

# Artificial Intelligence (AI) and Its Impact on the Business Community

January 22, 2024



*Addressing the educational and developmental needs of Florida's business community.*



Chair of Foundation

**José Gonzalez**  
Director, Government  
& Industry Relations  
Walt Disney Parks  
& Resorts

## A Message from the Chair

The mission of the Foundation of Associated Industries of Florida (FAIF) is to educate the public and state leaders on the important issues that affect our state's business community. We bring groups together consisting of business leaders, policy makers, industry experts and other interested parties to discuss and examine current challenges and emerging opportunities with the goal of presenting ideas and recommendations that could allow for positive change and creative solutions. As the deliberation of mainstream issues such as health care, education and the regulatory environment continue, FAIF seeks to bring to light other major concerns of Florida's business community.

This document captures the key points and areas of discussion held at an FAIF roundtable event on 'Artificial Intelligence and Its Impact on the Business Community'. It is our hope that this document will provide a comprehensive introduction to all, and that the discussions among Florida's employers and our government leaders continue on this important subject.



The FAIF Lunch & Learn Series was hosted by the Florida Restaurant and Lodging Association in Tallahassee.

# Artificial Intelligence (AI) and Its Impact on the Business Community

On Tuesday, January 23, the Foundation of Associated Industries of Florida continued its series of *Lunch & Learn* events with a roundtable discussion surrounding the impact of artificial intelligence (AI) on the business community. A broad group of business leaders and legislators were present to take part in the discussions about the future of AI, the pros and cons, and how education is important to the future of AI in business, government, education, and the everyday lives of citizens.

Several industry experts on the issue gave excellent insight into how AI impacts businesses in a positive way as well as the challenges faced by negative perceptions surrounding AI. Also part of the discussion were the following Legislators: Rep. Christine Hunschofsky (D-Parkland), Sen. Joe Gruters (R-Sarasota), Rep. Kevin Steele (R-Hudson), Rep. Mike Giallombardo (R-Cape Coral) and Rep. Dan Daley (D-Coral Springs).

## Zach Lilly, Deputy Director of Governmental Affairs, NetChoice

Lilly began by discussing how AI has existed for years, but with the introduction of generative AI, it is important that it is properly defined in any regulatory context. As the use of AI expands at a near immeasurable rate, Lilly suggested the U.S. should be cautious in its regulatory approach and not adopt an overly restrictive approach. Lilly also mentioned that taking a European Union style approach could stifle potential growth of AI in business and leave businesses balancing on a tight rope when juggling the different regulatory restrictions imposed upon them.

## Chris Hein, Director of Customer Engineering, Google

Hein stated that industry is at an inflection point with the development of AI and referred to its impact

as leading to “the Fourth Industrial Revolution.” Hein described much of the practical application of AI in business as something that creates assistance for normal tasks and provided several examples, including applications of AI in healthcare and how it can help physicians treat patients and diagnose diseases and injuries.

## David Pizzi, Vice President of Governmental Regulations, Florida Blue

Building on examples of AI applications in business, Pizzi talked about how AI has been utilized to assist in Florida Blue’s customer service model. He explained that employees in call centers were very hesitant when first introduced to AI as it seemed like a direct threat to their jobs. However, after training and extensive usage of AI software, employees enjoyed the assistance it provided and how it made processing claims faster and more efficient.



Chris Hein, Director of Customer Engineering at Google, discusses the practical application of AI.



## Representative Christine Hunschofsky (D-Parkland)

Hunschofsky followed up with several comments about the importance of education about AI and how it can be feared by those who do not understand its detailed aspects. She mentioned that implementing AI in underserved communities could be useful, whether that be in education or healthcare.

## Sal Nuzzo, Senior Vice President, The James Madison Institute

Nuzzo echoed Rep. Hunschofsky's concerns for the lack of education about AI and how movies and tv shows guide many Americans' views about AI in general. Nuzzo suggested that regulators should be mindful when crafting their approach to overseeing the use of AI and they should not enact policies that will negatively impact AI's usefulness 5 years from now.



Rep. Christine Hunschofsky (D-Coconut Creek) and Sen. Joe Gruters (R-Sarasota) were great participants in the discussion.



David Pizzi, Vice President of Governmental Regulations at Florida Blue, talked about how AI is being used in his company.



## Consensus among the participants were:

- AI is here to stay.
- How it is defined and regulated in law is critically important.
- Employers will have a bevy of options on how to utilize AI in the everyday running of a business.
- Having the business community and legislators collaborating and getting in front of this rapidly expanding issue is a must going forward.

## Conclusion

At the end of the meeting, AIF committed to working with legislators, business leaders, and other stakeholders to help craft “meaningful policy solutions” and to ensure Florida remains the national leader in technology, free enterprise and opportunity, while maintaining our nation’s global competitiveness.

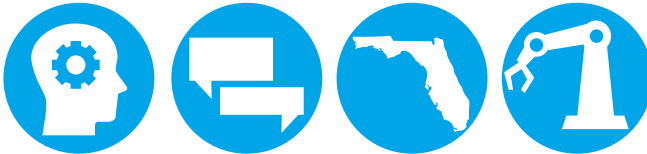
**On February 5, 2024**, AIF announced that as a result of the overwhelming response on this issue from members, the **Coalition for the Future of AI in Business** was created to further explore its impact on the business community.



For more information on the Coalition, please contact **Adam Basford**, Vice-President of Governmental Affairs ([abasford@aif.com](mailto:abasford@aif.com)).

## AIF Coalition for the Future of Artificial Intelligence (AI)

## in Business



Helping develop guidelines for accountable and innovative AI policies.

The Foundation of Associated Industries of Florida (FAIF) was formed to address the education and development needs of Florida's business community. FAIF fosters programs that identify business needs today and create solutions that will last into the future.

FAIF focuses on current issues that are important to the success of Florida employers, and works to educate the public at large about these issues to make Florida a better place for its businesses and citizens to call home.

