NO. 01 · NOVEMBER 2026

SMART SYSTEMS · STRONG HUMANS

PURE EXPERTZ
SERVICES THAT YOU CAN TRUST

# Pure Expertz

MONTHLY



THE FORUM ISSUE

## The AI Impact Forum

*Three afternoons. One plan for 2027.*

**NOV 12-14 · 1-4 PM CT · ONLINE**

**DAY 2 KEYNOTE**
Dr. John D. Byrnes on prevention that starts early

**TRUSTED LOCAL PROS**
Inside the Trusted Service Provider network

**FROM THE BOOK**
Six principles for life and leadership in the AI era

**GLENVIEW**
Local businesses, jobs and solutions

**ANDY BABALA, CPP** · FOUNDER, PURE EXPERTZ

GLENVIEW, ILLINOIS

JOIN FREE · COMMUNITY.PUREEXPERTZ.AI

ISSUE 01 · NOVEMBER 2026

# In this issue


03 **Letter from Andy**
*Welcome to the Grow Connection*

04 **Our mission: build better humans, block by block**

05 **Wellness travel & incentive trips**

06 **2026: The Fulcrum Year**
*Andy's lens, and where our thinking comes from*

08 **The AI Impact Forum**
*Three afternoons, Nov 12–14: the full program*

10 **Day 1 · Business & Real Estate**

11 **Day 2 · People, Behaviors & Mindset**
*Health, Caregiving & Prevention*

12 **The Day 2 keynote**
*Dr. John D. Byrnes, Center for Aggression Management*

13 **Day 3 · Systems, Technology & Power**

14 **Trusted Service Providers**
*A bench of local pros you can trust*

15 **Same scaffolding, new industry**
*Salway Group, tracking and logistics*

16 **Your week with Pure Expertz**

17 **Glenview, one block at a time**

18 **Six principles for the AI era**
*From Andy's handbook*

20 **Block by Block AI Safety and Security Alliance**

21 **Become a sponsor**

22 **From our family of brands**

24 **Your next step**


WHO WE ARE

## Pure Expertz is a marketing and automation agency.

In Andy's fuller words: "a marketing, automation and technology organization with great principles, guided by the Block by Block AI Safety and Security Alliance."

THE GROW CONNECTION

Our ecosystem is designed to be free, with five doors in:

01 **Community**

02 **Masterminding**

03 **Open office hours**

04 **Workshops**

05 **A network**

*Audience matters more to us than ticket sales. Come in through any door.*

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**Andy Babala, CPP**
Founder, Pure Expertz · Glenview, Illinois

*"We are the connectors. We are the problem solvers."*
ANDY BABALA

A LETTER FROM ANDY

# Welcome to the Grow Connection.

Welcome to the first issue of Pure Expertz Monthly. Once a month, this is where you will see what we are building, who is building it with us, and how you can take part.

Pure Expertz is a marketing, automation and technology organization with great principles, guided by the Block by Block AI Safety and Security Alliance. In practice that means three things. The tools serve the people. A person signs off on every step. And we tell the truth about what AI can and can't do.

Around that work we designed something we call the Grow Connection. It is free by design: a community, masterminding, open office hours, workshops and a network of people who show up for each other. Audience matters more to me than ticket sales. If you came in through one door, four more are waiting.

This is the Forum issue. On November 12, 13 and 14 we gather online for three afternoons: keynotes, then a practical panel every day. Dr. John D. Byrnes gives the Day 2 keynote, Mike Van Chau joins him on Day 2, Sal Walaszek shows how Salway Group runs on our scaffolding, and Tom Gersic brings YouEx.ai to Day 3. Inside you'll also find our Trusted Service Provider network, the weekly rhythm, six principles from my handbook and what's happening here in Glenview.

My ask is simple. Come to one office hour. Bring one question. Invite one person who will be glad you did. That's how a community grows: block by block.

*Andy Babala, CPP*
FOUNDER, PURE EXPERTZ

OUR MISSION

# Build better humans, *block by block.*

> Across Pure Expertz and our purpose-driven ventures, we empower individuals, families, and businesses through knowledge, innovation, and ethical leadership. We deliver across AI strategy, automation, real estate, and wellness, with a deep focus on integrity, impact, and education.

OUR MISSION, AS PUBLISHED AT PUREEXPERTZ.COM/ABOUT

01 · PURPOSE

## We lead with purpose.

Education first: every workshop, panel and office hour starts with what people need to know.

