Hill Enterprises, Inc.
1:30 PM



SHOWCASE
Sal Walaszek
Salway Group · showcase
1:30 PM



KEYNOTE
Marta Aksnowicz
Financial Professional, World Financial Group
2 PM



KEYNOTE
Dr. Martha Razo
Host, Xcelerator Business Summit
2:30 PM

- 1:00 PM — Opening: Smart Systems, Strong Humans · Andy Babala, CPP · your toughest questions
- 1:30 PM — Keynote · Robb Hill · then a showcase by Sal Walaszek, Salway Group
- 2:00 PM — Keynote with slides · Marta Aksnowicz
- 2:30 PM — Keynote · Dr. Martha Razo
- 3:00 PM — Panel: business funding, work-life integration, and building a network of trusted providers with digital marketing agencies and systems

BRING YOUR TOUGHEST BUSINESS, LIFE AND WORK-LIFE INTEGRATION QUESTION

Your seat is free when you send the speakers one question.

pureexpertz.com/forum/ask?ref=workbook

SMART SYSTEMS · STRONG HUMANS · BLOCK BY BLOCK

Online · Thu–Sat, Nov 12–14, 2026 · 1–4 PM CT · Pure Expertz, a marketing and automation agency · consultants and advisors · (847) 991-9985

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Today you'll leave with One business workflow that AI drafts and a person approves (exercise, page 9), and your Wellness Challenge plan (pages 10–12).

TIME (CT)	SESSION	WHO	MY ONE-LINE TAKEAWAY
1:00–1:30	**Opening: Smart Systems, Strong Humans** How Pure Expertz serves businesses, families and individuals, your toughest questions, and the Wellness Challenge (page 10)	**Andy Babala, CPP** Host · Founder, Pure Expertz	
1:30–2:00	**Keynote, then a showcase** Responsibility at the center: running a business when AI does more of the work. Then tracking & logistics on the trusted service provider network	**Robb Hill** President, R Hill Enterprises, Inc. **Sal Walaszek** Salway Group · showcase	
2:00–2:30	**Keynote with slides** Bringing more value to real estate agents and property owners	**Marta Aksnowicz** Financial Professional, World Financial Group	
2:30–3:00	**Keynote** Her journey with XBS, and how she serves communities	**Dr. Martha Razo** Host, Xcelerator Business Summit	
3:00–4:00	**Panel: funding, work-life integration, trusted providers** Business funding, work-life integration, and building a network of trusted providers with digital marketing agencies and systems. A conversation, not a debate.	**Marta Aksnowicz** Financial Professional, World Financial Group **Robb Hill** President, R Hill Enterprises, Inc. *Moderator: Andy Babala, CPP*	

All times Central. The program can shift; write in names as speakers are announced.

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DAY 1 · THU NOV 12 Business & Real Estate · Notes

Day 1 *notes*

3 questions I want answered today · Thu Nov 12

1. _____ **Answered by:** _____
2. _____ **Answered by:** _____
3. _____ **Answered by:** _____

Keynote notes · what did they actually do: which step, which tool, which person?

A line I want to remember

Someone I want to follow up with · name, how to reach, why

From the 3 PM panel: one path I relate to, and why

One idea I'll try this week

What AI would draft, and who signs off

DAY 1 · THU NOV 12 Business & Real Estate · Exercise

PURE EXPERTZ

One workflow: *AI drafts, a person approves*

Pick one task that repeats every week in your business. Design how AI writes the first draft and how a person checks it before anything goes out. About 10 minutes.

Trigger something starts it → **AI drafts** first version → **A person checks** facts, tone, privacy → **Approved** signed off → **Sent and saved** in the right place

PICK ONE

- ☐ Reply to a new inquiry
- ☐ Listing or service description
- ☐ Thank-you and next steps after a meeting
- ☐ A checklist for a new client or a new hire
- ☐ Appointment or showing reminder
- ☐ Weekly client update
- ☐ A social post about a finished job
- ☐ Other: _____

1 The workflow, in one line

Workflow: _____ **How often:** _____

2 What starts it · a form comes in, a meeting ends, a listing goes live

_____

3 What AI drafts, and from what · your notes, a template, past messages you wrote

_____

_____

4 What the person checks before approving

- ☐ Names, dates, addresses and facts
- ☐ The tone fits the person reading it
- ☐ It follows our rules and any license we hold
- ☐ No promise we can't keep
- ☐ Private details stay private
- ☐ Other: _____

5 Who approves

Approver: _____ **Backup when they're out:** _____

6 Where it goes after approval · email, text, CRM, website

_____

7 What "done right" looks like, in our words

_____

_____

SIGN-OFF · AI DRAFTS, A PERSON SIGNS OFF

Reviewed and approved by: _____ **Role:** _____ **Date:** _____

First test run on: _____ **Look at it again on:** _____

Start with low-risk messages. Anything legal, financial or medical goes to a qualified professional before it goes out.

DAY 1 · THU NOV 12 Strong Humans Wellness Challenge · how to

PURE EXPERTZ

Strong Humans *Wellness Challenge*

Andy introduces it on Day 1. It starts **Monday, Nov 16**, and runs 30 days, through Tuesday, Dec 15, in our **Facebook accountability group**. Five boxes a day, and here is how to check each one.

1 **Sleep**
7+ HOURS

Pick a lights-out time and set a phone reminder 30 minutes before it. Keep the bedroom dark, cool and quiet, and charge your phone outside the room. Get up at the same time every day, weekends too.

Lights out at: _____

2 **Move**
30 MINUTES

Anything that gets you moving counts: a brisk walk, the stairs, yard work, a class. Three 10-minute walks still check the box. Put it on your calendar like a meeting, and start easy.

My 30 minutes: _____

3 **Water**
YOUR DAILY GOAL

Set a goal that fits you; if you're not sure, ask your doctor. Fill one bottle in the morning and know how many refills reach your goal. Have a glass with each meal, and keep water where you can see it.

