Department of Engineering Science

Announces 10th lecture of the Engineering Science Lecture Series
Academic Year 2019-2020

This is a series designed to benefit the Sonoma State students and faculty in the School of Science and Technology, high tech and biotech industries and related businesses and community in the North Bay Region.

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The Lecture Series covers a broad range of topics with focus on recent developments and trends and provides a platform for the exchange of ideas among the audience.

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Attendance is open to the students, faculty and staff of SSU and other academic institutions, engineers and scientists from industries, members of the business community and members of the community, in general. A parking permit is required to park on campus, and is available for $5.00 at machines in the parking lots. Talks are otherwise free.

Days & Dates: 1st & 3rd Thursday of every month
Venue: Cerent Engineering Science Complex, Salazar Hall Room #2009A
Reception: 4:00 to 4:30 p.m.
Lecture: 4:30 to 5:15 p.m.
Q&A: 5:15 to 5:30 p.m.

Acknowledgement
The ES Lecture Series is supported by the local industry including Keysight Technologies

“Why is Agricultural Monitoring and Control so Hard - A Decade of Learnings”

by
Mr. Mark Holler, Founder, Camalie Networks, LLC, Napa, CA

Thursday, March 12, 2020

Agriculture is a production business much like manufacturing. Industrial process monitoring and control have been used for decades. Why is it so few agricultural operations use such systems when the value of process control is so well known? There are good reasons for this which this talk will present, along with learnings from Camalie Networks' development and support of two generations of such system supporting grape growers in the Napa Valley and surrounding counties since 2008.

Mr. Mark Holler joined Intel in 1976 and worked on microcontroller and embedded DRAM design initially followed by work as a device physicist scaling three generations of EPROM. He directed Intel's neural network chip development program from 1989-1994. Subsequently he managed assembly language optimized library development for Intel's Pentium Processors, including libraries for computer vision, neural networks, and signal processing. In 2000 Mark left Intel and purchased a vineyard in Napa where he grew grapes and in 2008 started Camalie Networks to commercialize the monitoring and control tools he had developed for farming this

vineyard. Camalie Networks continues to support vineyards in the Napa Valley and neighboring areas. Mark has MS EE degree from University of Wisconsin, Madison, WI.

Upcoming Lectures

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<td>Controlling the Duck Curve: Dilemma of 21st Century Power Grid</td>
<td>Dr. Maryam Khanbaghi, ECE Department, Santa Clara University, Santa Clara, CA</td>
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<td>Apr 16</td>
<td>High-temperature Superconductivity: Knowns, Unknowns, and Some Applications</td>
<td>Dr. James Lee, Department of Physics &amp; Astronomy, SSU, Rohnert Park, CA</td>
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