02 · INTEGRITY

## We grow with integrity.

Honest claims. Facts only. If we don't know, we say so and check.

03 · HEART

## We serve with heart.

Community is the original technology. Technology should enhance community, not replace it.

HOW THE MISSION RUNS

Our workshop programs run through a structured ecosystem that supports entrepreneurs and service providers at every stage.

**Workshops**
Practical, live and recorded

▶

**90-day cohorts**
6 to 15 leaders learning together

▶

**Masterminds**
Honest peers, steady accountability

PURE EXPERTZ
SERVICES THAT YOU CAN TRUST

Pure Expertz is a marketing and automation agency in Glenview, Illinois, guided by the Block by Block AI Safety and Security Alliance.

*"We are the connectors. We are the problem solvers."*



NEW FOR 2027 · BEING PLANNED

Photo: Jordan McQueen, CC0, via Wikimedia Commons

WELLNESS TRAVEL & INCENTIVE TRIPS

# Learn as a team.
# *Then travel together.*

*For organizations and leaders with a team: take your people through our workshops or a cohort, build an incentive trip strategy around what they learn, then travel.*

## HOW IT WORKS

**1 Learn together**
Take your team through our simple, practical workshops, or bring your leaders into a 90-day cohort.

**2 Plan the incentive trip**
Together we design the incentive trip strategy: the milestone your team works toward and how people take part.

**3 Then travel**
Travel is arranged with licensed travel partners, and planning starts with a conversation.

## TWO WAYS TO BUILD IT

OPTION A
### AI Academy campus
A learning retreat around our AI Academy: workshops, office hours and practice time.

OPTION B
### Train-the-trainer
Your own custom program: your people learn it, then teach it inside your organization.

2027 trips are being planned, not promised. We teach the strategy and design the program; we don't sell travel. Wellness here means rest and time away, not medical advice.

### WELLNESS TRAVEL WITH PARTNERS

2027 retreats are being planned with partners, for example in Thailand: time away to rest, reflect and plan with your peers.

### START WITH A CONVERSATION

**Open office hours**
Tue & Thu, 1 PM CT · zoom.pureexpertz.ai

**25 minutes with Andy**
calendly.com/andybabala/25min

SCAN TO BOOK 25 MINUTES

ANDY'S LENS · INSPIRED BY THE MOONSHOTS PODCAST

# 2026: *The Fulcrum Year.*

*A fulcrum is the small point a lever turns on. Andy sees 2026 as that point: the year when years of quiet progress began to move very large things.*




For years Andy has watched **Moonshots with Peter Diamandis**, where Peter talks through AI and exponential technology with Dave Blundin, Salim Ismail and Alexander Wissner-Gross. This page is Andy's reading of the moment, not their forecast.

He identifies with people who worked toward one outcome for a decade, then took stock and put it all to work making the world better. In his words, he is ***"happy where I am with my knowledge and perspective."***

**WHAT WE DO WITH IT**

1. **Academy** · learn by doing
2. **Incubator** · build your offer
3. **Accelerator** · grow with systems

**Business ownership is the through-line.**
Start at the Forum, Nov 12–14 · pureexpertz.com/forum

01 · A BEFORE AND AN AFTER

## A different world on the other side.

In Andy's view, the world after 2026 won't look like the world before it. Work, learning and care are being rewired at once.

02 · REAL THINGS FIRST

## The build-out starts on the ground.

AI runs on buildings, power and skilled hands. As Andy reads it, construction, the trades and the towns that welcome them feel it first.

03 · INTELLIGENCE EVERYWHERE

## Room for bigger, more personal problems.

With intelligence close at hand, routine work gets lighter, and people get time for what matters: family, a business of their own, a neighborhood.