My daily goal: _____

4 **Real food, with greens**
ONE SERVING OF GREENS

Eat mostly real food: short ingredient lists you recognize. Add one serving of greens a day: a salad, spinach in your eggs, broccoli with dinner. Plan tomorrow's greens tonight and shop the produce aisle first.

My greens: _____

5 **Connect**
ONE REAL CONVERSATION

Call, visit or sit down with someone, with no screen in between. Or write down one thing you're grateful for. Check in on your team in the group; a short message counts.

Who I'll reach: _____

RULE 1
Track, don't treat.
Check the box when you did it. That's the whole job.

RULE 2
You own your results.
Your life, your choices, your boxes.

RULE 3
Do it with people.
Your team and the Facebook group keep you honest.

WHERE IT RUNS

The Facebook accountability group. Once a week, post how many days you checked all five and one win. Ask for the group link in the free community, community.pureexpertz.ai. Teams, leaders and coaches: page 11. The printable 30-day grid: page 12.

Before Monday, Nov 16: ☐ Join the Facebook group ☐ Pick or join a team ☐ Print the grid (page 12) ☐ Write my 5 targets

Not medical advice; check with your doctor. General wellness habits only. This challenge is for tracking and accountability; everyone owns their own results, and none are promised.

DAY 1 · THU NOV 12 Strong Humans Wellness Challenge · teams

PURE EXPERTZ

Your team, *your check-ins*

It works better with people. Start a small team with the people you want to help, join one, or ask to be paired with a coach. Tracking and accountability only: everyone owns their results.

Join a team · or lead one

Team leader: _____ **Team name:** _____

MEMBERS (UP TO 5)

1 _____

2 _____

3 _____

4 _____

5 _____

Leaders form teams

We need leaders who will form teams: pick up to 5 people, agree on a check-in day and keep each other honest.

- ☐ I'll lead a team
- ☐ Put me on a team
- ☐ Pair me with a coach

Not sure? Ask on any Forum day or in the community.

The weekly check-in · in the Facebook accountability group

1. **Pick your day.** Same day every week.
2. **Post two things:** days with all five, and one win.
3. **Cheer one teammate** by name.

FREE COMMUNITY

Get the group link, meet your team

community.pureexpertz.ai

Ask for the Facebook accountability group link here, and find the Forum recordings.

My check-in day: _____

Time: _____

Why I'm doing this

_____

_____

_____

_____

_____

Who I'm doing this for · kids, parents, team, neighbor

_____

_____

_____

_____

_____

I'm in. Signed: _____ **Start: Mon, Nov 16 · Date:** _____

Not medical advice; check with your doctor. General wellness habits only. This challenge is for tracking and accountability; everyone owns their own results, and none are promised.

DAY 1 · THU NOV 12 Strong Humans Wellness Challenge · printable 30-day grid

PURE EXPERTZ

30 days, *five boxes a day*

Print this page (black and white is fine) and keep it where you'll see it. Check a box only when you did it. Missed a day? Leave it empty and start the next row. Shaded bands mark the weeks, Monday to Sunday.

#	DATE	SLEEP	MOVE	WATER	FOOD	CONNECT
1	**Mon** Nov 16	☐	☐	☐	☐	☐
2	**Tue** Nov 17	☐	☐	☐	☐	☐
3	**Wed** Nov 18	☐	☐	☐	☐	☐
4	**Thu** Nov 19	☐	☐	☐	☐	☐
5	**Fri** Nov 20	☐	☐	☐	☐	☐
6	**Sat** Nov 21	☐	☐	☐	☐	☐
7	**Sun** Nov 22	☐	☐	☐	☐	☐
8	**Mon** Nov 23	☐	☐	☐	☐	☐
9	**Tue** Nov 24	☐	☐	☐	☐	☐
10	**Wed** Nov 25	☐	☐	☐	☐	☐
11	**Thu** Nov 26	☐	☐	☐	☐	☐
12	**Fri** Nov 27	☐	☐	☐	☐	☐
13	**Sat** Nov 28	☐	☐	☐	☐	☐
14	**Sun** Nov 29	☐	☐	☐	☐	☐
15	**Mon** Nov 30	☐	☐	☐	☐	☐

#	DATE	SLEEP	MOVE	WATER	FOOD	CONNECT
16	**Tue** Dec 1	☐	☐	☐	☐	☐
17	**Wed** Dec 2	☐	☐	☐	☐	☐
18	**Thu** Dec 3	☐	☐	☐	☐	☐
19	**Fri** Dec 4	☐	☐	☐	☐	☐
20	**Sat** Dec 5	☐	☐	☐	☐	☐
21	**Sun** Dec 6	☐	☐	☐	☐	☐
22	**Mon** Dec 7	☐	☐	☐	☐	☐
23	**Tue** Dec 8	☐	☐	☐	☐	☐
24	**Wed** Dec 9	☐	☐	☐	☐	☐
25	**Thu** Dec 10	☐	☐	☐	☐	☐
26	**Fri** Dec 11	☐	☐	☐	☐	☐
27	**Sat** Dec 12	☐	☐	☐	☐	☐
28	**Sun** Dec 13	☐	☐	☐	☐	☐
29	**Mon** Dec 14	☐	☐	☐	☐	☐
30	**Tue** Dec 15	☐	☐	☐	☐	☐

WEEKLY CHECK-IN · IN THE FACEBOOK ACCOUNTABILITY GROUP

WEEK 1
Nov 16–22
☐ Checked in
Days with all 5: ____
One win: ____

WEEK 2
Nov 23–29
☐ Checked in
Days with all 5: ____
One win: ____

WEEK 3
Nov 30–Dec 6
☐ Checked in
Days with all 5: ____
One win: ____

WEEK 4
Dec 7–13
☐ Checked in
Days with all 5: ____
One win: ____

FINISH
Dec 14–15
☐ Checked in
Days with all 5: ____
One win: ____

Day 30, Tue Dec 15: what I'll keep doing

_____

_____

Not medical advice; check with your doctor. This challenge is for tracking and accountability only. You own your results; none are promised.

