



**FOX CITIES CHAMBER**



**NATIONAL  
CHAMBER  
OF THE YEAR**

# AI Business Summit

***Presented by***



***Building Excellence***

**November 5, 2025 | 8 a.m. - 3:30 p.m. | Hilton Paper Valley | Appleton**



# THINK BIG



***Building Excellence***

AI continues to influence the construction industry and shape the way project teams approach their work. At Miron Construction, we're exploring ways to leverage AI tools to solve real problems, empower team members, and enhance our capabilities. By using this technology to flag potential issues and automate manual tasks, we're able to drive efficiencies both within our organization and on our projects.

Together, we're ***Building Excellence***.



STAY GROUNDED : THINK BIG : RALLY TOGETHER : DIG DEEP : BUILD LEGACIES

Check out [MIRON-CONSTRUCTION.COM](https://www.miron-construction.com) to learn more about Miron's culture and how we bring our clients' dreams to life!

*An equal opportunity, affirmative action employer.*



# Fox Cities Chamber AI Business Summit

*Presented by Miron Construction*

## Agenda

8 - 9 a.m.	Registration and Networking Breakfast - <i>Main Ballroom</i>
9 - 9:05 a.m.	Welcome
9:05 - 10 a.m.	Opening Keynote - <i>Main Ballroom</i> <i>The Human Edge:</i> <i>Navigating AI's Uneven Revolution in Business</i> <i>By: Rebecca Ryan, Futurist</i>
10:05 - 10:50 a.m.	Breakout Session #1 - <i>Salon C, Salon D, Great Hall</i>
10:50 - 11:05 a.m.	Break
11:05 - 11:50 a.m.	Breakout Session #2 - - <i>Salon C, Salon D, Great Hall</i>
11:55 a.m. - 12:40 p.m.	Lunch & Results of Fox Cities AI Readiness Survey - <i>Main Ballroom</i>
12:45 - 1:30 p.m.	Breakout Session #3 - - <i>Salon C, Salon D, Great Hall</i>
1:35 - 2:30 p.m.	Closing Keynote - <i>Main Ballroom</i> <i>AI Use Cases – Insights from Fox Cities Business Leaders</i> <i>By: John Kreul, CIO of Jewelers Mutual; Kevin Beauchamp, CEO/President of Galloway; Kim O'Brien, CEO of Entrusted Technology</i>
2:30 p.m.	Closing comments & Networking

# Fox Cities Chamber AI Business Summit

*Presented by Miron Construction*

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Event Production Systems

Midpoint Consulting  
NEW Digital Alliance  
StellarBlue.ai





Huge thanks go out to the Chamber's AI Task Force who charted the course, shaped the content, and helped bring the AI Business Summit to life:

- Jennifer Buelow Fischer, Fox Valley Technical College
- Michael Dell, Miron Construction
- Jim Dobinski, StellarBlue.ai
- Pete Dulcamara, Pete Dulcamara & Associates, LLC
- Andrew Hammond, Menasha Mayor
- Michael Richart, Faith Technologies Inc.
- Andrew Schmitz, gener8tor
- Dan Schneider Miron Construction
- Dean Stewart, Stratégie LLC
- Seamus Wedge, Jewelers Mutual
- Troy Youngbauer, Galloway Company

# Together, We Power Progress

At Jewelers Mutual, we believe innovation thrives when bright minds come together. That's why we're proud to support the Fox Cities Chamber AI Business Summit and the leaders shaping the future of technology in our community.

Let's keep building, learning, and moving forward — *together*.



