

Small Business AI Bootcamp

NKU 

HAILE
College of Business

I DIDN'T KNOW AI COULD DO THAT

AGENDA

Introduction and Table Networking

AI Foundations

Break

Account Registration

It's All About The Prompt

AI Chatbots

AI Tools or Productivity

Lunch

Group Coaching

Build Your Own GPT

AI Marketing and Sales Tools

Change Management

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**ASSOCIATE
DEAN**



ABDULLAH AL BAHRANI

Abdullah Al Bahrani is a professor of economics and associate dean at the Haile College of Business.

He oversees the graduate programs, research initiatives, and outreach efforts. His research is in household finance and financial decision-making. He consistently contributes as an economic expert to local and national news outlets.

His research has been published in the Journal of Consumer Affairs, International Review of Economic Education, Journal of Economic Education, Journal of Economics and Economic Education Research, Journal of Housing Research, Journal of Housing Economics and Southern Economic Journal.

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TRAINER



DAWN PARKS

Dawn Parks has been building businesses for 20 years and has spent the last decade teaching entrepreneurship to founders. With a deep understanding of the step-by-step pathways and resources needed to bring new concepts to life, Dawn is also a skilled change management professional. She excels in creating strategies to tackle challenges in the oil and gas, forestry, and cutting-edge science sectors.

As the Director of BizAccessHub, Dawn created the Portal for Productivity and Profitability, which offers education, coaching, and consulting services to small businesses. This portal helps businesses utilize new tools and strategies to scale faster and ensure sustainability.

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TRAINER



KENDRA RAMIREZ

Kendra Ramirez, CEO of KR Digital, is globally recognized on the home page of LinkedIn.com, Women of Influence Award Winner, John Barrett Entrepreneur Vision Award recipient, Cincy Chic Woman of the Year, AMA Marketing Legend, best-selling author of Marketing Fusion and Micro Shift books and a finalist for the Social Media Innovator of the Year. She has helped hundreds of organizations successfully leverage digital and AI technologies.

As an early adopter of innovative tools, Kendra's expertise makes her an invaluable resource for businesses seeking to thrive in today's competitive digital and AI landscape.

Kendra has spent more than 15 years in technology companies as a change agent in sales, marketing, and recruiting leadership for B2B clients.

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TRAINER



JENNIFER PANEPINTO

Jennifer is the Owner of Painted Bread Marketing and Co-founder of Breathe Wellness Studio (opening late 2024).

Jennifer is an AI enthusiast and is passionate about the intersection of AI with practical business applications, especially marketing. She regularly speaks at events and provides hands-on workshops to businesses looking to understand AI and how to integrate it into their day-to-day activities.

With over 25 years of B2B marketing experience, Jennifer has worked in and with domestic and international companies to develop and implement marketing strategies that help companies meet short- and long-term business goals. Before founding Painted Bread Marketing in January 2020, Jennifer served as Director of Business Retention and Expansion at BE NKY and worked at Bonfiglioli USA for seven years, progressing from Marketing Director for North America to Global Marketing Manager in Bologna, Italy.

She is obtaining 200-hour Registered Yoga Teacher certification to conduct yoga and meditation classes and workshops that are focused on improving health and mindfulness once Breathe Wellness Studio opens.

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COACH



WHITNEY BARKLEY

Whitney L. Barkley, M.S., leads as the Director of the Greater West Dayton Incubator and CEO of Speakerazzi, a content marketing firm. She holds degrees from Wilberforce University and Franklin University, complemented by a Harvard certificate in Disruptive Innovation. With over a decade's experience, Whitney has excelled in storytelling for nonprofits and startups, enhancing their digital presence and impact.

As a former professor at the University of Dayton and pioneer social media instructor at the International College of Broadcasting, she's passionate about teaching the power of technology and business strategies. Whitney's impact for helping businesses grow is marked by numerous accolades, including the Dayton Business Journal's 40 Under 40 Award and the Outstanding Community Voice for their Leaders in Diversity Award in 2023.

Whitney is a visionary and advocate of AI, offering transformative insights and strategies that drive personal and business growth in the digital age.

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PREKSHYA NEPAL

As a Data Scientist II at FedEx, Prekshya brings over four years of experience in data science, data analysis, machine learning, and software development. Graduating Cum Laude from Northern Kentucky University with a major in Data Science and a minor in Computer Science and Information Systems, Prekshya was honored with the Outstanding Student Award in Data Science.

Prekshya's professional journey includes impactful roles at Fortune 500 companies such as FedEx Ground, Kroger, and Great American Insurance, where they have driven innovation and efficiency through AI and ML. With expertise in Data Wrangling, Data Analytics, Data Mining, Data Visualization, and Big Data technologies, she is proficient in Java, SQL, Python, R, WEKA, Alteryx, Tableau, Jira, Azure, and GCP, with substantial experience in Apache Hadoop.

Passionate about mentoring aspiring data scientists and AI enthusiasts, Prekshya's mission is to share their expertise and help participants develop their skills, empowering them to achieve success in the dynamic field of AI and data science.

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GREG GOSHORN

In his role as an AI + Human fractional Chief Marketing Officer, Greg Goshorn seamlessly integrates AI technologies into marketing strategies. With over 5 years' experience utilizing AI and 1.5 years of leading weekly AI training workshops, he remains at the forefront of tech-driven marketing innovation.