PURE EXPERTZ

3 - DAY IMMERSIVE CONFERENCE

AI IMPACT

FORUM 2026

DAY 2 OF 3 · FRIDAY, NOV 13

People & Prevention

People, behaviors and mindset · Health, caregiving and prevention

THU · DAY 1	FRI · DAY 2	SAT · DAY 3	FORMAT	TIME
12 NOV 2026	13 NOV 2026	14 NOV 2026	Online · Live Keynotes, then a 3–4 PM panel	1–4 PM CT 2–5 PM ET · each day

SPEAKERS AND PANELISTS



YOUR HOST · EVERY DAY

Andy Babala, CPP

Your host · Pure Expertz

"Smart Systems, Strong Humans"



KEYNOTE

Mike Van Chau

Human-trafficking prevention consultant

"Keeping kids safe: awareness and resources for schools and communities"



KEYNOTE

Dr. John D. Byrnes

Founder, Center for Aggression Management

"Ask me your hardest prevention question"

- **1:00 PM** The people who notice first · Andy Babala, CPP
- **1:30 PM** Keeping kids safe · Mike Van Chau
- **2:00 PM** Keynote, one full hour · Dr. John D. Byrnes, Founder, Center for Aggression Management
- **3:00 PM** Prevention panel: the economic and human impact, and what owners, leaders and working professionals are doing
- **4:00 PM** Illinois Q&A, until 4:30

WELLNESS CHALLENGE STARTS MONDAY, NOV 16

BRING YOUR TOUGHEST BUSINESS, LIFE AND WORK-LIFE INTEGRATION QUESTION

Your seat is free when you send the speakers one question.

pureexpertz.com/forum/ask?ref=workbook

SMART SYSTEMS · STRONG HUMANS · BLOCK BY BLOCK

Online · Thu–Sat, Nov 12–14, 2026 · 1–4 PM CT · Pure Expertz, a marketing and automation agency · consultants and advisors · (847) 991-9985

Education, not legal or medical advice.



Today you'll leave with A prevention-first plan (pages 16–17), training options with Dr. John (page 18) and the VIP Masterclass (pages 19–20).

TIME (CT)	SESSION	WHO	MY ONE-LINE TAKEAWAY
1:00–1:30	**Opening: the people who notice first** Why the human side comes first	**Andy Babala, CPP** Host · Founder, Pure Expertz	
1:30–2:00	**Keynote: keeping kids safe** Awareness and resources for schools and communities	**Mike Van Chau** Human-trafficking prevention consultant	
2:00–3:00	**Keynote, one full hour** Prevention that starts early. Bring your hardest question; open to everyone. Training options: page 18.	**Dr. John D. Byrnes** Founder, Center for Aggression Management	
3:00–4:00	**Prevention panel: the economic and human impact** What business owners, leaders, HR leaders and working professionals are doing. A conversation, not a debate.	**Mike Van Chau** Human-trafficking prevention consultant **Panelists:** _____ *Moderator: Andy Babala, CPP*	
4:00–4:30	**Illinois Q&A** · same platform, right after the program Open questions from across Illinois, including how to look up a professional license and how to join the Trusted Service Provider network.		
6:30–7:30	**VIP Masterclass** · this evening, 6:30–7:30 PM CT, for VIP members The ecosystem, corporate training and cohorts, explained. VIP membership, $297/month for the first 3 months: **square.link/u/Dz5KJlUW** (page 19).		

All times Central. The program can shift; write in names as speakers are announced. Education, not legal or medical advice.

"Smart systems. Strong humans."

ANDY BABALA, CPP · THE MOTTO

PURE EXPERTZ

Day 2 *notes*

3 questions I want answered today · Fri Nov 13

1. _____ **Answered by:** _____
2. _____ **Answered by:** _____
3. _____ **Answered by:** _____

Keynote notes · what's one behavior worth noticing earlier?

What prevention looks like where I work

What prevention looks like at home

A line I want to remember

Someone I want to follow up with

From the 3 PM panel: one thing an organization actually does

One conversation I'll have this week, and with whom

Who else should hear this? · a manager, an HR lead, a coach

DAY 2 · FRI NOV 13 People & Prevention · Exercise, part 1 of 2

PURE EXPERTZ

Prevention first: *notice early, tell someone*

Prevention-first means acting on small, early signs instead of waiting for a crisis. This worksheet is general and practical. It is not a diagnosis and doesn't replace trained professionals. **Notice behaviors, not labels.**

This plan is for: ☐ My workplace ☐ My family and home ☐ Both **Group:** _____

Step 1 · Early signs to notice · check the ones that matter in your setting; look for change from what's usual for that person

AT WORK

- ☐ A clear change from how someone usually acts
- ☐ Pulling away from the team, or missing more than usual
- ☐ Repeated anger or blame over the same grievance
- ☐ Threats, intimidation or "just joking" talk about harm
- ☐ Bullying, harassment or pushing past boundaries
- ☐ Conflict that keeps coming back between the same people
- ☐ Other: _____

AT HOME

- ☐ A clear change in mood, routine or friends
- ☐ Withdrawing, secrecy or going quiet
- ☐ Anger that's bigger than the moment
- ☐ Talk of hurting themselves or someone else
- ☐ Being bullied, pressured or controlled, in person or online
- ☐ A new adult or online contact who asks for secrecy
- ☐ Other: _____

WRITE DOWN FACTS, NOT CONCLUSIONS

DATE	WHAT I SAW OR HEARD (FACTS ONLY)	WHO ELSE WAS THERE	WHO I TOLD

STEP 2 · WHO TO TELL

WHO	NAME	HOW TO REACH
First person I tell		
If they're not available		
At work: HR, security or safety lead		
At home: a trusted adult, teacher, school counselor or faith leader		
A professional who can help: a counselor, a doctor, or an employee assistance program if your employer offers one		

TAKE PREVENTION TRAINING TO YOUR TEAM

Most prevention training reaches security professionals, not the managers, teams and families who often see the early signs first. If you want it for your workplace or your family, ask after the Day 2 keynote, bring it to open office hours (Tue & Thu, 1 PM CT on Zoom, **zoom.pureexpertz.ai**, from Nov 17), or ask any time in the portal, **community.pureexpertz.ai**.