Ready to Shape the Future with Us?  
Visit [JewelersMutual.com/careers](https://JewelersMutual.com/careers)

  
**Jewelers Mutual**  
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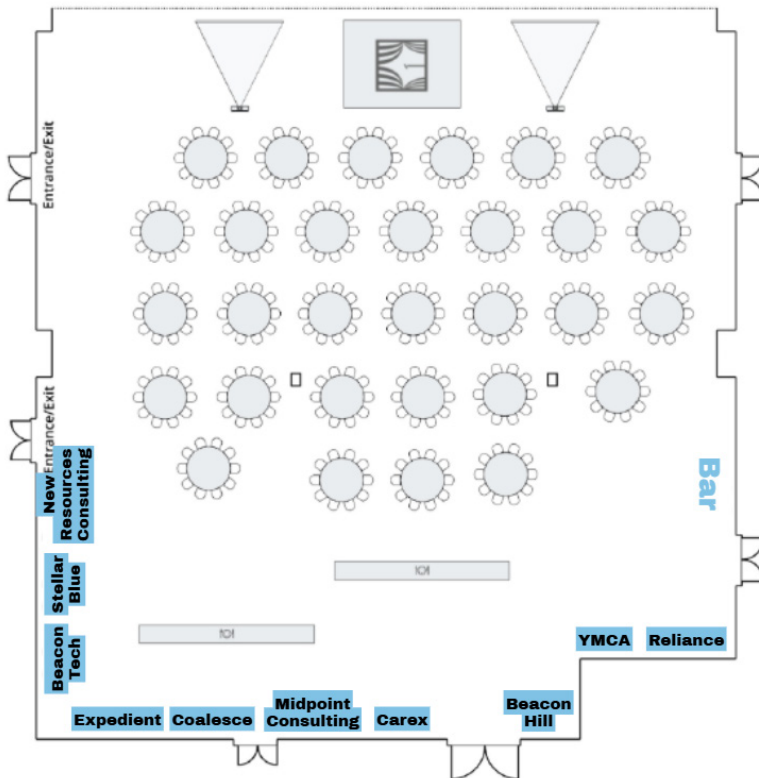
## Vendor Booths | Main Ballroom

Make sure to visit our participating vendor booths during breakfast, lunch, or networking/break times - vendor booths are located in the back of the main ballroom.

### ***Vendors include:***

- Beacon Hill Solutions Group
  - Beacon Technologies
  - Carex Consulting Group
- Coalesce Marketing & Design
  - Expedient
  - Midpoint Consulting
- New Resources Consulting
- Reliance Accounting and Tax Services, LLC
  - StellarBlue.ai
- YMCA of the Fox Cities

### ***Vendor map:***



# You **want** the best for your business

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Let's Connect



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## Opening Keynote | 9:05 - 10 a.m. | Main Ballroom

*Sponsored by: Jewelers Mutual*



### **The Human Edge: Navigating AI's Uneven Revolution in Business**

**By: Rebecca Ryan, APF, FRSA - Futurist**

Is AI a friend or foe; a productivity enhancer or job-killer? Economist and top-50 professional futurist Rebecca Ryan will take us on a journey to explore the nuanced frontier where AI and human workers converge in ways that are relevant to business owners and leaders. Rebecca will NOT rehash headlines; she'll offer insight and ah-ha moments that explore three powerful overlooked dynamics affecting business, markets, and industries:

- The emergence of entirely new business opportunities, niches, and value.
- The uneven adoption patterns creating both competitive risks and market gaps across industries.
- The critical role of customer psychology in determining where AI will advance quickly versus where human touch maintains its premium.

Get ready for practical takeaways, real talk, and live Q&A with one of the most engaging voices in future-focused business. "Rebecca is a human spark plug" and you won't want to miss this dynamic and interactive session.

#### **About Rebecca Ryan, APF, FRSA – Futurist**

Rebecca Ryan is a noted top 50 professional futurist, economist, best-selling author and entrepreneur. She is the founder of NEXT Generation Consulting through which she partners with government leaders across the country. Looking a generation ahead, she outlines strategies in urban planning, economic development and workforce development to ensure communities are well equipped for future trends and challenges.

Rebecca is a graduate of Drake University with a certificate in Strategic Foresight from University of Houston; she is the Resident Futurist at the Alliance for Innovation and on the Executive Committee of the global Association of Professional Futurists.



