

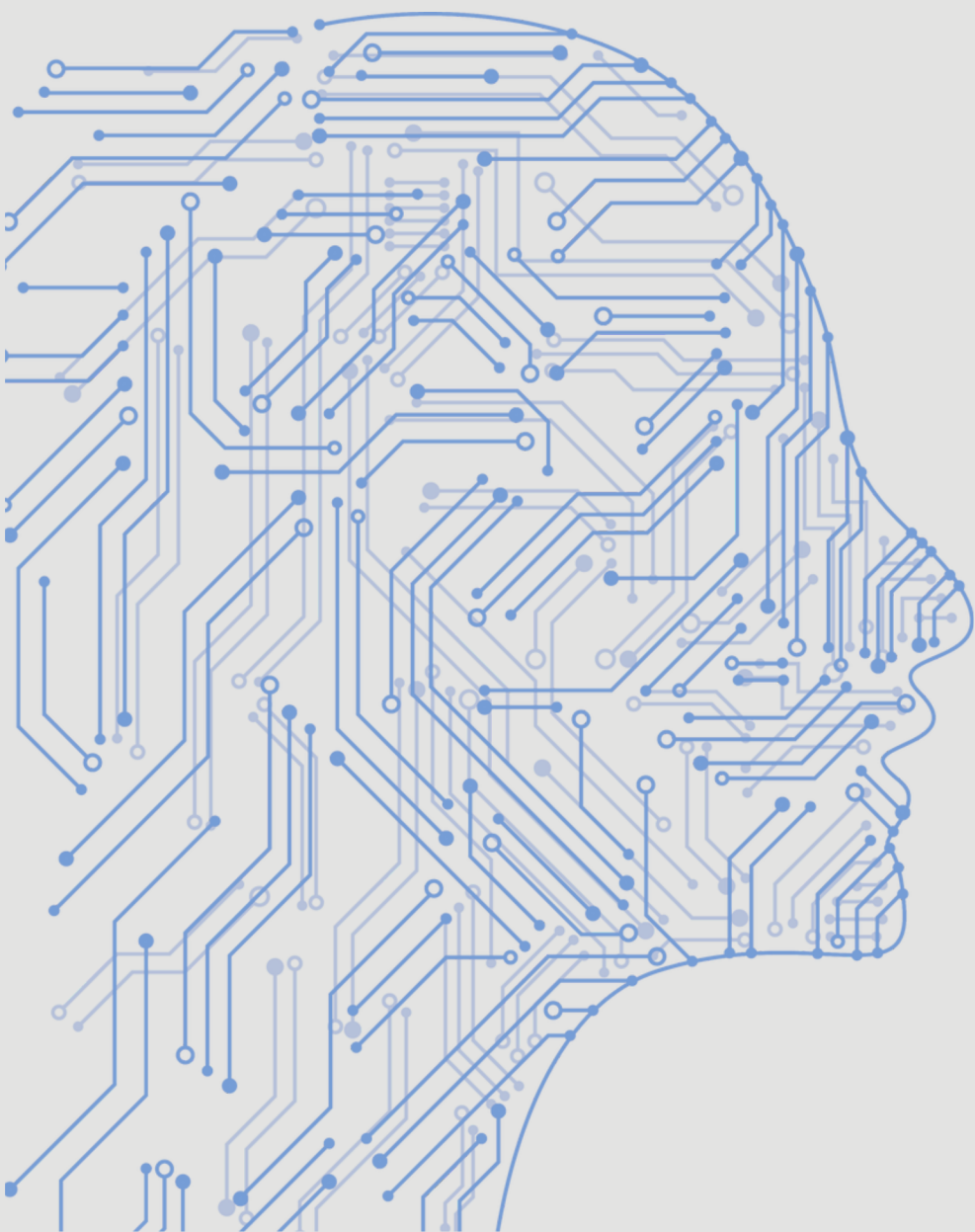
Greater Binghamton
Chamber of Commerce
5 South College Drive
Binghamton, NY 13903