DAY 2 · FRI NOV 13 People & Prevention · Exercise, part 2 of 2

PURE EXPERTZ

A simple plan *everyone can follow*

Four steps, written down, practiced once. Keep it short enough to fit on the fridge or the break-room wall.

1 **Notice** · who watches for changes, and how do we make it safe to speak up?

2 **Write it down** · where do notes go, and who can see them? Facts only, kept private.

3 **Tell** · who do we tell, and how fast? Same day for a concern; right away for any threat.

4 **Follow up** · who checks back with the person, and when? What support do we offer?

Where AI helps, and where it doesn't

AI CAN DRAFT

- ☐ A clean contact list from your notes
- ☐ A one-page plan in plain language
- ☐ Check-in reminders for the calendar
- ☐ An agenda for a 20-minute team or family talk

A PERSON DECIDES

- ☐ Anything about a real person
- ☐ Every report and every next step
- ☐ What gets shared, and with whom
- ☐ When to bring in a professional

Never paste private details about a real person into a public AI tool.

We'll walk through this plan together

On (date): _____

Who will be there: _____

Where it's posted: _____

One change I'll bring back to my team or family

SIGN-OFF · AI DRAFTS, A PERSON SIGNS OFF

Reviewed and approved by: _____ **Role:** _____ **Date:** _____

Review the plan again on: _____ **Shared with:** _____

DAY 2 · FRI NOV 13 Aggression Prevention Training



AFTER HIS HOUR ON DAY 2 · TWO WAYS TO TRAIN

Aggression Prevention *Training*

Dr. John D. Byrnes, Founder, Center for Aggression Management, leads the 2–3 PM hour on Friday. If you want to go further after the Forum, there's a version for you and a version for your whole team.

VERSION 1 · FOR THE INDIVIDUAL

Aggression Prevention Training: for the individual

For a security officer or manager who wants to upskill.

1. **Aggression First Observer**
2. **Certified Aggression Manager**
+ **One-year CAPS app**

$298.95

Both courses and the app · Dr. John's own public price

Buy at **pureexpertz.com/training**

VERSION 2 · FOR ORGANIZATIONS

Aggression Prevention for organizations

A corporate plan for teams, built to be inexpensive per person.

See a full demonstration

Ask at open office hours or in the portal, and we'll walk you through the Sept 24 session, where Dr. John walked through the program and its numbers.

Team pricing	**on request**
Ask for a demonstration	**Office hours · Tue & Thu, 1 PM CT**
On Zoom, from Nov 17	**zoom.pureexpertz.ai**

Which fits? ☐ Me: I want to upskill ☐ My team ☐ Both

Notes from Dr. John's hour · Friday, 2–3 PM CT

Who should see the demonstration? · names or roles

My question for Dr. John

The courses, the credential and the CAPS app are Dr. John's: created and delivered by Dr. John D. Byrnes and the Center for Aggression Management. Pure Expertz offers access and does not issue certificates. Education, not legal advice; no outcomes are promised.

PURE EXPERTZ

SERVICES THAT YOU CAN TRUST

VIP · FRI NOV 13 & SAT NOV 14 · 6:30–7:30 PM CT

The VIP *Masterclass*



Two evening sessions with Andy Babala, CPP, and guests, for VIP members. This is where Andy explains the whole ecosystem and network, clearly, and how corporate training and cohorts work.

VIP MEMBERSHIP

$297 /month

for the first 3 months, then $497/month for 6 months, then $397/month. Both VIP evenings are included.

WHAT ANDY COVERS

The whole ecosystem, clearly
How the community, workshops, office hours and cohorts fit together.

The network
Trusted service providers and partners, and where you fit.

How corporate training works
12-week cohorts for teams, with a written scope.

How cohorts work
How one is created, and what people get.

Your questions, live
Bring the ones the afternoon program didn't get to.

FRIDAY · NOV 13

6:30–7:30 PM CT

VIP Masterclass, evening 1

SATURDAY · NOV 14

6:30–7:30 PM CT

VIP Masterclass, evening 2

JOIN VIP · SCAN OR TAP

square.link/u/Dz5KJlUW

What I want Andy to explain · bring it to the VIP evening

After the program: *Illinois Q&A and the VIP Masterclass*

Friday and Saturday keep going after the 3 PM panel with the Illinois Q&A. In the evening, VIP members come back for the VIP Masterclass.

4:00–4:30 PM CT · FRI & SAT

Illinois Q&A

Open questions from across Illinois, including how to look up a professional license and how to join the Trusted Service Provider network. Same platform, right after the program.

6:30–7:30 PM CT · FRI NOV 13 & SAT NOV 14

VIP Masterclass

The whole ecosystem and network, corporate training and cohorts, explained. VIP membership, $297/month for the first 3 months (page 19).

Join VIP:
square.link/u/Dz5KJlUW

I'll be there for: ☐ Illinois Q&A, Fri ☐ Illinois Q&A, Sat ☐ VIP Masterclass, Fri ☐ VIP Masterclass, Sat

My questions for the Illinois Q&A · licenses, local pros, the provider network

What I want to find out more about · at the VIP Masterclass

Notes from the VIP Masterclass · Friday

Notes from the VIP Masterclass · Saturday

"Smart systems. Strong humans."

