



HCEDC



Welcome

12: 00 pm - 12:30 pm

- **In-person:** Lunch & Networking
- **On-line:** Enter the breakout room to network or check out the partners websites linked in the chat!





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A Non-Profit Economic Development Corporation

SMALL BUSINESS

- **LENDING**
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- **GOVERNMENT CONTRACTING**

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to get you going and winning

WORKSHOP OBJECTIVES

- Introduction to AI
- How Google AI tools can help make your business more productive
- Resources

Which best describes you today?

- 1 - Curious Explorer — “I’ve heard of AI, but haven’t tried it yet.”
- 2 - Cautious User — “I’ve played around with AI tools but still unsure how to apply them.”
- 3 - Confident Creator — “I’m already using AI for my business and looking for new ways to grow.”

A Look Back at Tech Shifts

 1990s — Search engines revolutionize access to information

 2007 — Smartphones make us mobile and social

 2023 — AI empowers creativity and automation



WHAT IS ARTIFICIAL INTELLIGENCE?

AI means teaching computers to think and learn like humans.

It helps us analyze information, make decisions, and create new ideas or content.



Three Types of AI

⚙️ Rules-Based AI

- Follows set rules to make decisions.
- **Example:** A spam filter blocks emails with certain words.

📊 Machine Learning (ML)

- Learns from data and improves over time.
- **Example:** Your email learns what you mark as spam and adjusts.

✨ Generative AI (Gen AI)

- Creates new content like text, images, or video.
- **Example:** Gemini helps write emails or brainstorm ideas.



WHY AI MATTERS



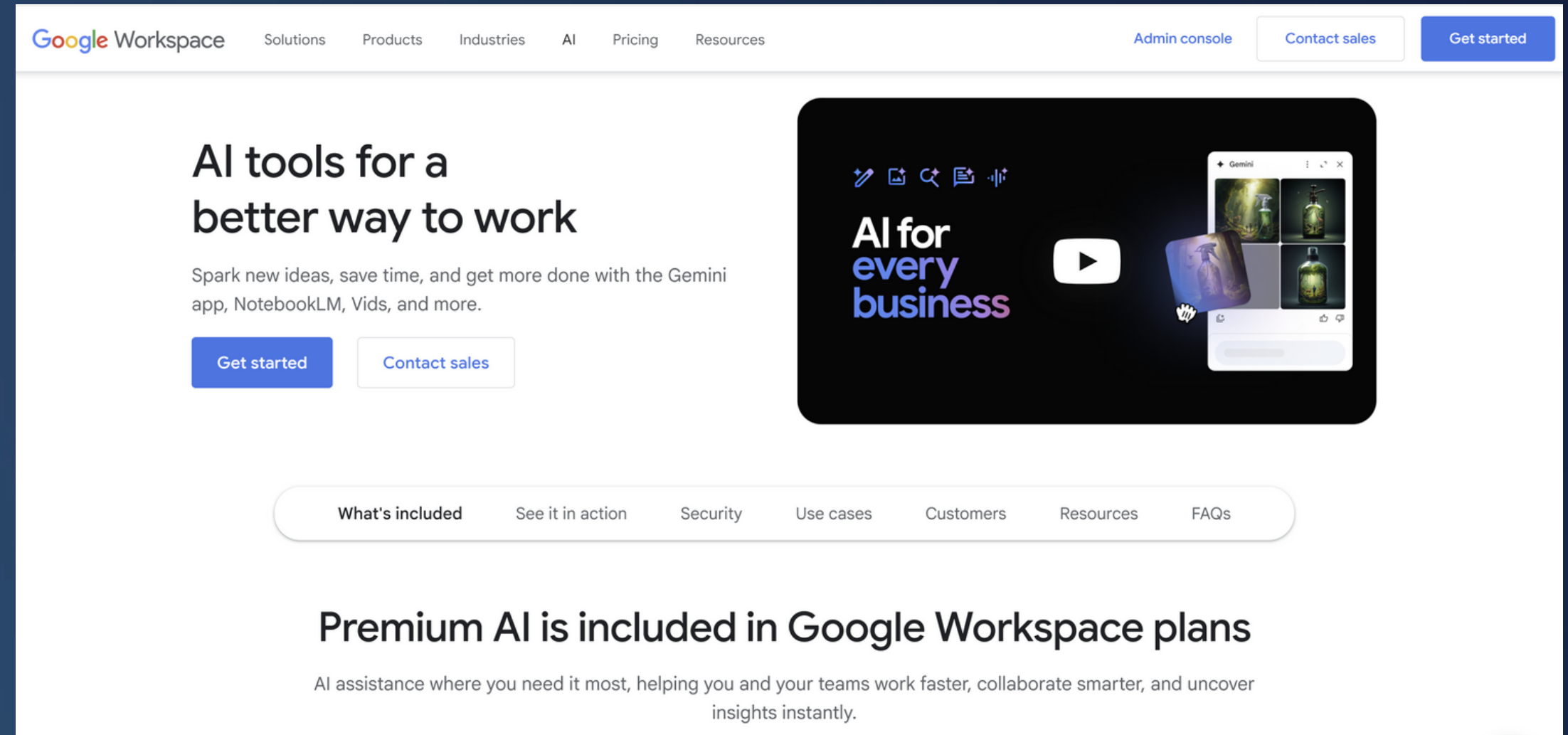
- 64% of SMBs already use or plan to use AI
- Save time & cut costs
- Improve marketing & service
- Discover new growth opportunities