## Breakout Session 1 | 10:05 - 10:50 a.m. | Salon C, Salon D, Great Hall



### **A Beginner's Guide to Generative AI in the Workplace | Salon C**

**By: Amanda Van Den Elzen, Founder, BetterWork**

Dive into the practical applications of Generative AI, including how it can be leveraged to enhance work and drive innovation. Amanda will provide a high-level understanding of Generative AI, focusing on actionable use cases that attendees can implement in their own roles. The sessions includes examples using Microsoft's free Copilot tool, but what is learned here can also be utilized across other models like Chat GPT, Claude, etc. This high-level, beginner-friendly overview of Generative AI and its impact on the workplace offers actionable insights that attendees can implement at their own jobs.



### **Optimizing your Marketing Funnel for Business Growth | Salon D**

**By: Terra L. Fletcher, Fractional CMO & Marketing Strategist**

Discover how Artificial Intelligence can transform your marketing funnel, streamlining processes and enhancing results at every stage. Explore practical AI applications for businesses of all sizes, using a proven framework to address each stage of the funnel—Awareness, Interest, Consideration, and Conversion. Learn how AI tools can: \* Automate trend analysis and content creation to engage your audience effectively. \* Personalize email campaigns and provide tailored customer recommendations. \* Enhance decision-making with AI-driven analytics and predictive insights. \* Optimize your calls-to-action with data-backed A/B testing for better conversions. Through actionable examples and real-world insights, this session will help you leverage AI to make smarter and faster decisions to grow your business.

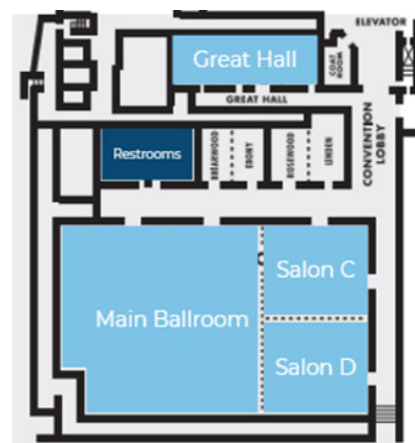


### **Innovating Responsibly and Driving Value with AI | Great Hall**

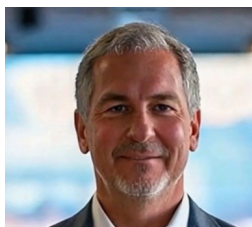
**By: Ryan Veleke, VP IT Artificial Intelligence, Plexus Corporation**

Ryan's presentation will highlight Plexus's successful digital transformation and the strategic adoption of the Google AI Tool Suite. He'll share how deploying tools like Gemini and NotebookLM to all 20,000+ team members worldwide has led to tangible value. He will also cover the meticulously designed change management process, the role of AI Ambassadors and how Plexus enables and governs AI to Innovate Responsibly.

[Tap here to view complete speaker bios](#)



## Breakout Session 2 | 11:05 - 11:50 a.m. | Salon C, Salon D, Great Hall



### Not Your Grandma's Marketing: AI-Powered Storytelling, Automation and Engagement | Salon C

*By: Jim Dobinski, Founder and Managing Director, StellarBlue.ai; Lauren Welter, AI and Marketing Director, StellarBlue.ai*



In today's fast-moving digital landscape, traditional marketing just doesn't cut it anymore. This session delves into the new era of marketing—where AI agents, video avatars, and smart automation are no longer just a part of a Jetson's cartoon, but real tools being utilized by businesses today. With real-world examples, live demos, and practical takeaways, this is your front-row seat to the future of digital marketing.

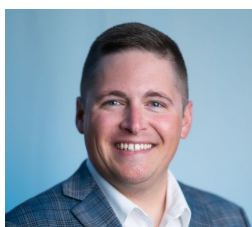


### Panel: Everyday Innovations at U.S. Venture | Salon D

*By: Melissa Wege, Senior Finance Operations Manager & Citizen Developer; David Tuttle, VP, Data and Analytics; Rose Grunewald, Director, Finance Digital Transformation; Meghan Beeber, Credit Analyst & Citizen Developer*

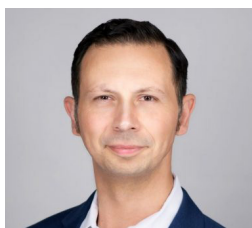


This engaging panel discussion will highlight the everyday uses and adoption of AI at U.S. Venture. You'll hear diverse perspectives from various areas within the organization and discover how AI is driving innovation and transforming daily operations across different teams. Learn from real-world examples and success stories about how AI is being integrated into our workflows to enhance efficiency, foster creativity, and inspire change at all levels.