ANDY BABALA, CPP · THE MOTTO

PURE EXPERTZ

3 - DAY IMMERSIVE CONFERENCE

AI IMPACT

FORUM 2026

DAY 3 OF 3 · SATURDAY, NOV 14

Energy & Power

Illinois energy, a live AI demo, and the systems that keep a home and a business running

THU · DAY 1	FRI · DAY 2	SAT · DAY 3	FORMAT	TIME
12 NOV 2026	13 NOV 2026	14 NOV 2026	Online · Live Keynotes, then a 3–4 PM panel	1–4 PM CT 2–5 PM ET · each day

SPEAKERS AND PANELISTS



YOUR HOST · EVERY DAY
Andy Babala, CPP
Pure Expertz
1 PM



PRESENTER
Kirk Horan
1:30 PM



LIVE DEMO
Tom Gersic
Founder and CEO · YouEx.ai
2:30 PM



PANELIST
Mike Van Chau
Human-trafficking prevention consultant
3 PM PANEL

- 1:00 PM — How a cohort is created, and what people get · Andy Babala, CPP
- 1:30 PM — Energy & Power hour: home batteries, motivation, mindset · Kirk Horan, Mandy Smith, Mike Gomez, Fabiola Carrasco, with Andy Babala, CPP
- 2:30 PM — Live demo · Tom Gersic, Founder and CEO · YouEx.ai
- 3:00 PM — Closing panel: the systems that keep a home and a business running · Mike Van Chau, with the energy panelists back after the demo
- 4:00 PM — Illinois Q&A, until 4:30

BRING YOUR TOUGHEST BUSINESS, LIFE AND WORK-LIFE INTEGRATION QUESTION

Send the speakers one question to get your seat.

pureexpertz.com/forum/ask?ref=workbook

SMART SYSTEMS · STRONG HUMANS · BLOCK BY BLOCK

Online · Thu–Sat, Nov 12–14, 2026 · 1–4 PM CT · Pure Expertz, a marketing and automation agency · consultants and advisors · (847) 991-9985



Today you'll leave with Notes from the Energy & Power Hour (page 23) and a map of your systems at home and at work, with an owner for each one (pages 25–26).

TIME (CT)	SESSION	WHO	MY ONE-LINE TAKEAWAY
1:00–1:30	**Opening: how a cohort is created, and what people get** The path after the Forum (page 31)	**Andy Babala, CPP** Host · Founder, Pure Expertz	
1:30–2:30	**Energy & Power Hour** Home batteries, motivation and mindset: what keeps a home, a business and a person running (page 23)	**Kirk Horan · Mandy Smith · Mike Gomez · Fabiola Carrasco** Presenters, with Andy Babala, CPP	
2:30–3:00	**Live demo** A live demo, then your questions	**Tom Gersic** Founder and CEO · YouEx.ai	
3:00–4:00	**Closing panel: the systems that keep a home and a business running** Owners and pros on what's practical now, with the energy presenters back after the demo. A conversation, not a debate.	**Mike Van Chau** Human-trafficking prevention consultant **Panelists:** _____ *Moderator: Andy Babala, CPP*	
4:00–4:30	**Illinois Q&A** · same platform, right after the program Open questions from across Illinois, including how to look up a professional license and how to join the Trusted Service Provider network.		
6:30–7:30	**VIP Masterclass** · this evening, 6:30–7:30 PM CT, for VIP members The ecosystem, corporate training and cohorts, explained. VIP membership, $297/month for the first 3 months: **square.link/u/Dz5KJlUW** (page 19).		

All times Central. The program can shift; write in names as speakers are announced. Education, not financial or legal advice.

"Smart systems. Strong humans."

ANDY BABALA, CPP · THE MOTTO

DAY 3 · SAT NOV 14 Energy & Power Hour · 1:30–2:30 PM CT

PURE EXPERTZ

SATURDAY, NOV 14 · 1:30–2:30 PM CT · ONE FULL HOUR

The Energy & Power *Hour*

HOME BATTERIES · MOTIVATION · MINDSET

Four presenters and your host on what keeps a home, a business and a person running.



Kirk Horan — PRESENTER



Mandy Smith — PRESENTER



Mike Gomez — PRESENTER



Fabiola Carrasco — PRESENTER



Andy Babala, CPP — HOST AND PRESENTER



2:30–3:00 PM CT · RIGHT AFTER THE HOUR

Live demo: Tom Gersic

Founder and CEO · YouEx.ai. A live demo, then your questions.

One thing I'll try: _____

Home batteries · what I'd keep running in an outage, and my questions

Motivation · what gets me moving on a hard day

Mindset · one thought I'll change this week

Questions for the live demo

Who I want to connect with · from the panel or the chat

BRING YOUR TOUGHEST QUESTION

Send the panel one question

pureexpertz.com/forum/ask?ref=workbook

Ask your question anyway; we'll share the recordings in the free community, so you can watch only the part that fits you.

Education, not financial, legal or tax advice. Presenters share their own experience; no savings or results are promised.

Day 3 *notes*

3 questions I want answered today · Sat Nov 14

1 _____ **Answered by:** _____

2 _____ **Answered by:** _____

3 _____ **Answered by:** _____

Session notes · what system did they show, and who runs it?

TOOLS I HEARD ABOUT

TOOL	WHAT IT DOES	WHAT I'D USE IT FOR	TEST IT?

Test it? Write **Yes**, **Later** or **No**. Read the privacy terms before you put anyone's data in a new tool.

A line I want to remember

Someone I want to follow up with

From the 3 PM panel: the system they couldn't run without

The system I'll set up first, and why

DAY 3 · SAT NOV 14 Energy & Power · Exercise, part 1 of 2

PURE EXPERTZ

Systems map: *home*

Every home runs on a handful of systems. Trouble usually starts where a system has no owner, or only one person knows how it works. Fill in each row, then circle the gaps.