AI in Action: Nuts.com (NJ)

Nuts.com uses **Gemini in Workspace** to:

- **Translate conversations live** (serve global customers)
- Draft and refine customer emails faster
- Work across Docs/Sheets for daily ops

Time saved: routine comms handled in minutes, not hours.



Source: New Jersey - Nuts.com: Gemini In Google Meet

AI & THE CUSTOMER EXPERIENCE

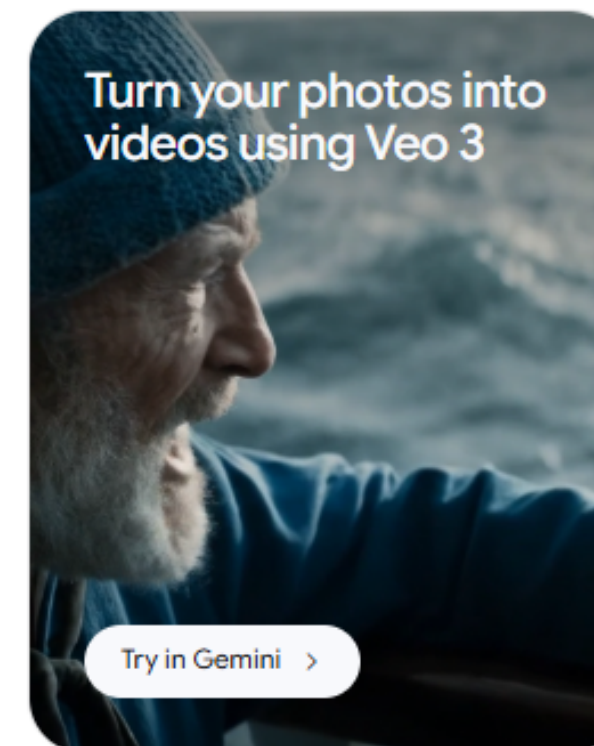
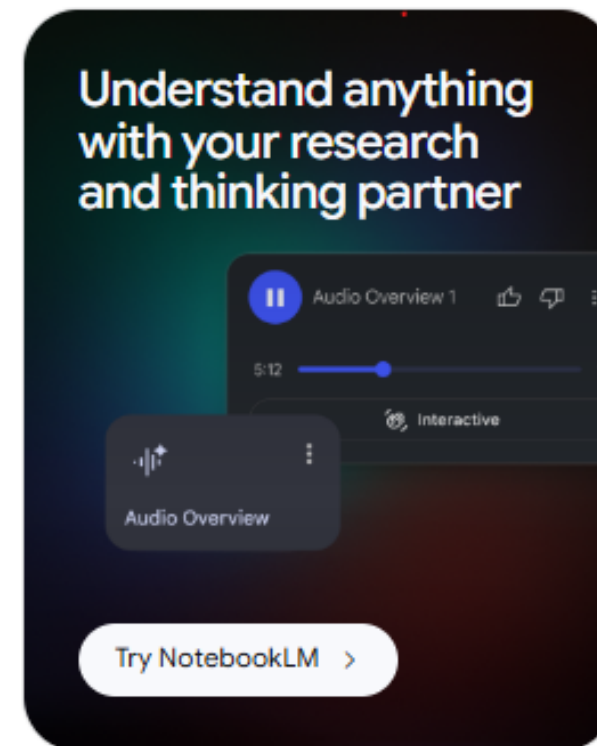
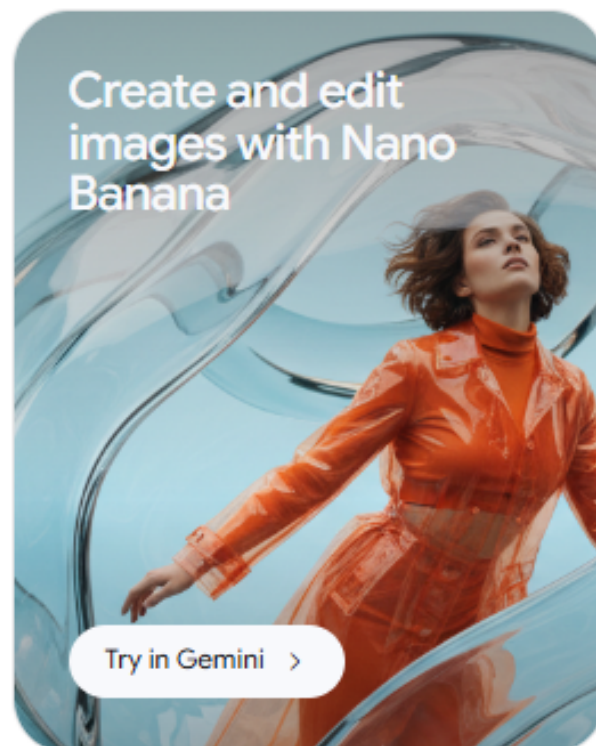
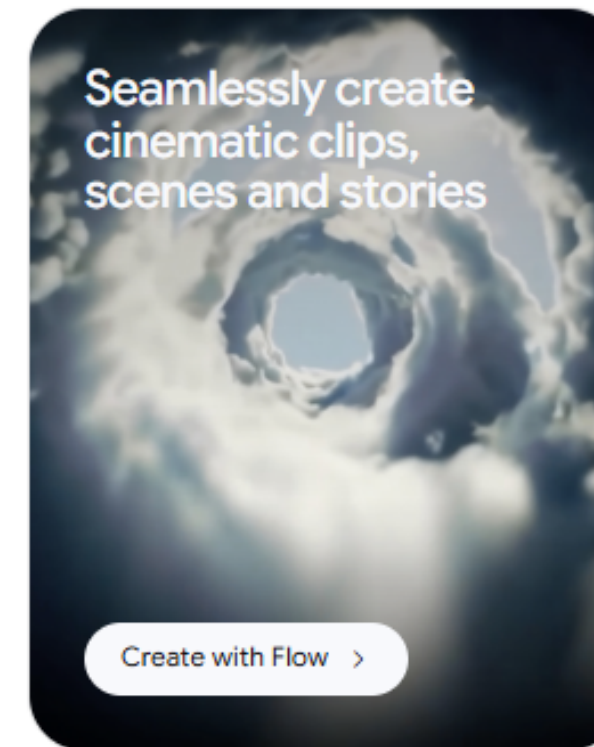
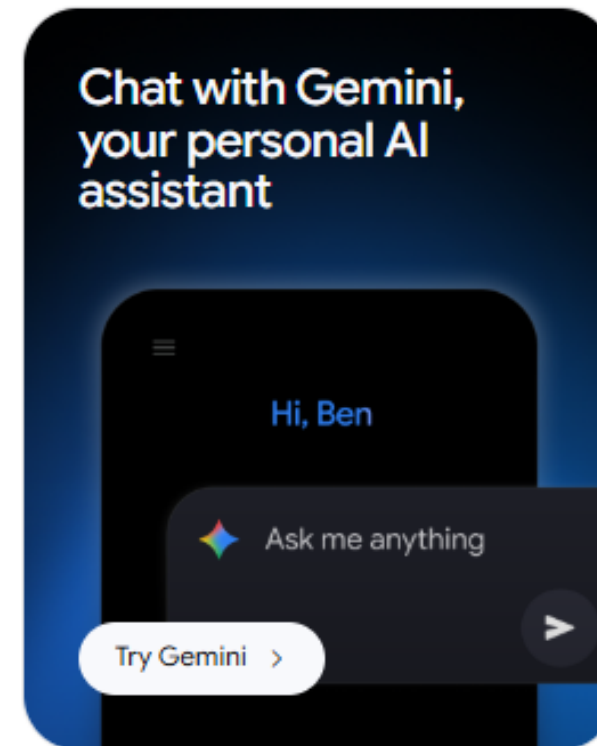
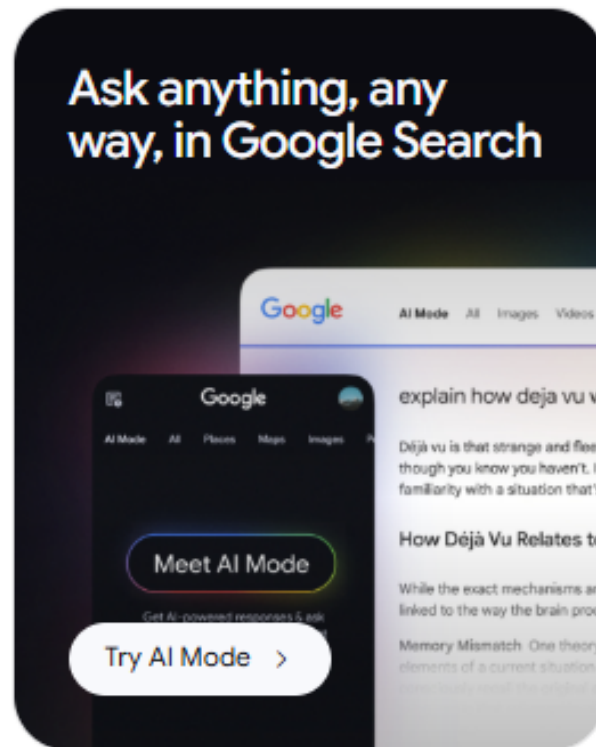
AI helps small businesses:

- Personalize communication and follow-ups
- Provide instant responses via chat or email
- Improve how customers discover products & services



How Google AI Can Make Your Business More Productive

Get started with Google AI



g.co/Ai

AI IN GOOGLE SEARCH

Google Search now uses AI to make finding information faster and easier.

AI Overviews provide:

- A quick snapshot of key points from reliable sources
- Links to learn more
- Simplified answers for complex questions

Think of it as having a **research assistant built into Search.**

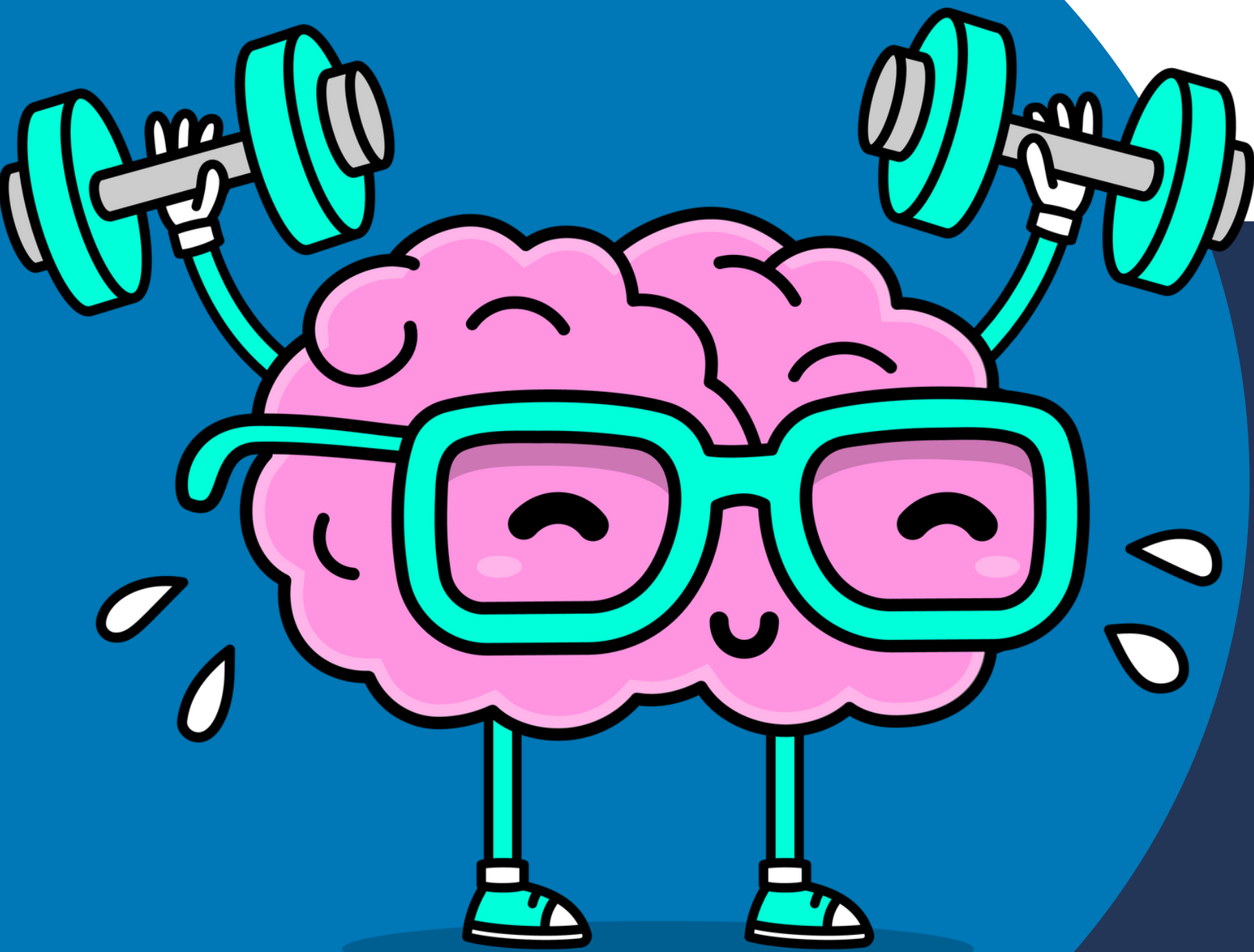
 how to make my bouquet last longer...

AI Mode All Images Places Maps

✦ AI Overview

 +5

To make a bouquet last longer without flower food, you can change the water, trim the stems, and use apple cider vinegar or sugar. 



TRY IT OUT:

AI Overviews in Google Search

- Visit [google.com](https://www.google.com)
- Search a topic (e.g., “marketing trends for local salons”)
- Look for the AI-generated overview

