PURE EXPERTZ

SERVICES THAT YOU CAN TRUST

WEEK KICKOFF · MONDAY, NOVEMBER 16

# Week of Nov 16: welcome to the conversation

Consulting · Advisory · Community

Andy Babala, CPP · pureexpertz.com



WHAT PURE EXPERTZ IS

# A practice where leaders, business owners and families grow

## Project coordination

We keep the plan, the people and the deadlines moving

## Business advisory

Strategy, guardrails and policies, with someone beside you

## AI deployments

Tools set up and put to work, one weekly task at a time

## 12-week leader programs

Fully developed programs leaders take with their teams

**Academy · Incubator · Accelerator** frameworks built by Pure Expertz

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AI IMPACT FORUM · NOV 12–14, 2026

# Thank you to our speakers and panelists

## DAY 1 · Business & Real Estate



**Andy Babala, CPP**

Host · Founder, Pure Expertz



**Robb Hill**

R Hill Enterprises, Inc. · keynote



**Dr. Martha Razo**

Founder, Xcelerator Business Summit



**Marta Aksnowicz**

Financial professional · panel



**Sal Walaszek**

Salway Group · showcase

## DAY 2 · People & Prevention



**Dr. John D. Byrnes**

Ambassador, Block by Block AI Safety and Security Alliance

**Elizabeth Moslander, CPP, CBCP**

Keynote speaker



**Mike Van Chau**

Mad Dog Enterprises · prevention

**Bohdan Kardashchuk**

Panelist · family programs

## DAY 3 · Energy & Power



**Tom Gersic**

YouEx.ai · live demo for owners

**The energy panel**

Fabiola Carrasco · Mandy Smith · Mikey Gomez · Kirk Horan

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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<br>Keynotes, then a 3–4 PM panel | 1–4 PM CT<br>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=forum-day1

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 · (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.

DAY 1 · THURSDAY, NOV 12 · BUSINESS & REAL ESTATE

# Smart systems, strong humans

- We opened with the idea that runs everything we do
- Robb Hill's keynote, R Hill Enterprises, Inc.
- Dr. Martha Razo and Marta Aksnowicz on growth, money and teams



Andy Babala · Robb Hill · Dr. Martha Razo · Marta Aksnowicz · Sal Walaszek

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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

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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=forum-day2

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Education, not legal or medical advice.

DAY 2 · FRIDAY, NOV 13 · PEOPLE & PREVENTION

# Protect what matters most: people

- Dr. John Byrnes on spotting escalation early (CAPS)
- Keynote: Elizabeth Moslander, CPP, CBCP
- Prevention panel with Mike Van Chau and Bohdan Kardashchuk



Dr. John D. Byrnes, Ambassador, Block by Block AI Safety and Security Alliance · Elizabeth Moslander · Mike Van Chau · Bohdan Kardashchuk

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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

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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, Illinois focus · Kirk Horan · host 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=energy-and-power

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DAY 3 · SATURDAY, NOV 14 · ENERGY & POWER

# Learn it, start it, bring your family

- The energy hour: Fabiola Carrasco, Mandy Smith, Mikey Gomez, Kirk Horan
- A live AI demo for owners with Tom Gersic, YouEx.ai
- Cohorts, the Independent Consultant path and our clubs



Tom Gersic · the energy panel · Andy Babala

OUR SPEAKERS, NOW ON THE ALLIANCE

# Their pages are live. Share them.




pureexpertz.com/alliance/drjohn




pureexpertz.com/alliance/robbhill




pureexpertz.com/alliance/parinda

pureexpertz.com/alliance

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EVERY SESSION WAS RECORDED

# The Forum lives on

## Where to watch

Replays inside the AI 2026 portal and our community

pureexpertz.com/replays

Highlights on YouTube and on Total TV Chicago, in chunks, as we release them

Each speaker segment goes out as that speaker approves




Speaker posters and pages are being shared with each speaker this week.