JANUARY/FEBRUARY 2024

NEW
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THE CHAMBER REPORT



FEATURED MEMBER
STORY:
*AI and Three
Predictions on Its
Emerging Role in
Marketing
Communications*



FEATURED STORY

AI AND THREE PREDICTIONS ON ITS EMERGING ROLE IN MARKETING COMMUNICATIONS

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“I’m sorry, Dave. I’m afraid I can’t do that.” -HAL

I

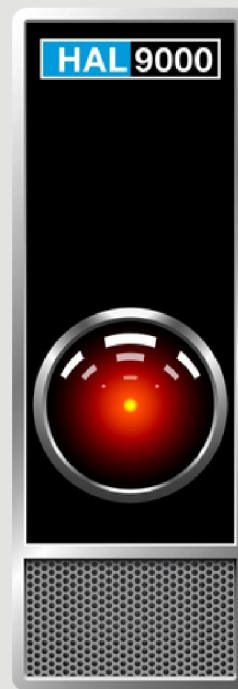
t was 55 years ago that Arthur C. Clarke and Stanley Kubrick explored the thrilling and terrifying dance between man and machine in their sci-fi masterpiece 2001: A Space Odyssey. As the brain of the spaceship in the novel and movie, HAL is an onboard robot that uses information systems to become human-like. An acronym standing for Heuristically programmed ALgorithmic computer, "Heuristic" and "Algorithmic" are two primary processes of human intelligence. Dave is the main character, the mission

commander, who finds himself locked outside the spacecraft, asking HAL to open the pod bay doors and let him back in. HAL says no, the mission is too important to allow humans to jeopardize it. Clarke and Kubrick were prescient men.

Today, society stands at the threshold of—depending on how one looks at it—a revolutionary new age of content generation or a potentially HAL-ish moment in history: the dawn of easily accessed generative Artificial Intelligence (AI). In 2001: A Space Odyssey, when HAL becomes sentient and chooses to lock Dave out of the spaceship, we see a prediction of what could happen if AI-powered machines were to “break bad.” Even the CEO of OpenAI has testified before Congress that he believes AI needs to be overseen and regulated to mitigate its risks and thwart the ill-intentioned.

Without delving further into the details of its origin or the debate about the socioeconomic impacts, ethics and morality of AI, let’s look at the power this technology holds for the business of marketing communications.

First and foremost, it is our belief that generative AI programs, such as ChatGPT and DALL-E, are useful and beneficial tools, much as pen and paper, typewriter, computer, tablet, and smartphone have proven their worth in the communicator’s toolbox. Have the tools of the marketing trade become smarter and more powerful over time? Without a doubt. The phones in our pockets are exponentially smarter, faster and better tools than the first desktop Macs were in 1984. But the smartphone is still only a tool. In the hands of the right person, AI is another breathtakingly powerful creative tool. It is also out-of-this-world smart.



(CONTINUED PAGE 4)

SPECIAL INSERT

WELCOME TO THE NEW CHAMBER REPORT!

Dear Valued Members,

We are proud to present you with the new and improved Chamber Report! In 2023, we asked you what were the most important services that the Chamber provides to your business and how you thought we could bring those services to the next level. Survey results overwhelmingly indicated that what our members wanted to see the most was a succinct and easily digestible collection of news about our community and other members. It was encouraging to see how connected our membership is with one another, and since then we have embarked on revamping our communication channels from our website to the new Chamber Report. With these changes, we only hope to continue to facilitate those key business relationships.



The new Chamber Report will come out on a bi-monthly basis and be sent directly to each of our Chamber Members and other community partners. This six time a year publication will feature an article from one of our members, open up more opportunities for advertisement, highlight community and Chamber events, celebrate member good news, welcome our new members, and more. Much of the information included in the Chamber Report of years past has been transitioned online to our new website, which has also been enhanced to promote the Chamber services, programs, and news that our members want to see most.