MEET GEMINI

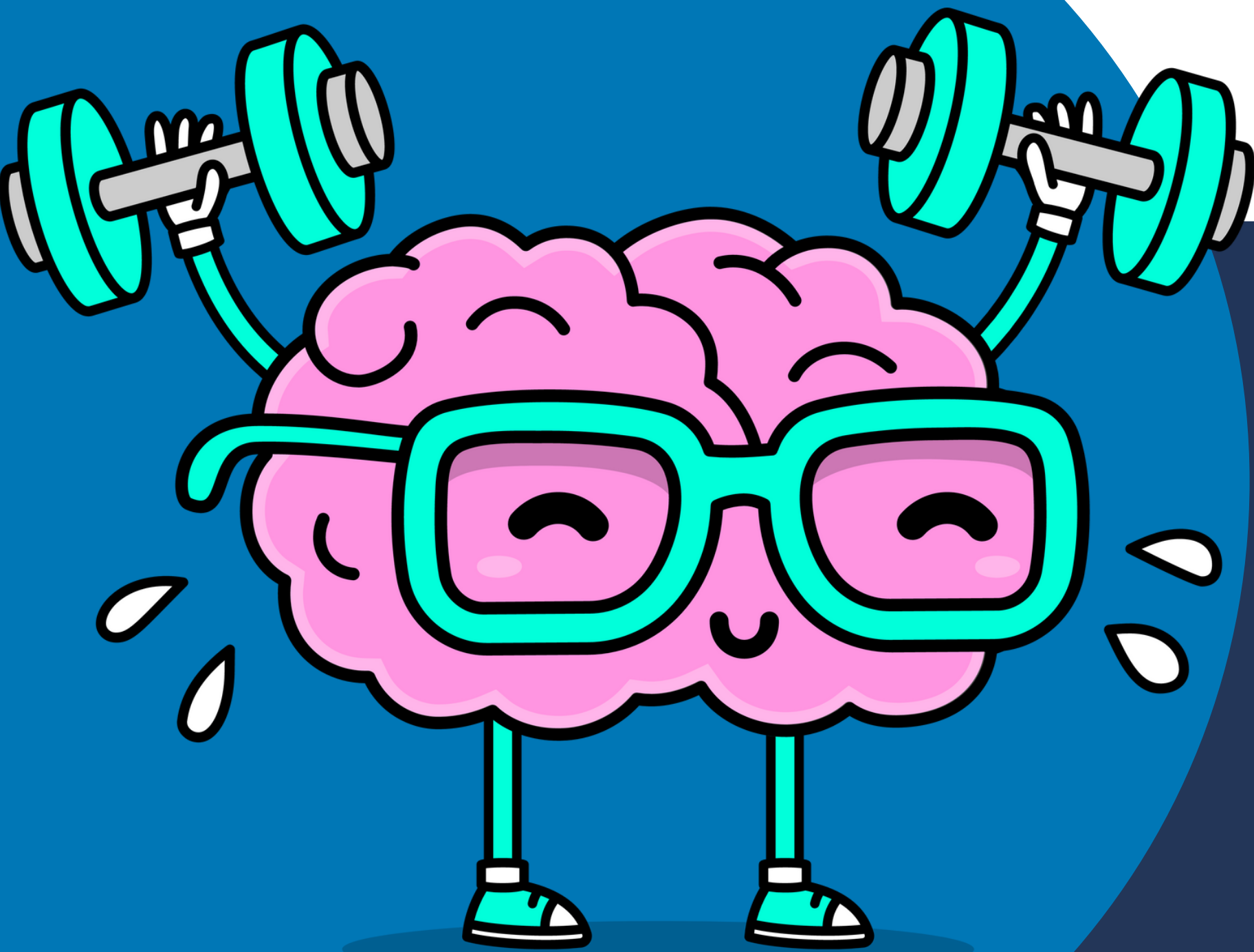
Gemini is Google's AI-powered assistant that helps you write, plan, and create.

With Gemini, you can:

- Ask questions or brainstorm ideas
- Draft emails, posts, or documents
- Export directly to Google Docs, Gmail, or Sheets

Think of it as your **AI teammate** for everyday tasks.





TRY IT OUT:

Hands-On with Gemini

- Visit gemini.google.com
- Try this prompt:
'Write a thank-you email to a new customer.'
- Adjust the tone and export to Docs or Gmail

5 TIPS FOR WRITING GREAT PROMPTS

1. Persona — Who's speaking
2. Task — What to do
3. Audience — Who it's for
4. Context — Add key details
5. Format — Specify how you want it presented



USING AI RESPONSIBLY

- **Double-check results** — AI can make mistakes.
- **Keep private info out of prompts.**
- **Be transparent** when AI helps you create content.
- **Use good judgment** — your human touch still matters most.

Learn more: ai.google/responsibility/principles

Simple Wins for Small Businesses:

Research Faster:

- Use AI Overviews in Search to get quick summaries and insights.

Brainstorm Ideas:

- Try Gemini to write posts, plan products, or draft emails.

Save Time in Email:

- Smart Compose and Smart Reply in Gmail help you respond quickly.

Understand Trends:

- Google Analytics surfaces helpful insights automatically.

Enhance Visuals:

- Product Studio creates and refreshes product images.

Reach More Customers:

- AI-powered Google Ads help target the right audience and boost visibility.

Your Next Step

What's one business task AI could simplify for you this month?

Examples:

- **Writing content**
- **Organizing customer emails**
- **Generating product ideas**

Continue Learning

Free Google Learning Resources

- grow.google/ai-essentials – Learn AI Basics
- grow.google/certificates – Get Certified + Upskill Programs
- gemini.google.com – Try Gemini
- youtube.com/growwithgoogle – Video Library

QUESTIONS? COMMENTS?



We'd Love Your Feedback!

- [Google Form Link](#)
- Replay and slides will be emailed to you



A Non-Profit Economic Development Corporation

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UCEDC.COM



Partner Contacts

We are here to support your needs. Reach out to us for any questions

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