04 · FEAR IS A STARTING POINT

## Education, community and building.

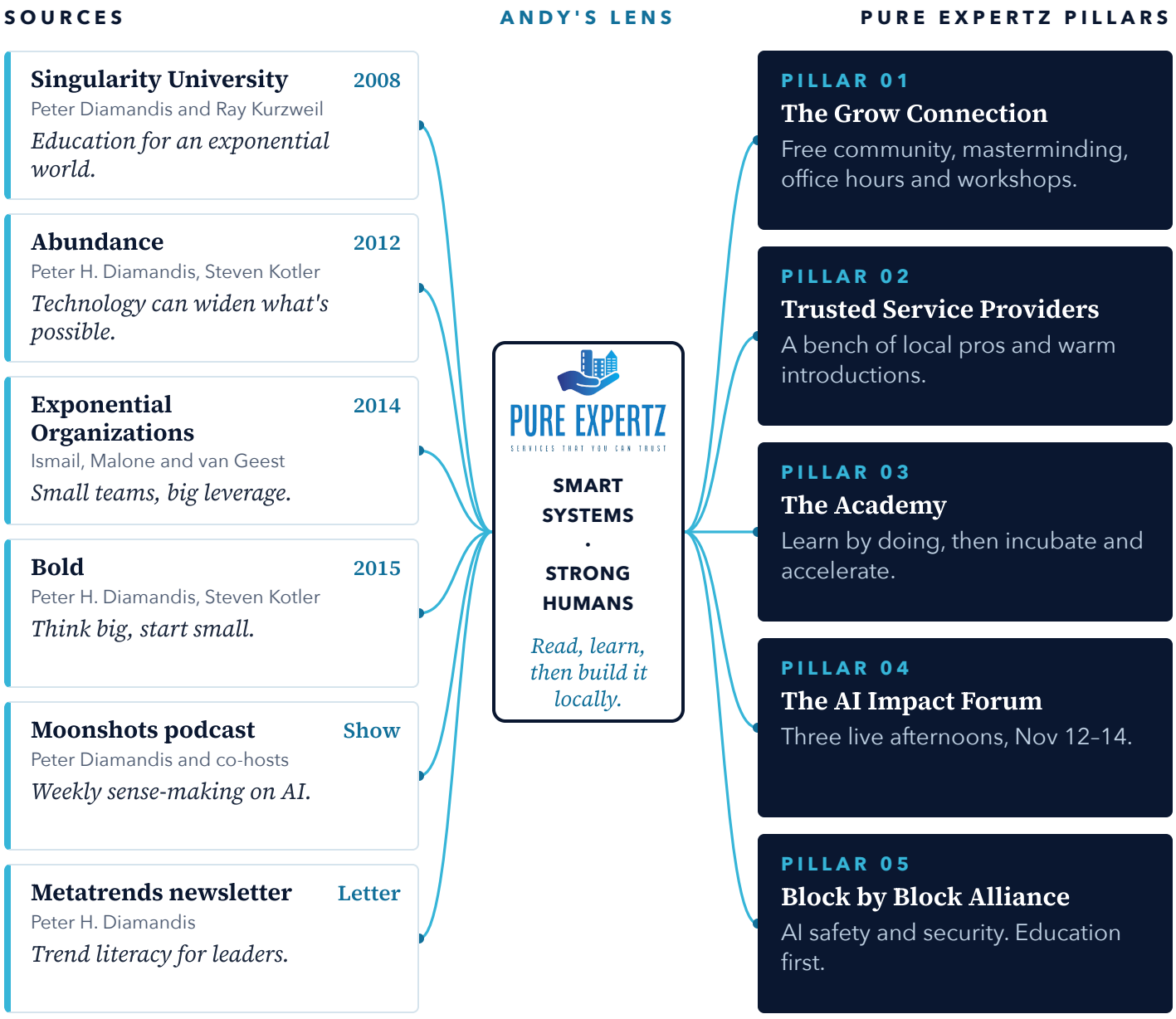
Many people are scared of AI. Our answer isn't hype or panic. It's education, community and building something real together.

Inspired by **Moonshots with Peter Diamandis** (diamandis.com/podcast), with Dave Blundin, Salim Ismail and Alexander Wissner-Gross. Andy's interpretation; the hosts are not affiliated with Pure Expertz. A point of view, not a forecast or financial advice.

THE LINEAGE

# Where our thinking comes from.

*The books, the show and the program behind Andy's thinking.*




**Sources.** Abundance: The Future Is Better Than You Think, Peter H. Diamandis and Steven Kotler (2012). Bold, Peter H. Diamandis and Steven Kotler (2015). Exponential Organizations, Salim Ismail with Michael S. Malone and Yuri van Geest (Diversion Books, 2014). Singularity University, founded in 2008 by Peter Diamandis and Ray Kurzweil, now Singularity (su.org). Moonshots with Peter Diamandis, with Dave Blundin, Salim Ismail and Alexander Wissner-Gross (diamandis.com/podcast). Metatrends newsletter by Peter H. Diamandis (diamandis.com/newsletter). The ideas are theirs; how we put them to work is ours. Pure Expertz is not affiliated with or endorsed by these authors, hosts or organizations.