SYSTEM	WHO OWNS IT	BACKUP PERSON	WHERE IT LIVES	WHAT AI COULD DRAFT
Calendar and appointments				
Bills, accounts and renewals				
Important documents				
Home upkeep and repairs				
Devices, logins and backups*				
Emergency contacts and plan				
Meals, groceries and errands				
Care for kids, elders or pets				
School, activities and rides				

*Write down where the password manager or the backup lives, never the passwords themselves. "Where it lives" can be an app, a binder, a drawer or one person's head.

Gaps I found · no owner, no backup, or it lives only in someone's head

_____

_____

_____

_____

_____

The one home system I'll fix first

_____

_____

AI drafts: _____

Done by: _____

SIGN-OFF FOR THE HOUSEHOLD · AI DRAFTS, A PERSON SIGNS OFF

Reviewed and approved by: _____ **Role:** _____ **Date:** _____

Talked through with: _____ **Check it again on:** _____

Systems map: *business*

Same test at work. If the owner of a system took two weeks off, would it still run? Fill in each row, then circle the gaps.

SYSTEM	WHO OWNS IT	BACKUP PERSON	WHERE IT LIVES	WHAT AI COULD DRAFT
Leads and new inquiries				
Follow-up and client records				
Scheduling and calendar				
Delivering the work				
Invoicing and bookkeeping				
Marketing and content				
Hiring and onboarding				
Customer support				
Data, backups and security				
Vendors, tools and renewals				

Gaps I found · a system with no owner, no backup or no written steps

The one business system I'll set up or fix first

AI drafts:

Done by:

SIGN-OFF FOR THE BUSINESS · AI DRAFTS, A PERSON SIGNS OFF

Reviewed and approved by: **Role:** **Date:**

Talked through with: **Check it again on:**

Questions *for the speakers*

Write them as they come. Send the best ones ahead of time, or bring them to the 3 PM panel. Short and specific gets answered. **Not sure it fits?** Ask your question anyway; we'll share the recordings in the free community, so you can watch only the part that fits you.

A GOOD QUESTION

- [ ] Names one real situation (no private details)
- [ ] Asks what they actually did, not what might happen someday
- [ ] Can be answered in two minutes

The one question I'll send ahead

SEND A QUESTION

Your seat is free.

pureexpertz.com/forum/ask?ref=workbook

Scan to send a question to the speakers. Know someone who should be in the room? Share this code: one question gets them a free seat.

Day 1 · Thu Nov 12 · Business & Real Estate

	For:	☐ Asked	☐ Answered
	For:	☐ Asked	☐ Answered
	For:	☐ Asked	☐ Answered

Day 2 · Fri Nov 13 · People & Prevention

	For:	☐ Asked	☐ Answered
	For:	☐ Asked	☐ Answered
	For:	☐ Asked	☐ Answered

Day 3 · Sat Nov 14 · Energy & Power

	For:	☐ Asked	☐ Answered
	For:	☐ Asked	☐ Answered
	For:	☐ Asked	☐ Answered

Three days *on one page*

Ten minutes on Saturday evening, while it's fresh. This page feeds your 2027 plan on the next page.

Day 1 · my top takeaway

Day 2 · my top takeaway

Day 3 · my top takeaway

PEOPLE I MET AND WILL FOLLOW UP WITH

NAME	WHERE WE MET (SESSION, CHAT, PANEL)	NEXT STEP	BY WHEN

Stop doing

Start doing

Keep doing

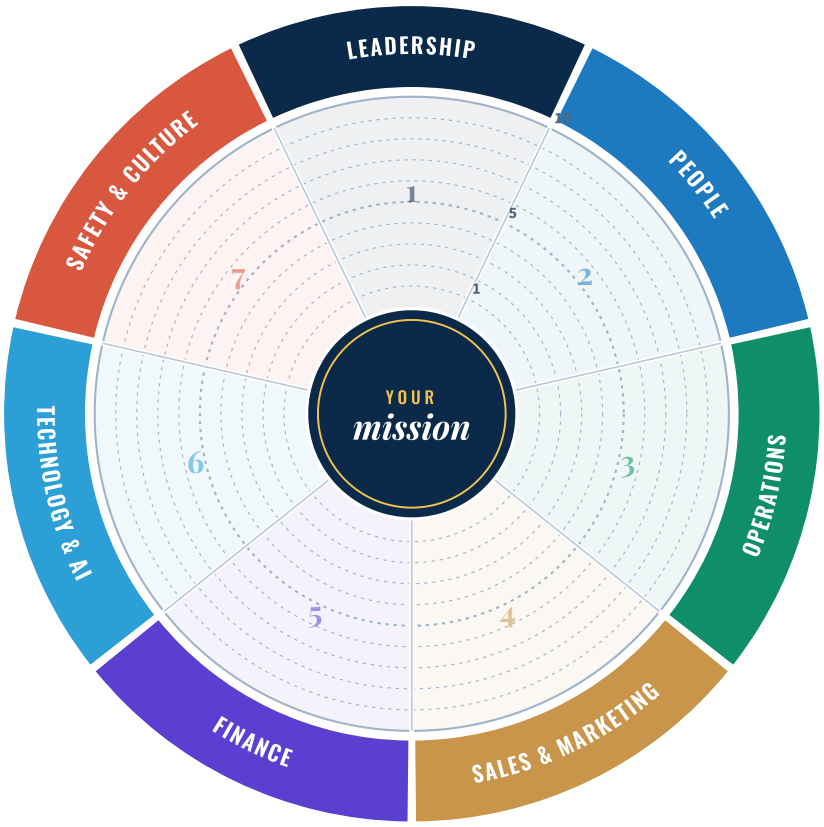
Where I am now · compare with page 5

I'm comfortable using AI tools	1	2	3	4	5
My systems at work are clear and written down	1	2	3	4	5
My systems at home are clear and written down	1	2	3	4	5
I know who to tell when something feels wrong	1	2	3	4	5

PURE EXPERTZ

The wheel of *the organization*

Seven parts of every business turn around one center: your mission. Rate each spoke from 1 (flat) to 10 (rolling), shade the wedge out to your score, then answer one question per spoke. The flat spots show you where to start.