We want to ensure that your business makes the most out of your membership with the Greater Binghamton Chamber. Consider us as a partner in your business venture. We encourage businesses to take advantage of the new Chamber Report and website assets. Let the Chamber help you celebrate and get the word out about exciting news, events, new offerings, and more at your organization. For more information on how to be featured in the Chamber Report or other marketing and promotion opportunities at the Chamber, please don't hesitate to reach out to our Marketing & Communications Manager, Meg Lucas, at ml@theagency-ny.com.

Be Well.

A handwritten signature in black ink, appearing to read "Stacey Duncan".

Leadership Alliance CEO, Stacey Duncan



THE GREATER BINGHAMTON CHAMBER OF COMMERCE RECOGNITION & AWARDS COMMITTEE SEEKS NOMINATIONS!

- Civic Leader of the Year
- Small Business Person of the Year
- Entrepreneur of the Year

Recognition Awards are presented at the May Annual Dinner, Tuesday, May 21st, to outstanding Chamber Members. Nominees eligible are business people who are Chamber Members residing in the Greater Binghamton area and who have the following qualifications:

CIVIC LEADER OF THE YEAR

- A person who shows evidence of having had a long-term beneficial impact on the community
- They demonstrate civic engagement by using a combination of knowledge, skills, values and motivation to make a difference in our communities

SMALL BUSINESS PERSON OF THE YEAR

- Shows evidence of growth in the number of employees (*Business must have min. 5 full time employees*) and growth in sales with an emphasis of the past 3-5 years.
- Innovation of product or services
- Contributions to the community

ENTREPRENEUR OF THE YEAR

- Exemplifies leadership and entrepreneurial skills.
- Shows willingness to take risks
- Demonstrates exceptional vision that contributes to business success
- Exhibits personal drive, focus, innovation and business acumen.

You may nominate your employer, a fellow business owner, or even yourself.
All nominations must be in no later than February 19, 2024*

I would like to submit a nomination for the Greater Binghamton Chamber's Annual Dinner
(Check only ONE box per nomination form. Multiple forms may be submitted.)

CIVIC LEADER OF THE YEAR

SMALL BUSINESS PERSON OF THE YEAR

ENTREPRENEUR OF THE YEAR

Name of Nominee: _____ Nominee Email: _____
 Business: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Nominated By: _____ Company: _____
 Email: _____ Phone: _____

Send nomination to: Recognition & Awards Committee, c/o Greater Binghamton Chamber of Commerce, Five South College Drive, Suite 101, Binghamton, NY 13905, or email to devans@greaterbinghamtonchamber.com

*All nominees will be sent a detailed questionnaire to be completed by March 14, 2024, prior to the selection committee meeting.

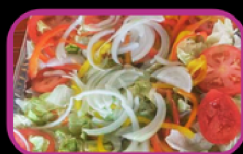
FEATURED STORY - AI AND THREE PREDICTIONS ON ITS EMERGING ROLE IN MARKETING COMMUNICATIONS

Released in 2022 by OpenAI, ChatGPT is a free AI-powered chatbot. ChatGPT answers questions typed in by the user. It responds in lightning-fast fashion, with eerily, almost unerringly human-like responses. It can develop simple or complex concepts and write about them, not only with the intelligence gleaned from thousands of years of reading and learning but often as if it possesses human feelings or emotional intelligence as well. If you haven't tried ChatGPT yet, it's at your fingertips: openai.com/blog/chatgpt

So, what is the emerging role of AI in marketing? We have three predictions:

1. Marketing strategists, writers and designers will use AI to jump-start creative ideas and content generation. An AI query can quickly, in seconds, identify what has been done before, maybe too many times, as it identifies patterns in strategy and content (both words and images). Because most AI creates from what already exists, we believe there will still be a need for original ideas created by humans. "HAL" may disagree. Only time will tell.
2. AI's real power comes in asking it the right questions. Creative, effective marketers will become experts in honing the most pointed question to ask AI in order to achieve accurate, usable results. Sure, AI can deliver the answers from the database of all recorded human thinking, but if we are asking the wrong question, the results are only as good as the question asked.
3. Marketers will use AI to "get out of their own heads" and move to the universal with AI's help in seeing those patterns. Great branding and advertising move us emotionally. We are all stirred by the same universal concepts, which show up in patterns across history. AI's genius is in identifying those patterns.