THE COVER STORY · AI IMPACT FORUM 2026

# Three afternoons. *One plan for 2027.*

AI is changing how every business and every household works. For three live afternoons, owners, leaders, HR teams, real estate pros and families work through what to do about it, with people who do this every day.

THU · DAY 1

12

**Business & Real Estate**

Running the business with AI, without breaking the team.

FRI · DAY 2

13

**People, Behaviors & Mindset**

Health, Caregiving & Prevention. Keynote 2–3 PM: Dr. John D. Byrnes.

SAT · DAY 3

14

**Systems, Technology & Power**

The systems that keep a home and a business running.

- 1–4 PM CENTRAL EACH DAY
- ONLINE IN THE MEMBER PORTAL
- EVERY SESSION RECORDED

THE FORMAT

# Keynotes, then a panel. Every day.

Each afternoon runs from 1 to 4 PM Central, live online in the Pure Expertz member portal, on a laptop, a tablet or a phone. Hours one and two are keynotes. From 3 to 4 PM, working professionals take the panel and talk about their path and what is practical right now.

It's a conversation, not a debate, and it's about this year, not predictions. Every session is recorded.

*"The tools are easy. The gap is people."*

THE FORUM IN ONE LINE




DAY 1 · THU NOV 12

### Business & Real Estate

WHO LEADS

Andy Babala, CPP · Sal Walaszek, Salway Group · Martha Razo, Xcelerator Business Summit (invited)

DAY 2 · FRI NOV 13

### People, Behaviors & Mindset

*Health, Caregiving & Prevention*

WHO LEADS

Andy Babala, CPP · Mike Van Chau · Dr. John D. Byrnes, Center for Aggression Management (keynote 2–3 PM)

DAY 3 · SAT NOV 14

### Systems, Technology & Power

WHO LEADS

Andy Babala, CPP · Tom Gersic, YouEx.ai (live demo or recorded demos)

YOUR WAY IN

**Forum Seat**
All three afternoons and every recording.

**VIP evenings**
Fri and Sat, 6:30 PM CT, with Andy and guests.

**Host a room**
Make your office a watch party. Guests attend free.

**Ambassadors**
Bring your community with your own link and ID.
pureexpertz.com/ambassador

**Ask the speakers**
Send a question before the Forum.
pureexpertz.com/forum/ask

SCAN FOR THE FORUM

# 12

DAY 1 · 1-4 PM CT

# Business & Real Estate

*How owners, agents, brokers and the people who serve them run the business with AI, without breaking the team, the compliance or the brand.*

## RUN OF SHOW · CENTRAL TIME

**1:00 OPENING**

SMART SYSTEMS, STRONG HUMANS

### Andy Babala, CPP

Forty-five minutes on how Pure Expertz serves corporate, mid-size and small businesses, families and individuals. Then 10–15 minutes of Q&A on the toughest questions people send in beforehand: violence prevention, business ownership and trust.

**2:00 SHOWCASE**

15-20 MINUTES · TRACKING & LOGISTICS

### Sal Walaszek, Salway Group

A logistics company running on the same scaffolding as the Pure Expertz ecosystem. Trusted service providers subscribe; drivers get access the same way homeowners do. The full story is on page 15.

**2:00 KEYNOTE**

20 MINUTES

### Martha Razo INVITED

Xcelerator Business Summit.

**3:00 PANEL**

PANEL DISCUSSION

### Business & real estate, what works now

Working professionals in business and real estate on their path and what is practical this year. Real estate pros attend as students; this is about operations, never deals.

*"Practical AI and automation that gives you your week back."*

THE REAL ESTATE TUESDAY PROMISE

## ON STAGE



**Andy Babala, CPP**
Founder, Pure Expertz · your host

SW

**Sal Walaszek**
Salway Group · tracking & logistics

MR

**Martha Razo**
Xcelerator Business Summit · invited

## WHO LEARNS

- Owners of small businesses, 1–50 people
- Real estate agents, brokers and teams
- Landlords and builders, on operations
- Consultants, coaches and networking-group leaders

## WARM UP ON TUESDAY

Real Estate Tuesday office hours run every week, 1–2 PM CT, free on Zoom. A natural first step before Day 1.