My mission, in one line: _____

How to use it

1. Rate each spoke today, 1 to 10.
2. Shade each wedge out to its score.
3. Circle the flattest spoke.
4. Pick one fix for it this month.
5. Rate again in 90 days.

Flattest spoke, and my one fix

_____

_____

_____

1 Leadership Today: ___ / 10
Who makes the final call here, and does everyone know it?

2 People Today: ___ / 10
Who would I hire again tomorrow, and who needs more support?

3 Operations Today: ___ / 10
Which weekly task breaks when one person is out?

4 Sales & Marketing Today: ___ / 10
Where did my last three customers come from?

5 Finance Today: ___ / 10
Do I know this month's cash in and cash out without opening the books?

6 Technology & AI Today: ___ / 10
What does AI draft for us today, and who signs off?

7 Safety & Culture Today: ___ / 10
Would someone speak up if they noticed something wrong?

AI drafts, a person signs off.
Which spoke could AI help with first, and who will sign off?

The wheel of the organization is Andy Babala's own reflection tool for Forum participants. Education, not legal, tax or financial advice.

My 2027 plan: *30, 60, 90 days*

Start small: one system, one habit, one conversation at a time. Pull from your recap on page 28.

My focus for 2027, in one sentence

Next 30 days · by Mon, Dec 14, 2026

I WILL FINISH

AI drafts:

A person signs off:

☐ Done on _____

60 days · by Wed, Jan 13, 2027

I WILL FINISH

AI drafts:

A person signs off:

☐ Done on _____

90 days · by Fri, Feb 12, 2027

I WILL FINISH

AI drafts:

A person signs off:

☐ Done on _____

What could get in the way, and what I'll do about it

Who I'll check in with, and when

The first step, this week · small enough to do in under an hour

Day: **Time:**

Wellness · keep the challenge going after Dec 15

I'll keep tracking: ☐ Sleep ☐ Move ☐ Water ☐ Real food ☐ Connect **With:**

SIGN-OFF ON MY PLAN · AI DRAFTS, A PERSON SIGNS OFF

Plan approved by (you): **Role:** **Date:**

My sign-off partner: **Check-ins: 30 / 60 / 90 days on:**

After Saturday: *the path*

Five steps, at your own pace. Start by asking one question and showing up once a week.

1 Ask
START HERE
Send one question any time. Every path starts with a real question.

2 Show up
EVERY WEEK
Open office hours, free on Zoom, Tue & Thu 1 PM CT from Nov 17.

3 Learn
ACADEMY
Weekly workshops, 45 minutes each, recorded.

4 Build
INCUBATOR
Build one real system with a small cohort.

5 Grow
ACCELERATOR
Scale what works and hand off what doesn't need you.

After the Forum, your first 30 days are free: show up to any Zoom office hours or workshop. The Forum is a firehose. Every session is recorded, and anyone who joins can watch the recordings in our free community: community.pureexpertz.ai. Ask your question anyway; we'll share the recordings in the free community, so you can watch only the part that fits you.

Where I am today: ☐ Ask ☐ Show up ☐ Learn ☐ Build ☐ Grow **Next step, by:** _____

Your 4-week starter path · show up weekly, short lessons, a quick quiz, progress tracked in the community

WEEK 1	WEEK 2	WEEK 3	WEEK 4
☐ Showed up	☐ Showed up	☐ Showed up	☐ Showed up
☐ Lesson	☐ Lesson	☐ Lesson	☐ Lesson
☐ Quiz	☐ Quiz	☐ Quiz	☐ Quiz

THE WEEKLY RHYTHM · CENTRAL TIME

DAY	TIME	WHAT	WHERE	I'LL ATTEND
Tue	**1 PM**	**Open office hours · free**	Zoom · zoom.pureexpertz.ai	☐ Yes
Tue	**2 PM**	**AI for Small Business Owners** · 45 min, recorded	Member portal	☐ Yes
Tue	**3 PM**	**AI Enhanced Real Estate Pro** · 45 min, recorded	Member portal	☐ Yes
Wed	**3 PM**	**AI Family Resilience**	Member portal	☐ Yes
Wed	**6–8 PM**	**The Wednesday meetup · in person** · business networking; no reservation, order your own food	El Tradicional Mexican Restaurant, 1800 Tower Dr, The Glen, Glenview	☐ Yes
Thu	**1 PM**	**Open office hours · free**	Zoom · zoom.pureexpertz.ai	☐ Yes

Office hours are open to anyone, Tuesdays and Thursdays at 1 PM CT starting Nov 17. Workshops run weekly after the Forum, and each one is recorded. Questions between sessions: ask in the portal, community.pureexpertz.ai. What VIP membership includes: page 32.

What I'll bring to my first office hours · a question, a draft, a plan

_____

_____

AFTER THE FORUM VIP membership and organization offers

PURE EXPERTZ

PURE EXPERTZ · VIP MEMBERSHIP AFTER THE FORUM

VIP MEMBERSHIP

What *VIP* includes

$297 a month months 1–3 · $497 a month months 4–9 · $397 a month after that

Trusted service provider designation
Your place in the network of people others already trust.

Independent-consultant training path
Training toward a voluntary role under the Block by Block AI Safety and Security Alliance.

A 3-month trial of our automations
Use the systems we run every day. AI drafts, you sign off.

All live workshops
Tue 2 PM and 3 PM, Wed 3 PM. 45 minutes each, recorded.

