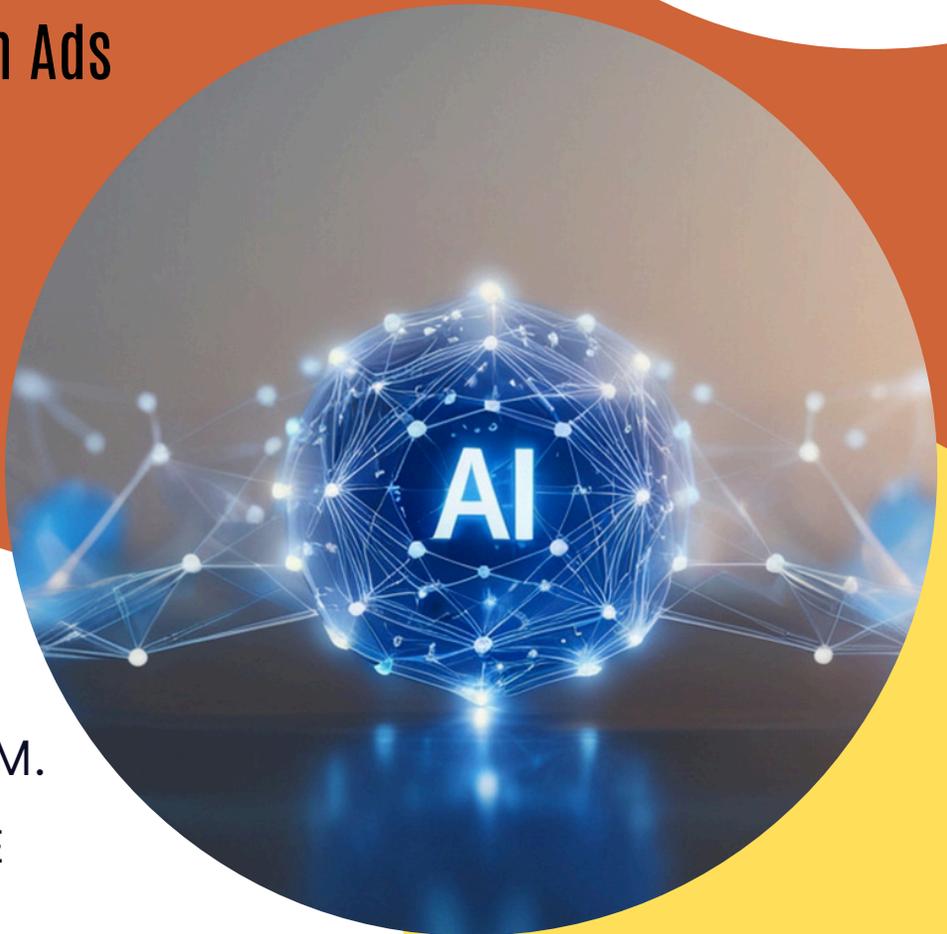


VISUAL AUTHORITY IN THE AGE OF AI

How Local Businesses Get Found Without Spending More on Ads



SOUTHERN MINNESOTA
INITIATIVE FOUNDATION



MARCH 18, 2026
1:00 P.M. - 3:00 P.M.



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Key Takeaways:

- ✓ Understand how AI evaluates visual proof
- ✓ Learn the 4 pillars of Visual Authority
- ✓ Identify common visibility mistakes
- ✓ Walk away with practical next steps

MICHAEL SEILER

Artificial intelligence is changing how search engines evaluate local businesses. In this practical, non-technical keynote, Michael Seiler explains how AI interprets visual proof and how small-town businesses can compete by documenting real work instead of increasing ad spend. Attendees leave with a simple, actionable framework they can begin using immediately.

COMPLIMENTARY FOR LANESBORO BUSINESS OWNERS!