**zoom.pureexpertz.ai**

FRI · NOV

# 13

DAY 2 · 1-4 PM CT

# People, Behaviors & Mindset

## Health, Caregiving & Prevention

*The managers, HR leaders, first responders and neighbors who notice first, and what they can do early. Taught as education.*

RUN OF SHOW · CENTRAL TIME

**1:00 OPENING**

THE PEOPLE WHO NOTICE FIRST

### Andy Babala, CPP

About 30 minutes on prevention at work and at home, then the handoff to Mike Van Chau.

**1:30 KEYNOTE**

WHY PREVENTION STARTS WITH EDUCATION

### Michael (Mike) Van Chau

A visual keynote of about 20 minutes from an entrepreneur and human-trafficking prevention consultant.

**2:00 KEYNOTE**

ONE FULL HOUR · 2-3 PM

### Dr. John D. Byrnes

Founder, Center for Aggression Management. For HR leaders, first responders, city and village staff and families. See page 12.

**3:00 PANEL**

PANEL DISCUSSION

### Prevention that works now

HR leaders and working professionals on what they actually do, and what they would do first.

**6:30 EVENING**

VIP EVENING CONVERSATION

### With Andy and guests



DAY 2 KEYNOTE

### Mike Van Chau

Entrepreneur and human-trafficking prevention consultant (USIDHR), with 20+ years in space and digital transformation, including NASA. His message: prevention starts with education.

BUILT FOR HR

Day 2 is designed for HR leaders from any organization. Bring your managers and supervisors, too.

Open to everyone: Chicago, Illinois and any state.

Education, not legal or medical advice.



THE DAY 2 KEYNOTE

# Dr. John D. Byrnes

D.Hum, FACHT · Founder, Center for Aggression Management

**FRI NOV 13 · 2–3 PM CT · ONE FULL HOUR**

## Prevention starts with *noticing early.*

Dr. John D. Byrnes is the founder of the Center for Aggression Management. According to the Center's public biography, the Center dates to 1993, and Dr. John served aboard USS Nautilus (SSN 571), the first nuclear-powered submarine.

Day 2 of the Forum is built around violence, bullying and crime prevention, for HR leaders, first responders, city and village staff and families. Dr. John has the full hour from 2 to 3 PM Central, followed by a 3 PM panel of HR leaders and working professionals.

Every Pure Expertz workshop also closes with a short introduction to the Center for Aggression Management.

### DAY 2 AT A GLANCE · FRI NOV 13

| | |
|---|---|
| **1:00** | Andy Babala, CPP, then Mike Van Chau |
| **2:00** | **Dr. John D. Byrnes**, one full hour |
| **3:00** | Panel: HR leaders and working professionals |

### COME READY TO ASK

- What early signs should a manager or HR leader watch for?
- What can a team do in the first five minutes?
- How does prevention build trust at work and in a community?

Send your question for Dr. John at **pureexpertz.com/forum/ask**

Education, not legal or medical advice. Pure Expertz issues no credentials.

SAT · NOV

# 14

DAY 3 · 1-4 PM CT

# Systems, Technology & Power

*The systems that keep a home and a business running, and how a cohort is built so the learning keeps going after the Forum.*

## RUN OF SHOW · CENTRAL TIME

**1:00 OPENING**

HOW A COHORT IS CREATED, AND WHAT PEOPLE GET

### Andy Babala, CPP

About 30 minutes on how small groups of leaders learn together, and what the weeks after the Forum look like.

**2:00 DEMO**

LIVE DEMO OR RECORDED DEMOS

### Tom Gersic, YouEx.ai

Founder and CEO of YouEx.ai. Tom shows the product at work, live if he can join, or through recorded YouEx demos.

**3:00 PANEL**

PANEL DISCUSSION

### Systems that keep things running

Owners and pros on the systems that keep a home and a business running, without them doing everything by hand.

**6:30 EVENING**

VIP EVENING CONVERSATION

### With Andy and guests

## ON STAGE



**Andy Babala, CPP**
Founder, Pure Expertz

TG

**Tom Gersic**
Founder and CEO, YouEx.ai

## WHO LEARNS

- Owners who want systems that run without them
- IT, managed-service and technology providers
- Homeowners curious about a smarter home
- Anyone building a practice: trainers, advisors and makers

## AFTER THE FORUM

- **AI Leadership Cohort:** 6 to 15 leaders, 90 days. The first is targeted for Tue Nov 17.
- Weekly workshops and office hours through Dec 31.
- Every Forum session is recorded.