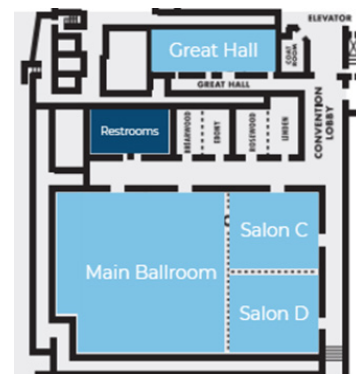
### Future of Consumer Security: Fighting AI with AI | Great Hall

*By: Ryne Lodl, VP of Sales and Operations, Encompass Security; Al Pascual, CEO & Founder, Scamnetic*



Criminals are far more adaptable than is typically assumed. The advent of powerful and accessible AI tools is a perfect example of this in action. Armed with the power to more effectively mislead victims and bypass controls, criminals utilizing AI-based technologies such as generative AI and deepfakes are overcoming past barriers to success. For consumers and the organizations that serve them, preventing AI-enabled identity fraud and scams has become more challenging than ever, as a result. And with the threat of regulations that place even more of the onus on service providers, the time to act is now.

[Tap here to view complete speaker bios](#)





## Lunch & AI Survey Results | 11:55 a.m. - 12:40 p.m. | Main Ballroom



### Presentation of AI Readiness Survey Results

*By: Israel Squires, Co-founder, Midpoint Consulting*

Israel Squires is a Wisconsin-based CEO and co-founder of Midpoint Consulting, an AI consulting firm. With a background as an M&A/securities lawyer, he is an entrepreneur and investor with extensive experience in AI strategy, software development, and workforce development. He was also a lead contributor to the Governor's Task Force on AI and Workforce Development.

During his lunchtime presentation, he will present the results of the Fox Cities AI Readiness survey and what they mean.



### AI Resources

Continue your AI learning journey after the Summit using these resources:

#### 'Tips from Todd' AI Video Series:



#### AI Blogs, Summit Speaker Presentations and much more:



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your business  
build a better  
future.



**FORGE A PATH TO MORE.** Our commercial banking team is dedicated to helping you develop the right strategies and solutions to bring your unique vision to life—and create something more for your business and the communities you serve.



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## Breakout Session 3 | 12:45 - 1:30 p.m. | Salon C, Salon D, Great Hall



### Supporting the Fox Cities in Navigating the AI Curve | Salon C By: *Brian Leslie, Vice President, Faith Technologies Incorporated*

In this session, you will learn how to embark on your AI journey and develop relevant use cases for consideration. Discover techniques to determine whether AI is suitable for enhancing productivity or driving innovative, game-changing solutions right here locally to the Fox Cities. Brian will showcase both simple and advanced uses of Artificial Intelligence in areas such as Generative AI, Large Language Models, and Machine Learning.



### AI's Impact on Social Media Marketing | Salon D By: *Brad Cebulski, President/Owner, BConnected, LLC*

In a world where algorithms, automation, and artificial intelligence are reshaping every touchpoint, the role of social media marketing is evolving at breakneck speed. In this session, we will unpack how AI is transforming content creation, audience targeting, platform dynamics, and the very nature of human connection online. Blending strategic insights with practical applications, Brad will guide attendees through what's changing, what opportunities are emerging, and how brands can stay authentically connected in an increasingly automated world.



### Panel: AI & the Law: Intellectual Property Ownership and Hiring Considerations | Great Hall

By: *Mike Bendel, Intellectual Property Attorney, Amundsen Davis; Craig Kubiak, Labor & Employment Attorney, Amundsen Davis; Tiffany Woelfel, Business Litigation Attorney at Amundsen Davis*



Artificial intelligence is transforming industries, raising critical legal questions in areas like intellectual property ownership and hiring practices. During this presentation Amundsen Davis attorneys will explore key issues, including patentability, copyright and trademark concerns AI generated content. They will also discuss the role of AI in recruitment and hiring decisions. Learn about emerging regulations, risks, and best practices to navigate artificial intelligence in creative and hiring processes.