Greg's career blossomed from a solid 15-year foundation in the IT and Internet sectors. He founded G2 Internet Solutions and, over two decades, turned it into a powerhouse working with small businesses and Fortune 500 companies. His areas of expertise include Digital Marketing, SEO, LLMO, Traffic, Reputation, Social, Funnels, and Video marketing. By deploying AI-driven solutions, Greg enhances online conversion and customer engagement like never before.

Greg's relentless energy, steadfast determination, and unwavering passion for aiding businesses underpin the ongoing success and expansion of G2 Internet Solutions and Mapping Your Marketing.

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HELEN TODD

Helen Todd is the first resident in Cincinnati, OH, to digitally clone herself with a hyper-realistic avatar. She co-founded Sociality Squared, a social media agency established in 2010 in New York City, when social media was just emerging to help brands grow their businesses. She was at the forefront of a disruptive technology then, and now is leading the way yet again with Creativity Squared, a free weekly newsletter, podcast, and YouTube channel exploring the intersection of A.I. and creativity.

Guests have included the head of Adobe's Content Authenticity Initiative, the head of comms at Google DeepMind, the founder of Stability AI's Harmonai, the 2023 SXSW XR Winner, and the head of programming of SXSW. Creativity Squared ignites our collective imagination at the intersection of A.I. and creativity to envision a world where artists not only coexist with A.I., but thrive.

Because it's important to support artists, 10% of all revenue Creativity Squared generates supports ArtsWave's Black and Brown Artist Program elevating underrepresented voices and bridging cultural divides through art.

Helen also co-hosts CincyAI, the largest A.I. meetup in the Southern Ohio region and serves on Cincinnati AI Catalyst, a consortium tasked with leveraging A.I. to uplift all of the region's 2.5M residents.

Helen is an award-winning marketer, international speaker, and an advisor, mentor, and speaker for SXSW Interactive. She graduated from Xavier University and holds a Master's degree in Integrated Marketing Communication from Emerson College.

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CHRISTOPHER BROCK

Christopher Brock is the CEO of Primary Hosting, a Native American-owned tech company in Cincinnati, Ohio, specializing in AI, IoT, and cloud brokerage. He leads initiatives like aionlineclassroom.com, which features over 6,000 curated AI videos and features the MIT Orbit program. Chris has played an integral role in the Nitro Bootcamp to support women and minority-owned businesses using AI and various other AI conferences globally.

Christopher also manages the Facebook group "ChatGPT for Business and Life," which has over 275,000 members, he encourages you to join for your daily dose of Gen AI. Integrating philosophical insights into his work, he developed models like the 'I' Model to enhance business processes. A devoted family man and citizen of the Piqua Shawnee tribe, his leadership combines humility, authority, and a passion for innovation, making him a prominent figure in Gen AI.

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JASMINE HUGHES

Jasmine Hughes is a passionate Marketing Strategist at Aviatra Accelerators, a non-profit dedicated to empowering women entrepreneurs and business owners. With a strong academic background including a bachelor's degree in marketing and a post-baccalaureate in marketing research, Jasmine has cultivated a deep understanding of strategic marketing principles and audience engagement. Her commitment to supporting others is at the heart of everything she does, from crafting marketing campaigns to mentoring aspiring entrepreneurs.

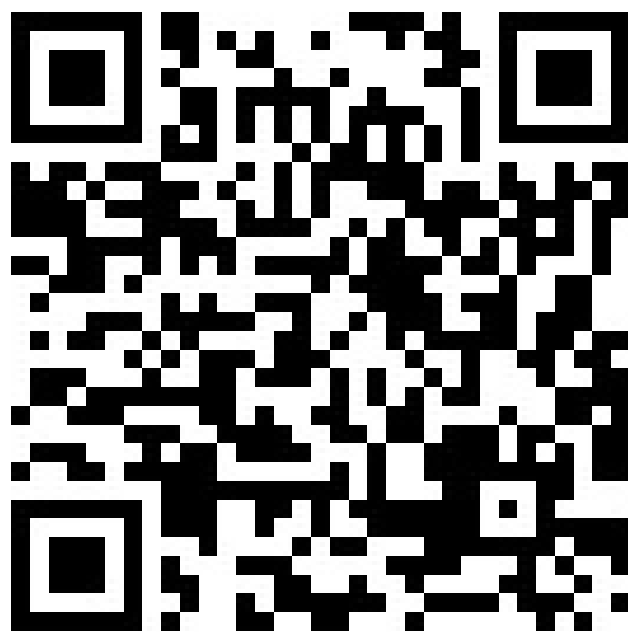
Beyond her professional endeavors, Jasmine finds joy in nurturing her green thumb, practicing acro-yoga in the park, and spending quality time playing with her nieces. Her holistic approach to life and work underscores her belief that growth and balance are essential to personal and professional success.

Join Jasmine at BIZACCESSHUB SMALL BUSINESS AI BOOTCAMP as she shares her insights on effective prompting techniques for ChatGPT, offering valuable tips that can enhance your interactions with AI and unlock new possibilities in your business ventures.

Don't miss this opportunity to learn from a dedicated marketing strategist whose life's mission is to help others achieve their dreams.

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