TRUSTED SERVICE PROVIDER NETWORK

# A bench of local pros you can trust.

*Families and owners get one place to ask "who should I call?" Good providers get warm introductions instead of cold leads.*

## HOW TO TAKE PART

**1 Join**
Join the bench and come to office hours, Tue and Thu at 1 PM CT.

**2 Present**
A 5-minute spotlight at office hours, or a Forum session.

**3 Organize**
Group leaders bring members with their own link and a written agreement.

**Generation One:** the first 150 Trusted Service Providers in the Block by Block AI Safety and Security Alliance.

## WHAT PROVIDERS GET

- **Warm introductions** when someone asks who to call.
- **A stage:** office-hour spotlights and Forum panels.
- **Tools:** training plus simple invoicing and follow-up.
- **Workshops** live and recorded in the member portal.

## WHO'S ON THE BENCH

Contractors & trades
Home modification
Home care & therapy
Insurance
Legal
Real estate
Tech & security

## HOW PEOPLE USE IT

### HOMEOWNERS & FAMILIES

Join free, ask at office hours, or book a Confidential Home Evaluation. We introduce; you choose and hire.

### BUSINESSES

Present to the network, get found, and add AI and automation.

For real estate, mortgage, title, insurance and other settlement-service professionals: membership is education, tools and community. No referrals, leads or introductions are given in exchange for membership.

CASE STUDY · DAY 1 SHOWCASE

# Same scaffolding. *New industry.*

*On Day 1, Sal Walaszek of Salway Group shows how a tracking and logistics company runs on the same scaffolding as the Pure Expertz ecosystem.*

**The pattern is simple.** Underneath everything we do is one scaffolding: a community, a member portal, weekly office hours, live workshops and tracked links. Trusted service providers subscribe to it. Their people walk in through the free door.

For a home-services company, those people are homeowners and families. For a logistics company like Salway Group, they are drivers, and drivers get access the same way homeowners do.

Sal's 15–20 minute showcase on Thursday, November 12, in the 2 PM hour, walks through what that looks like in tracking and logistics.

**Why it matters for your industry.** If you run a company with a field team, a customer base or a membership, the same pattern works. Insurance agencies, real estate brokerages, architects and general contractors are next in line.



THE WEEKLY RHYTHM · ALL TIMES CENTRAL

# Your week with Pure Expertz.

*Tuesday, Wednesday and Thursday are our core program days. Weekends are for rest.*

## TUESDAY Real Estate Tuesday

| | |
|---|---|
| 1-2 PM · ZOOM · FREE | **Open office hours.** AI and automation services for real estate investors and agents: lead follow-up, listings, client updates. Services only; never investment offers. |

## WEDNESDAY Caregiving, prevention & tech

| | |
|---|---|
| 2 PM · PORTAL | **Caregiving & Healthcare Frameworks.** For caregivers and the people who support them. Education, not medical care. |
| 3 PM · PORTAL | **AI Family Resilience.** Four weeks: Nov 4, 11, 18 and Dec 2. |
| MIDDAY · GLENVIEW | **Lunch & learn.** An in-person table; the venue is posted weekly in the community. |
| EVENING · ZOOM · NEW | **Ecosystem overview.** For owners, operators, contractors and the trades. Time posted in the community. |

## THURSDAY We do the work

| | |
|---|---|
| 1-2 PM · ZOOM · FREE | **Open office hours.** Bring one real question; leave with a next step. Thursdays lean toward leaders. |
| 2-3 PM · PORTAL | **Practice workshops** for Forum seat holders, plus hands-on time to build, fix and set up. |

### WORKSHOPS IN THE MEMBER PORTAL · LIVE AND RECORDED

- AI for Small Business Owners
- AI Enhanced Real Estate Pro
- AI Family Resilience
- AI Fluent Household Manager
- AI Fluent SDR
- AI Fluent Remote Talent

ASK THE SPEAKERS

### SIMPLE WAYS TO ASK A QUESTION

**1 Office hours**
Tue and Thu, 1 PM CT · zoom.pureexpertz.ai

**2 Ask the speakers**
Free form · pureexpertz.com/forum/ask

**3 The community**
community.pureexpertz.ai

**4 25 minutes with Andy**
calendly.com/andybabala/25min

**5 Email**
support@pureexpertz.com

**6 Office line**
(847) 991-9985 · Olivia, our AI assistant



LOCAL FOCUS · GLENVIEW, ILLINOIS

Photo: a restaurant room, photographed by Andy Babala

# Glenview, one block at a time.

*We started at home. Local businesses, neighbors looking for work and families looking for answers all meet in the same conversation.*

## Local businesses

Join the Trusted Service Provider bench, take a 5-minute spotlight at office hours and get to know the other owners in town.