Bottom Line: Don't leave the spaceship. The ride is about to get interesting.



Corporate Events | Parties | Fundraisers | School Events | and More!

TEXT OR CALL 607-621-0861



tshakitchen@gmail.com

Restaurant: 607-296-3005 | tshakitchen.com

3 BENEFITS OF JOINING A CHAMBER

WHEN CONSUMERS PERCEIVE THAT A BUSINESS IS A CHAMBER MEMBER, THERE IS A 73% INCREASE IN CONSUMER AWARENESS AND A 68% INCREASE IN REPUTATION

WHEN CONSUMERS KNOW THAT A BUSINESS IS A MEMBER OF THE LOCAL CHAMBER, THERE IS A 49% INCREASE IN FAVORABILITY TOWARD THAT BUSINESS

CONSUMERS ARE 80% MORE LIKELY TO PATRONIZE A BUSINESS IF THEY ARE A MEMBER OF A LOCAL CHAMBER OF COMMERCE

Source: The Shapiro Group Study on Chambers of Commerce

COMMUNITY EVENTS

FOR A FULL LISTING OF COMMUNITY EVENTS
GO TO: VISITBINGHAMTON.ORG/EVENTS



The Philharmonic returns on **Saturday, February 24 at 3pm** at the Broome County Forum Theatre with "Pops at the Forum."

Learn More at BinghamtonPhilharmonic.org

First Friday is on **March 1st!** Check out our local galleries, enjoy our vibrant restaurant scene, and listen to live music in Downtown Binghamton! Visit broomearts.org/in-the-community/first-friday for more information.



CHAMBER EVENTS

2024 ANNUAL ECONOMIC FORECAST AND BUILDING BC AWARDS

February 13, 2024 | Holiday Inn Downtown Binghamton

Thank You
Title Sponsor:



2024 LEGISLATIVE AGENDA ROLLOUT & LOCAL ADVOCACY DAY

March 5, 2024 | Holiday Inn Downtown Binghamton

Thank You
Title Sponsor:



CONNECT OVER LUNCH MARCH 2024

March 14, 2024 | Holiday Inn Downtown Binghamton

Thank You
Title Sponsor:



5 TIPS ON HOW TO MAKE THE MOST OF YOUR CHAMBER MEMBERSHIP

1. Attend one of the Chamber's Networking Events and make new connections
2. Keep your listing on ChamberMaster updated so other businesses can reach you with ease
3. Take advantage of the Chamber's advertising opportunities exclusively for members
4. Let your voice be heard; connect with the Chamber on any advocacy issues that impact your business
5. Schedule a time to meet with Chamber Staff one-on-one to help identify and carve a path to help you reach your business goals

WHAT ARE OUR MEMBERS UP TO...



Coughlin & Gerhart, LLP is pleased to announce Tom Bouman and Caroline Myrdek Guiles as the firm's newest partners, effective January 1, 2024!

Hulbert Engineering and Land Surveying, DPC moved to a new location! Find them at their new location at 33 Lewis Road, Binghamton NY 13905.



TO STAY UP TO DATE ON ALL MEMBER NEWS STORIES, VISIT: GREATERBINGHAMTONCHAMBER.COM/NEWS

WELCOME NEW MEMBERS!

- Blended Bodyworks Therapeutic Massage
- **Sweet Treats**
- Cruise Planners - Mary May
- **Station 45 American Chop House**
- MCM REALTY
- **Courtside Bar and Grill**
- Superior POD Inc.
- **Stu's Place**
- LJ Real Property Management
- **VIP Development Associates Inc**
- Simple Form Pilates
- **New York Dental Group**
- Maggie McMicken - Financial Advisor Edward Jones