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TAKE ACTION WITH WHAT YOU LEARNED

# Use the resources. Then show up.

### The workbook

Download the 30-Day workbook

### Magazine No. 02

November 2026, the post-Forum issue: ask us for your copy

### The replays

pureexpertz.com/replays

### Your personal link

pureexpertz.com/forum/ask

Your personal link

### Office hours

Tue and Thu, 1 PM CT

zoom.pureexpertz.ai

### Start a cohort

With one of our speakers

pureexpertz.com/alliance

### Trusted Service Provider

Your seat in the network

pureexpertz.com/tsp

### Monthly Mini-Forum

First Wednesday · starts Dec 2

pureexpertz.com/forum

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WHY A MEDIA PLATFORM

# A media platform and a conversational platform

## Conversations, not phone tag

Sessions happen inside the AI 2026 platform instead of calls and texts

Bring a real problem, leave with a next step

Everyone learns from everyone in the room

## Every session becomes media

Replays for members

Episodes of our podcast, The Right Conversation

Shorts for YouTube, Instagram, Facebook and LinkedIn

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BLOCK BY BLOCK ALLIANCE

# The Block by Block AI Safety & Security Alliance

Our core identity: safety, security and prevention for families, businesses and communities.

## Dr. John Byrnes, Ambassador

Center for Aggression Management method

Prevention frameworks for organizations and for families

## Thursday 2 PM briefing

Duty of care, inside the AI 2026 platform

For leaders responsible for people

violence-prevention

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HOST · LEAD · GATHER

# Bring the conversation to your people

## Watch parties

Host an AI Impact Forum watch party in your office, church or community room

## MCs and facilitators

Lead the room; we give you the run of show and the tools

## Home parties

Small gatherings with neighbors, friends and family

**Want to host? Say so in office hours or reply HOST.**

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WAYS IN · NO BAIT AND SWITCH

# Start where you are

## $9.95/mo

**Homeowner & Family**

Workshops, events, help with a home project

homeowners

## $47/mo

**Trusted Service Provider**

First step for real estate and other pros

tsp

## Live workshops

**Bring your team**

WSI workshops · $89 four-week live sessions

## From $297

**Run your own community**

Community in a Box · Mastermind in a Box

**Partners share 50% of what they bring in under $500.** All plans: pureexpertz.com/memberships

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HUBS

# Local practice, one shared platform

## Illinois

Now: Glenview and the North Shore

## Florida

Starting: Orlando · Sarasota and Siesta Key

## Wisconsin

Opening: Madison

**Trusted Service Providers wanted in Illinois, Florida and Wisconsin**

Join: pureexpertz.com/tsp

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FOR REAL ESTATE PROFESSIONALS

# Looking to enhance your practice and your community?

**1** **Become a Trusted Service Provider**

$47/mo, price locked while you stay

**2** **Bring your team**

To a workshop or to office hours, virtual or hybrid

**3** **A private portal for your clients**

Coming this week

Start here: TSP

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THIS WEEK INSIDE AI 2026 · ALL TIMES CENTRAL

# Where we meet this week

| | |
|---|---|
| **Mon** | 10–11 AM Walk & Talk · 2–4 PM leaders and business owners |
| **Tue** | 2–4 PM workshops: AI for Small Business Owners · AI-Enhanced Real Estate Pro |
| **Wed** | 12–2 PM Working Lunch (bring your own), broadcast from a partner's office · 3 PM AI Family Resilience |
| **Thu** | 2–4 PM duty-of-care briefing · AI-Fluent Remote Talent |
| **Sat** | 2–4 PM Crawl · Walk · Run |

Tue & Thu 1 PM office hours on Zoom = discovery calls, open to everyone: zoom.pureexpertz.ai

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GETTING INSIDE THE PLATFORM

# Your personal link is the key

## Already have your personal link?

Use it. It opens the AI 2026 portal: sessions, recordings, the community.

It came by email from support@pureexpertz.com.

Can't find it? Reply to that email and we resend it.

## New here? Get yours in 1 minute

pureexpertz.com/forum/ask

Name, email, one question.

Your personal login arrives by email.

Scan: get your personal link

New and want to buy now?

Quick buy: Obvio store

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BEFORE THANKSGIVING

# Come to the conversation

## This is a working room

Pick one session this week

Bring hard questions and a great demeanor

Leave with one next step

## Thanksgiving · Thu Nov 26 · 1 PM CT

Say hi from your phone on our office hours Zoom

zoom.pureexpertz.ai

Ten minutes of gratitude

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# We can serve anyone.
# Bring one question.

**(847) 991-9985**

support@pureexpertz.com

pureexpertz.com

Get your personal link



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SERVICES THAT YOU CAN TRUST