Office hours and the community
Tue and Thu, 1 PM CT on Zoom, and community.pureexpertz.ai.

The VIP Masterclass
Andy's evening sessions: the ecosystem, the network, corporate training and cohorts.

Start free: after the Forum, your first 30 days are free: show up to any Zoom office hours or workshop. VIP is $297/month for 3 months, then $497/month for 6 months, then $397/month. Join: **square.link/u/Dz5KJlUW** (QR on page 19).

No income or results are promised. You own your results.

FOR TEAMS AND ORGANIZATIONS

Organization offers

Questions first? Bring them to open office hours or ask in the portal.

AI Sprint for Organizations
$597/month · 3-month commitment · start any Monday

A 30-day AI Sprint: 4 live Sprint workshops, VIP membership included, and one path of your choice: an AI clone for one spokesperson (with written consent), marketing support with media screen time, or building your own tools with Claude or Codex.

square.link/u/j7IJ9QAV

12-week cohort for your team
$8,995 for two people · +$1,995 per added person

A written scope before we start. No certificate.

Questions: **open office hours, Tue & Thu, 1 PM CT** on Zoom (**zoom.pureexpertz.ai**, from Nov 17), or ask any time in the portal, **community.pureexpertz.ai**. No results are promised.

FOR ILLINOIS HOMES

Homeowner Services · $9.95/month

square.link/u/UyY0wiA3

FOR LOCAL PROS

Trusted Service Provider · $47/month

square.link/u/92vGpkgb

My next step: ☐ VIP membership ☐ AI Sprint for my team ☐ Trusted Service Provider ☐ Homeowner Services

Keep going *with us*

Scan with your phone camera. Each code opens one page. Ask your question anyway; we'll share the recordings in the free community, so you can watch only the part that fits you.

JOIN FREE

The community

community.pureexpertz.ai

Every Forum session's recording, plus conversations, events, your Wellness Challenge and the people you met, in one place.

PASS IT ON

Bring someone

pureexpertz.com/forum/ask?ref=workbook

Know someone who should be in the room? One question gets them a free seat.

EVERY WEDNESDAY, 6–8 PM · IN PERSON

The Wednesday meetup

Business networking at El Tradicional Mexican Restaurant, 1800 Tower Dr, The Glen, Glenview. No reservation; order your own food. Bring this workbook.

EVERY TUE & THU, 1 PM CT, FROM NOV 17

Open office hours

Free on Zoom. Your first 30 days after the Forum are free. Questions any time: ask in the portal.

zoom.pureexpertz.ai



THE PRE-FORUM ISSUE

Pure Expertz Monthly · November 2026

The magazine that set the table: the Forum program, trusted local pros, principles for life and leadership in the AI era, and Glenview's local businesses. This workbook is its Forum Edition.

pureexpertz.com/magazine

FOR LOCAL PROS · $47/MONTH

Trusted Service Provider

A place in the local network by trade and ZIP, a hosted profile page, office hours and the member portal. Cancel any time. No clients or income are promised. Ask at the Illinois Q&A, Fri and Sat, 4–4:30 PM CT.

square.link/u/92vGpkgb

FOR ILLINOIS HOMES · $9.95/MONTH

Homeowner Services

Forum recordings, the weekly live workshops, the community and a person to ask when the house needs attention. Cancel any time.

square.link/u/UyY0wiA3

Links, names and dates I want to keep

PURE EXPERTZ

3 - DAY IMMERSIVE CONFERENCE

AI IMPACT

FORUM 2026

THU–SAT · NOV 12–14, 2026 · 1–4 PM CT · ONLINE



BRING YOUR TOUGHEST BUSINESS, LIFE AND WORK-LIFE INTEGRATION QUESTION

Your seat is free when you send the speakers one question.

pureexpertz.com/forum/ask?ref=workbook

Pure Expertz, a marketing and automation agency · consultants and advisors · (847) 991-9985

Marta Aksnowicz: World Financial Group Insurance Agency, LLC, offers insurance products. Transamerica Financial Advisors, Inc. (TFA), Member FINRA, SIPC, MSRB and Registered Investment Advisor, offers securities and Investment Advisory Services. WFGIA and TFA are affiliated companies. Education, not legal or medical advice.

PASS IT ON · ONE QUESTION GETS A FRIEND A FREE SEAT

"Smart systems. Strong humans."

The one rule, one last time: **AI drafts, a person signs off.** Keep this edition where you'll see it, and look at your 30-day plan on Monday, December 14.



YOUR HOST

Andy Babala, CPP

Pure Expertz, a marketing and automation agency · consultants and advisors

PO Box 868, Glenview, IL 60025

support@pureexpertz.com · (847) 991-9985

EVERY WEDNESDAY, 6–8 PM · IN PERSON

The Wednesday meetup: El Tradicional Mexican Restaurant, 1800 Tower Dr, The Glen, Glenview

OPEN OFFICE HOURS

Tue & Thu, 1 PM CT

Free on Zoom · zoom.pureexpertz.ai

THE COMMUNITY

Join free

Forum recordings · community.pureexpertz.ai

VIP MASTERCLASS

Fri & Sat, 6:30 PM CT

VIP $297/mo to start · square.link/u/Dz5KJlUW

Education, not legal, tax, financial or medical advice. No income or results are promised. Speakers share their own experience. Pure Expertz, a marketing and automation agency · consultants and advisors, working with the Block by Block AI Safety and Security Alliance.

Marta Aksnowicz: World Financial Group Insurance Agency, LLC, offers insurance products. Transamerica Financial Advisors, Inc. (TFA), Member FINRA, SIPC, MSRB and Registered Investment Advisor, offers securities and Investment Advisory Services. WFGIA and TFA are affiliated companies.

AI Impact Forum 2026 · Workbook · Forum Edition (v009) · November 2026 · © 2026 Pure Expertz