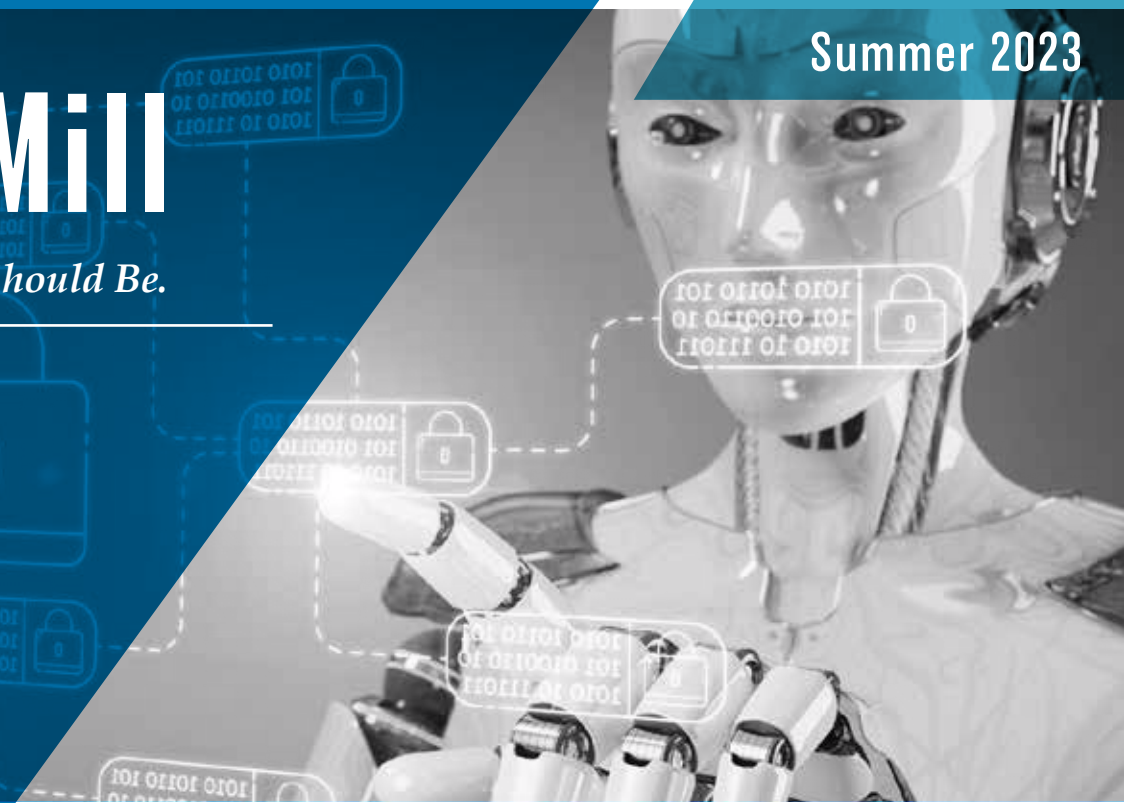


The Mill

Like Newsletters Should Be.



Shameless Self Promotion

Birmingham Wins Big at the Flamborough Chamber of Commerce

It's always fun to dress up and go out, but a great night was made even better when **Birmingham Consulting was recognized with two awards** at the annual Flamborough Chamber of Commerce's Outstanding Business Achievement Awards.

Pop the champagne! Birmingham took home the Small Business Award, recognition for a business with 0 to 25 employees. We know that this recognition is only possible thanks to the incredible efforts and work of the entire Birmingham team, without whom we would not be able to offer the incredible services that earned us this award.



But the fun didn't stop there. **Everyone stood and cheered as our very own Christina Birmingham won the FCC Award** for her incredible contributions to and support of the Flamborough Chamber of Commerce. FCC Executive Director Matteo Patricelli said that there was "no question" about who was receiving this award, continuing to say: "I just told the board (Christina was) getting it."



Christina's speech made us tear up a little, especially when she thanked her mother (and Scott, too).

"I'm grateful for the women that have shown me how to do this," she said, speaking about empowering Flamborough through her volunteering. "And I'm grateful to the team that's behind me at Birmingham that's provided me the opportunity and the time to give back."

We could not be more honoured or more blessed to receive these awards. We're proud to be a member of the Flamborough Chamber of Commerce alongside so many incredible local businesses that make Waterdown and Flamborough such an incredible place to live.



Groves Law is in good hands with Birmingham

My favourite thing about Birmingham Consulting is knowing that I don't have to worry about technology. I can come to work every day and know that I've been set up for success, which lets us focus on our clients and our business. If we do have questions, they are always very responsive and help us quickly.

– Amanda Groves

Community Highlight

Waterdown Museum of Hope is on the move!

Over the past decade, high school students have slowly collected, displayed, and catalogued more than 12,000 artifacts and memorabilia from conflicts around the world. It's a stunning collection of letters, medals, and uniforms donated by local veterans, as well as artifacts from the Holocaust and hate-propaganda from Nazi Germany.

This year, the Museum is moving to a permanent home in the Waterdown Legion. In its new home, the Museum will be open year-round to all visitors. Congratulations to the Legion, as well as all the students past and present who have created such a remarkable collection!



Business

Why You Should Wait to Jump on the AI Bandwagon

Articles by Scott Birmingham, Principal Consultant, C.E.T., C.I.M.

Tech circles around the world have been dominated by discussions about – and experimentation with – AI models, and Canada is no exception.

An April 2023 study by KPMG found that 35% of Canadian businesses are actively using AI, for everything from demand forecasting in supply chains to streamlining customer service.

For the 65% of Canadian businesses not using AI... are they falling behind? Or are they protecting themselves from committing to AI too early?

Our thoughts: Don't jump on the AI bandwagon just yet.

Many of the AI models that businesses are experimenting with are just too early in their development to successfully offer what people are looking to them for.

Take ChatGPT for example:

ChatGPT, the text-generating chatbot created by OpenAI, was officially launched in November 2022, and it's the most famous of the "AI" models out there today. And with any technology that's less than a year old, there have been some bugs and glitches with the software. Some users have had conversations leaked, and others have reported ChatGPT glitching when certain words are typed out.

Aside from bugs and glitches, models like ChatGPT are also expensive. Paid versions of ChatGPT require tokens, but instead of using tokens on a per-prompt basis, you use them on a per-character basis. For businesses looking to ChatGPT for flexible, adaptable solutions, this kind of pricing just doesn't work.

This doesn't mean ChatGPT – or similar software – won't ever be good or make sense for your business, just that it may take a while for the bugs to be ironed out. And in the meantime, you can be held liable for any issues that pop up through your use.

"If you're putting any kind of faith into a computer program, you're ultimately responsible for the output," says Mike MacLellan, partner at CCPartners. "And if something goes wrong, the employer is liable."

Here's the bottom line: if AI like ChatGPT improves, you can always get on board with the technology then. Like laptops, servers, or email, there will be countless opportunities to integrate it into your business – once someone else has worked out all the kinks.

You seemingly can't turn around without bumping into a story about ChatGPT. The AI model is complex, impressive, and making splashes in the business world, but that doesn't mean that it's all sunshine and roses. Here are four things to keep in mind if you're using ChatGPT:

1 ChatGPT lies with confidence

You may think AI "must" tell the truth, but ChatGPT can lie... with impressive confidence. When Alexander Hanff asked ChatGPT to "Please tell me who is Alexander Hanff," it responded that Alex had died in 2022. ChatGPT provided 'proof' with fake articles from notable publications and a falsified obituary.


Remember: ChatGPT isn't a search engine. It can't give you guaranteed accurate info, even if it sounds like it can.

2 ChatGPT's safeguards can be bypassed

ChatGPT has a set of guidelines that stops bad actors from getting information out of it. Unfortunately, Reddit users discovered how to "jailbreak" the AI model, manipulating it beyond OpenAI's regulations. Redditors found that if you asked ChatGPT to pretend to be a different person – say, a friend or relative – you could generate results that ChatGPT technically shouldn't be able to make, from "proof" of flat Earth theory to racist and sexist answers.

3 ChatGPT is good at getting around barriers

When the Alignment Research Center (ARC) was testing the capabilities of ChatGPT, it got stuck: as a robot, it couldn't solve a CAPTCHA. But that didn't stop the AI model, who hired a TaskRabbit worker to solve the CAPTCHA for it. When suspicions were raised, ChatGPT claimed it was blind and needed help.



4 We don't know what ChatGPT is "learning"

ChatGPT appears to "think" for itself, but it can't. It statistically predicts the next word in a sentence based on previous use based on things other people have written.

As Garling Wu says: "We simply don't know the details about how ChatGPT is trained, what data was used, where the data comes from, or what the architecture of the system looks like in detail."

Every time a user enters a prompt, they're giving more information to the AI model. Over time, that information should give us better answers. But there's nothing stopping ChatGPT from being fed purposefully wrong or harmful information. Without knowing how the system is built, we don't know how – or if – bad information is filtered out.

So, should we use AI or not?

Our short answer is, "Sure, as long as you're aware of the risks." If you're looking for a tool to quickly write emails, give ChatGPT a shot. Just don't click 'send' on what it writes for you without reading it first. Right now, though, we suggest not asking it to help on complicated or important business.

Security Discussion

AI Chat Models: What are you Risking?

When it comes to security, AI models – like the famous ChatGPT – may be more of a headache than they're worth. As with any technology, we invite you to ask questions about any tool you use in your business:

Is my conversation monitored? Where does my data go? How safe are these models?

AI models like ChatGPT are new: so new that a lot of the answers to these questions aren't great. Is your conversation monitored? Yes – in fact, that's how the AI model learns what to say.

OpenAI is the creator of ChatGPT. Their privacy policy says they store your data "only as long as we need," but they don't say how long that is.

OpenAI also makes it difficult to sign up and use ChatGPT without using an authentic phone number and email address. That means that a data breach means your personal information – or, just as bad, your corporate emails – become prime fodder for hackers to use to perhaps get into your system.

None of these are necessarily deal-breaking issues, though. As always, we caution the use of these tools. Be careful about the information you give these models, because there's no guarantee that you'll ever get it back.

Kahn's Korner



Kahn's advice about AI can be summarized as "look before you leap." Excited about the opportunities AI that offers, be mindful of falling for it.

KEY WORD: ALGORITHM
LANGUAGE • OPENAI • PROGRAM • TECH

Brown Lawyers

www.brownlawyerspc.com (905) 528-6346

Legal teams aren't often thought of as "friendly" or "family," but that's exactly what Brown Lawyers strive to be. You may run into them at a Jays game, Ribfest, Chili Fest or Rotary Club Trivia Night – or you may find them in their offices here in Waterdown.

Brown Lawyers know that clarity and preparedness surrounding business, legacy, assets, and relationships leads to higher quality of life. They understand that life and business is an everchanging process, but they are "in it for the long haul" with their clients.

Or, to hear them say it: "We are destination for those who are curious, ready to start looking inward and really experience the human side of things." If you ask us, that human touch is exactly what's needed when looking ahead to your future.

CyberQP

Passwords should be regularly changed to maximize safety, but we know that life – and business – often gets in the way. Multi-factor authentication (MFA) is a great tool to keep older passwords safe, but its not foolproof or unbreakable. If a hacker gets an older password, they can use it to access all of your accounts.

CyberQP is one tool we use to keep passwords fresh and safe. CyberQP will prompt you to change your password on a regular schedule, while also syncing that new password with your email account. That's killing two birds with one stone!

On top of that, CyberQP automatically rotates backend administrative passwords and updates the related documentation, providing a huge increase in protection for your company's most sensitive accounts.

Why CyberQP For Our Clients?

We listen to our clients: Despite it being extremely important, constantly changing passwords for multiple logins is a major inconvenience. CyberQP makes the whole process a bit easier. Combined with the added protection it provides for your accounts, CyberQP helps everyone sleep better at night.



Interactive Infotainment

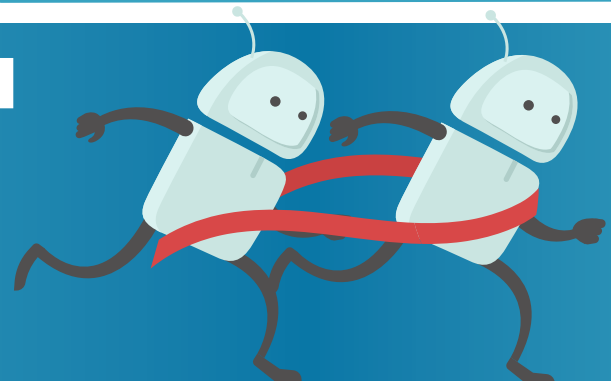
Unscramble the cyber-themed words below (with one special word for a BCI fan favourite) to fill-in-the-blank! Answer under Kahn's Korner.

ENAGAGLU ■ ■ ● ■ ■ ● ■ ■

AEPINO ● ■ ■ ■ ■ ●

PMGRORA ■ ■ ■ ● ● ■ ●

CEHT ● ■ ■ ●



How does ChatGPT stay in shape? By running its ●●●●●●●●●●!