Glenview comes first. We go deep here before we go wide.

## Jobs

Hiring? Looking? Share openings and skills in the community, where owners and neighbors already talk.

We help with the AI and automation side: clear job posts, simple screening steps and onboarding checklists. We don't place people; we help the right conversations happen.

## Solutions

Bring a question to Wednesday's lunch & learn or to open office hours.

For homeowners and their adult children: a Confidential Home Evaluation, a private talk about what makes sense in the house, with introductions to trusted local providers.

JOIN THE CONVERSATION

**Find the Glenview conversation at community.pureexpertz.ai**

*"Start where you stand."*
PRINCIPLE 48

FROM THE BOOK · THE 50 PRINCIPLES FOR LIFE, LEADERSHIP & COMMUNITY IN THE AI ERA

# Six principles *for the AI era.*

*Andy's handbook, drawn from* The New Rules of Freedom, *holds the operating system he runs his businesses and community work on. In his words: "Read them once. Pick the one that makes you wince. Apply it this week."*

05

## Community is the original technology.

Before AI or automation, humans survived by cooperating, not competing. Community rebuilds resilience, creates support systems, pools shared resources and lets people solve problems together in difficult times.

**TAKEAWAY** Technology should enhance community, not replace it.

*What community are you building or rebuilding?*

10

## Automate the repetitive; humanize the important.

Give AI and automation the repetitive work that drains you. Reserve human attention, your most valuable asset, for connection, creativity, trust-building and judgment.

**TAKEAWAY** Trust and creativity can't be outsourced to algorithms.

*What can you automate so you can be more human where it matters most?*

11

## Security is not paranoia. It's care.

Safety comes from structured systems, not fear. People flourish when they trust their environment. Real preparation is an expression of care for the people you lead and love.

**TAKEAWAY** Preparedness calms anxiety and prevents panic in a crisis.

*What security system needs to be built or strengthened?*

**About the handbook.** All 50 principles are grouped into three sections: Foundations, Connection & Growth, and Legacy & Freedom. Each one comes with a core message, key takeaways and a reflection prompt, so a team can work through one at a time.

12

## Duty of care is a leadership standard.

Every leader is responsible for the well-being of the people in their circle. Leadership without a duty of care is only an exercise of authority.

**TAKEAWAY** Duty of care reaches across families, businesses and communities.

*Who is in your circle of responsibility?*

41

## Teach what you learn immediately.

Teaching turns knowledge into wisdom. When you share what you're learning, you deepen your own understanding, expose the gaps in your thinking and multiply your impact.

**TAKEAWAY** Shared knowledge builds stronger teams and communities.

*What can you teach right now?*

48

## Local changes scale globally.

Transforming one block, one school, one workplace or one neighborhood can influence an entire region. The most credible path to broad impact starts with taking responsibility for the place where you already stand.

**TAKEAWAY** You don't need global scale to begin making a real difference.

*What local change can you start?*

*"Promises inspire. Evidence sustains."*

**PRINCIPLE 18 · TRUST IS BUILT THROUGH EVIDENCE, NOT PROMISES**

**YOUR MOVE THIS WEEK**

**Pick one principle. Live it for seven days.**

Then bring it to open office hours, Tuesday or Thursday at 1 PM CT, and tell us what changed. All 50 principles are in the handbook; ask for it in the community at **community.pureexpertz.ai**.

BLOCK BY BLOCK AI SAFETY AND SECURITY ALLIANCE

# Education first.

*Prevention is a team sport. Free to join, voluntary and nonpartisan.*

The Alliance is a network of security, safety and HR leaders, property managers and caregiving leaders who share what works in prevention and practical AI safety, and who connect families, neighborhoods and organizations with the right help, early.

It is also the compass for Pure Expertz. We describe ourselves as a marketing, automation and technology organization guided by the Alliance, which is why every workshop, panel and office hour starts with education.

**Three ways to take part:** share what works at Thursday office hours; open a small neighborhood hub in an office, club, library or community room; and bring your team to the Forum.

Pure Expertz LLC stewards the Alliance. It is free and voluntary, is not a governing body, and issues no credentials, titles or licenses. Prevention training is taught by credentialed partners.