[Tap here to view complete speaker bios](#)



## Closing Keynote | 1:35 - 2:30 p.m. | Main Ballroom

### AI Use Cases - Insights from Fox Cities Business Leaders

**By: John Kreul, CIO, Jewelers Mutual; Kevin M. Beauchamp, CEO/President, Galloway Company; Kim O'Brien, CEO, Entrusted Technology Solutions**

Hear firsthand how three businesses of varying sizes are embracing AI to drive innovation, efficiency, and growth. This engaging panel features John Kreul, CIO of Jewelers Mutual, representing a large employer; Kevin Beauchamp, CEO/President of Galloway Company, offering the perspective of a mid-sized business; and Kim O'Brien, CEO of Entrusted Technology Solutions, sharing insights from a small business standpoint. Each leader will provide a real-world look at how AI is being implemented within their organizations, the challenges they've faced, and the opportunities they've unlocked. Whether you're just starting your AI journey or looking to scale your efforts, their experiences will inspire and inform your next steps.



#### **John Kreul, CIO, Jewelers Mutual**

John Kreul, Chief Information & Digital Officer at Jewelers Mutual® Group, joined the company in 2021 and steers the vision, strategy and operations of its technology division. With more than 30 years in technology, he specializes in leveraging data and analytics to create personalized customer experiences. He focuses on building high-performing teams, fostering innovation and aligning tech initiatives with business goals to boost efficiency, profitability, and customer satisfaction.



#### **Kevin M. Beauchamp, CEO/President, Galloway Company**

Kevin's career began in Escanaba, MI, where he balanced full-time work with earning an undergraduate degree in Industrial Technology and a Minor in Computer Aided Design from Northern Michigan University. He progressed through various engineering and operations roles, leading him to Galloway Company in 2005. At Galloway, Kevin made significant contributions as an engineer, helping the company grow from fewer than 70 employees to over 160. His engineering expertise and leadership skills culminated in his promotion to Chief Operating Officer in 2017, President in 2020, and ultimately President and CEO in 2024.



#### **Kim O'Brien, CEO, Entrusted Technology Solutions**

Kim is currently the CEO of Entrusted Technology Solutions, a fully managed IT services provider whose home office is located in Appleton. At Entrusted Technology Solutions (ETS), our mission is to bolster the technological capabilities of nonprofits and small businesses. With over 35 years of nonprofit experience, I believe in ETS' collaborative approach to deliver robust technology infrastructures and strategic support, empowering organizations to thrive.

# 2026 Fox Cities Chamber Signature Events

Mark your calendars for a dynamic year ahead with the Fox Cities Chamber! From high-impact educational programs and leadership development to engaging networking experiences and prestigious award events, there is something for every professional looking to connect, grow and lead in the Fox Cities!

## **Celebrate**

January 20 / Best Western Premier Bridgewood Resort Hotel

## **Economic Outlook Breakfast**

February 18 / Hilton Appleton Paper Valley

## **Charleston Community Insights Tour**

March 2-4 / Charleston, SC

## **Excellence in Education Awards**

March 12 / DoubleTree by Hilton, Neenah

## **Future Fox Cities Career Expo**

April 15 / Fox Cities Expo Center

## **CEO Breakfast**

May 5 / The Fox Club (@ Timber Rattler Stadium)

## **Launch: Summer Intern Series**

June and July

## **Summer Golf Outing**

July 13 / North Shore Golf Course

## **Women's Golf Outing**

August 20 / Ridgeway Country Club

## **Octoberfest Golf Outing**

September 10 / High Cliff Golf Course

## **License to Cruise & Octoberfest**

September 25-26 / Downtown Appleton

## **Women in Leadership**

October 14 / TBD

## **Future 15**

October 29/ Best Western Premier Bridgewood Resort Hotel

## **Smart Girls Rock**

November 11 / Walbec

## **Navigating the Local Economy**

December 9 / D.J. Bordini Center at Fox Valley Technical College

Scan the QR code to  
learn more, or to register  
for any of these events:

