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GREAT FALLS, MONTANA

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WE ARE LOCAL

Issue : 48

SOCIALBYTES

February 26, 2025

Brett Harris Insurance Agency



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AI in Business: How to Avoid the Cheesy Trap and Use It Like a Pro

AI is everywhere, and let's be real—when used wrong, it can come off cheesy, robotic, and painfully obvious. We've all seen those bland, generic AI-generated responses, lifeless marketing copy, and automated messages that scream, "A bot wrote this!" Customers can spot it from a mile away, and it instantly kills trust.

But here's the truth: AI itself isn't the problem—it's how you use it. Businesses that rely too heavily on AI without a human touch risk sounding inauthentic. However, when used as a tool, AI can be a game-changer for efficiency, creativity, and scale.

Why AI Feels Cheesy When Misused

1. Lack of Personality – AI-generated content often lacks warmth, humor, or brand voice.
2. Generic Messaging – AI pulls from existing data, leading to copy that sounds like everyone else.
3. Over-Automation – Overuse of AI in customer interactions makes people feel like they're talking to a machine, not a brand they can trust.

How to Use AI Like a Pro (Without the Cringe Factor)

- ✓ Enhance, Don't Replace – AI should support creativity, not replace it. Use AI for drafts, ideas, or research, then refine with a human touch.
- ✓ Keep It Personal – AI can help with personalization at scale, but always review and tweak messages to make them feel genuine.
- ✓ Use AI for Speed, Not Soul – Let AI handle data analysis, scheduling, and automation, but keep storytelling and emotional connections human.
- ✓ Blend AI With Expertise – AI can give insights, but human experience makes the final call. Think of AI as an assistant, not the CEO.

Bottom Line: AI is powerful, but it's not a magic wand. If you lean on it too much, you risk losing your brand's authenticity. Instead, use AI strategically—as a tool, not a crutch—and you'll see massive benefits without sacrificing trust.



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Brain Teaser

If a rooster laid an egg on the point of a pitched roof, which way would the egg roll?

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Do you want to be a pallbearer at my funeral?
That way you can let me down one last time.

Why are chickens so funny?
Beakawwwws

Why do chickens lay eggs? Because if they dropped them they'd break.

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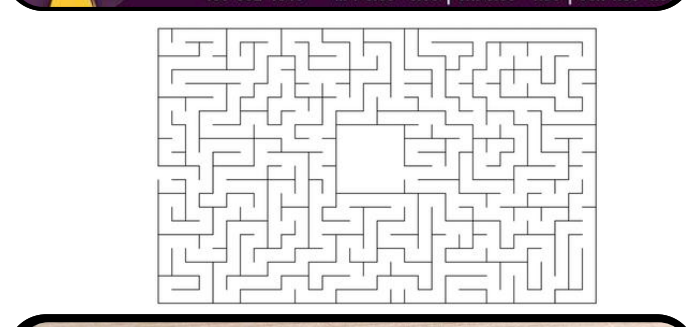
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The Conundrum Corner:
by Doug Mercado



- ACROSS**
3. The movement of water in a specific direction in the ocean.
 6. Tiny organisms that drift in the ocean and serve as food for many marine creatures.
 7. The rise and fall of sea levels caused by the moon's gravity.
 8. A sea creature with tentacles that can sting.
 9. A highly intelligent marine mammal known for its playful nature.
- DOWN**
1. The largest mammal in the ocean.
 2. A sea animal with five or more arms that can regenerate.
 4. A hard outer covering of marine mollusks, often found on beaches.
 5. A structure made of coral that supports diverse marine life.

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Fill in the missing numbers
The missing values are the whole numbers between 1 and 49.
Each number is only used once.
Each row is a math equation.
Each column is a math equation.
Remember that multiplication and division are performed before addition and subtraction.

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February 26, 2025

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Tiramisu

Ingredients

- 1 ½ cups heavy whipping cream
- 8 oz mascarpone cheese, room temperature
- ½ cup granulated sugar
- 1 teaspoon vanilla extract
- 1 ½ cups cold espresso (or strong coffee)
- 3 tablespoons coffee liqueur (optional – Kahlúa or DaVinci)
- 1 package Ladyfingers (Savoirdi brand recommended)
- Cocoa powder for dusting

Instructions

- In a mixing bowl, beat the heavy whipping cream on medium speed.
- Slowly add sugar and vanilla while continuing to mix until stiff peaks form.
- Gently fold in the mascarpone cheese until fully combined. Set aside.
- Dip the Ladyfingers
- In a shallow bowl, combine the espresso and coffee liqueur (if using).
- Quickly dip each ladyfinger into the coffee mixture, ensuring both sides are wet but not soggy.
- Arrange a single layer of dipped ladyfingers at the bottom of an 8x8-inch pan.
- Spread half of the mascarpone mixture evenly over the ladyfingers.
- Add another layer of dipped ladyfingers.
- Spread the remaining mascarpone mixture over the top.
- Generously dust cocoa powder over the top using a fine-mesh strainer.
- Cover and refrigerate for at least 3-4 hours, or overnight for the best texture and flavor.
- Slice and serve chilled. Enjoy your creamy, coffee-infused homemade tiramisu!

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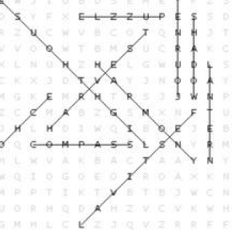
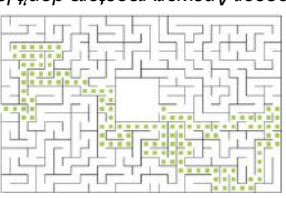
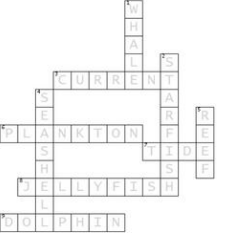
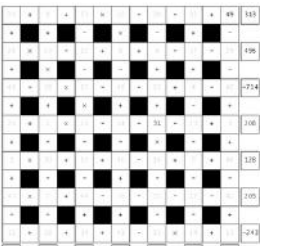
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Lantern	Harvest
Echo	Compass
Puzzle	Harmony
Lighthouse	Shadow
Journey	Festival

Answers

Brain Teaser Answer: roosters don't lay eggs

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In February 1989, Great Falls hit -33°F, but wind chills made it feel close to -85°F!
Additionally, in February 2019, Great Falls endured a prolonged cold spell, with temperatures remaining below freezing for 32 consecutive days. This contributed to the second-coldest February on record for both the city and the state of Montana.

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