## HOW WE WORK

**Free and voluntary**
No cost and no dues. Leave any time.

**People decide**
AI can draft, sort and remind. A person makes the call and owns it.

**Prevention first**
Notice early and act early.

**Privacy**
Collect only what the job needs.

**Honest claims**
Facts only. If we don't know, we say so and check.

**Nonpartisan**
No candidates and no endorsements.

## WHO IT'S FOR

Security leaders · Safety leaders · HR leaders · Property managers · Caregiving leaders

## LEARN MORE

**pureexpertz.com/alliance**

or meet us at Thursday office hours, 1 PM CT



FOR CYBERSECURITY AND TECHNOLOGY COMPANIES

# Put your name behind education.

Founding sponsor places are open. We're inviting cybersecurity and technology companies to sponsor education in the Block by Block AI Safety and Security Alliance and at the AI Impact Forum, and to stand in front of an audience of owners, HR leaders, security professionals and families who are deciding what to do about AI right now.

01

### Education sponsorship

Your company's name on a workshop series or a Forum afternoon, thanked live when the session opens and closes.

02

### A 2–5 minute spot

Live or recorded, inside a Forum afternoon or a workshop. Teach one useful thing your team knows well.

03

### Panel seats

A voice from your team on a 3–4 PM panel, talking about what is practical now.

04

### A blueprint for your organization

How a Pure Expertz AI campus or academy can work for your people: workshops, a weekly schedule, recordings, office hours and a community of their own.

## Talk with Andy for 25 minutes.

calendly.com/andybabala/25min · support@pureexpertz.com

Every sponsorship is a flat fee for education and a speaking spot, set out in a short written agreement. Fees are never tied to referrals, sales or attendance. Pure Expertz educates and connects; we don't endorse sponsors' products, and no attendee list is ever shared.

BOOK 25 MINUTES

SELF-SPONSORED · PURE EXPERTZ BRAND

grow with MicroGreens

## Rooted in Glenview.

Grow with Microgreens is our small, direct-to-community farm brand, and it's getting ready for its next season: home-grow guides, a local grower group and restaurant partners.

Want to grow your own, or put fresh microgreens on your menu? Join the grower interest list.

**JOIN AT COMMUNITY.PUREEXPERTZ.AI**



Photo: Pannet, CC BY 4.0, via Wikimedia Commons



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PROPERTIES ADVANTAGE
REAL ESTATE HELP YOU CAN TRUST

## Real estate and co-living, explained.

Properties Advantage is our real estate and co-living education brand: how shared housing works, house rules, tenant communication and the simple systems that keep a small property organized.

Ask at Real Estate Tuesday, 1–2 PM CT, free on Zoom.

**ZOOM.PUREEXPERTZ.AI**

Education only. No investment offers, no deals and no promised outcomes.

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# Glenview Mastermind

A Glenview business community built on service and mission. Owners and leaders meet, learn practical AI and automation together, and help each other solve real problems.

It's also our working model for how a local community can run: a weekly rhythm, shared knowledge and neighbors who show up.

**START AT COMMUNITY.PUREEXPERTZ.AI**

A business community and education program.



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AB MASTERMIND

# Small rooms. Big conversations.

AB Mastermind is our small-group community for builders: owners, operators and independent professionals who want honest peers, practical AI and automation, and steady accountability.

Masterminding is one of the five free doors of the Grow Connection. Start with a conversation.

**BOOK 25 MINUTES WITH ANDY**

calendly.com/andybabala/25min

A business community and education program.

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# Your next step *is free.*

*Pick one door. Scan a code or type the address. We'll see you inside.*

**JOIN FREE**
**community.pureexpertz.ai**

The community: the feed, the spaces, the schedule and the replays.

**THE FORUM · NOV 12-14**
**pureexpertz.com/forum**

Three live afternoons, 1–4 PM CT, online. Every session recorded.

**OPEN OFFICE HOURS**
**zoom.pureexpertz.ai**

Tuesdays and Thursdays, 1 PM CT, free on Zoom. Bring one question.

**ONE-ON-ONE WITH ANDY**
**calendly.com/andybabala/25min**

25 minutes about your business, your team or your community.

**Ask the speakers** before the Forum: pureexpertz.com/forum/ask

support@pureexpertz.com · (847) 991-9985

PURE EXPERTZ
SERVICES THAT YOU CAN TRUST

*"We are the connectors. We are the problem solvers."*

SMART SYSTEMS · STRONG HUMANS · NEXT ISSUE: DECEMBER 2026

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