Rotary

Club of Napa Sunrise

July 21, 2022 Bulletin

Doug Roberts

National Junk Food Day

Today's Pledge, Thought, and Song

Mike Murray led the pledge of allegiance and offered the following thought ...
"Wake up with determination ... go to bed with satisfaction."

There was no song, but in its place, Money-man, Doug Roberts,served up the following observances for July 21st:

- 1944 - American troops land on Guam, and start a battle that lasts until August 10th.
- 1969 - Astronaut Neil Armstrong becomes the first person to walk on the moon.

Famous Birthdays on July 21st:

- 1899 - Ernest Hemmingway
- 1948 - Cat Stevens
- 1948 - Doonesbury Creator, Gary Trudeau
- 1951 - Robin Williams

The Persied mentor showers began this week (July 17th) and will continue through August 24th

And, today is National Junk Food Day, for which Doug suggested that folk go to their local convenience store and "Get Nuts!"

Today's Visiting Rotarians and Guests of Rotarians

There were no guests today

Today's Announcements

- President Paul announced that the Club had held a Board Meeting the day before (7/20), and reported upon some of the initiatives that are being undertaken:
- The budget for 2022-23 is being worked-on, and Committee Chairs are being asked for their input.
- We are looking into renting a centralized storage facility, and asking club members to identify club materials they are currently storing, and the space those items require.
- Iris Barrie announced that she is reviving our Sunshine Reports, and will be announcing member birthdays (and providing cookies)
- Angela Hoxsey announced that we have had a good response on committee sign-ups, and that the Club will be putting out a new edition of the club directory.
- Brian Kelly reminded everyone that the Rotary Joker is alive and well, and that tickets are still available.
- President Paul welcomed Emily Evans, who had been absent traveling.

Happy Dollars & Rotary Joker

Steve Crump was both happy and sad to inform the crowd that he and his family were moving to Corte Madera, and that July would be his last month with the Club. He pledged a final $25 to his Paul Harris, and $25 to the endowment.

Choolwe Kalulu was happy (despite being called out) regarding his appointment to the Airport Commission, where he plans to "Make it Work." He pledged $100 to the Club Endowment.

Mike Basayne recognized Paul's daughter, Linda, who is a 4-time champion in hammer throwing and recently competed in Kenya, and is currently training for the upcoming Commonwealth Games that are to be held in Burmingham, England. He pledged $50 to the Club.

Jim Beazley used his colorized ensemble (yellow and blue) to remind folk that the crisis in Ukraine continues, and that monetary help is an ongoing need. He also mentioned that his grandson is now in Oregon and is in the business of selling lacrosse equipment. Jim was $25 Happy to his grandson's Paul Harris.

Emily Evans was $25 happy (to her Paul Harris) for being back from her trip to Peru where she had a wonderful time, and was appreciative of some of the small creature comforts we take for granted here in the States.

Just prior to the "Rotary Joker," Paul Oseso wanted the Club to know that we were "recognized" by the City for our work in putting on the 4th of July parade. Johnny Karpuk was asked to draw the winning ticket, which happened to be held by Matt Salsman (again)! Matt, unfortunately, had the same amount of luck as he did the week before (as he drew the Jack of Diamonds.

Today's Presentation

Today's presentation was given by Matt Conner of "C3.ai" and the topic was ..." Artificial Intelligence (AI) Solutions."

Per Matt, heretofore, artificial intelligence was primarily used for historical analysis explaining why things happened, but nowadays it is being used to be "predictive" with applications in many areas such as inventory optimization, product demand, forecasting proactive maintenance, and yield optimization.

This change in usage, or "digital transformation," requires "big data," and the more data you have, the better your predictions become.

To help discuss the topic, Matt used his own company as an example, saying that "C3.ai" was one of the leading providers of AI machine learning, making 1.8 billion predictions a day, using 25.6 trillion bits of information, contracting with such organizations as Shell and the U.S. Department of Defense. To be sure, Matt stated that AI is more than a set of algorithms. It involves the gathering of information from a number of data collection companies, and winnowing/scrubbing the data to get "useful" information."

Machine learning operates under two "branches:" "Supervised," where the features produce a specific output, such as the estimated value of a home in a certain area. And, "Unsupervised Reinforced Learning" which predicts discrete categorical outputs. A subset of the latter is "Deep Learning", which involves complex analysis which, to be effective, requires a tremendous amount of data.

One of the problem areas in predictive outcomes is "human bias." Based on certain data, machine-logic would not necessarily incorporate why more men seem to be hired over women. Common questions are: the selection of the right "use case," and having enough information to make a prediction. There is also the issue of having enough people to do all of the engineering that is required.

Elon Musk has famously said that "machines are more intelligent than people," but Matt pointed out that machines are terrible at image identification.

Opening the discussion up to questions, Jim Beazley noted that one of C3.ai's clients is the military, and the military has had some spectacular misadventures of late, asking if this was an AI failure. Matt responded that (with his company) the military's use of AI is for predictive equipment breakdown, and timely aircraft maintenance.

Matt wanted the group to know that, at the moment, that AI's focus is on large companies, but it is moving towards smaller company use.

Todd Walker noted that AI is being used in the trucking industry for driver safety, such as the installation of cameras to recognize when a driver may be falling asleep, and sound an alarm to wake the driver up. Matt added that AI is being used to monitor truck engines for fuel efficiency.

Matt Hooper asked about "learning" from bad predictions, to which Matt Conner stated that every bad prediction allows for improvement in AI learning and the delivery of better predictions.

Mike Basayne asked "where is all of this going?" Matt said that AI is moving towards use in all areas, and that, in business, those who adopt AI will be the "winners."

Steve Crump had a comment regarding "One Medical," which led to a short discussion on how medical record information could be used to predict future medical needs, appointment prodding and substance abuse interdictions.

Dean Lumbert asked, "In AI, who are the most important employees?" Matt's instant response was; it's the sales people ... the ones who get clients to sign up?! (which drew a chuckle from the Club) Next to them, Matt said it's probably the platform engineers who decide which coding is best suited for which system.

Jokingly, Mark Luce wanted to know when we could use AI for Fantasy Baseball predictions and better predictions on the economy. Matt replied that such applications would be way-off, and that AI is much better suited for business predictions surrounding things like inventory management.

Jim Beazley noted that AI seems to be used in some countries, like China, to "stay ahead" of its people, and wanted to know "when does moral judgement enter the AI picture?" Matt made it clear that his company does not work with China, and that it is vitally important that humans remain in the framework. He did caution about "Dark AI" where everyone is tracked, and how "federated learning" is using selected information from your phone.

Scott Heun commented on the popularity of "Tik Tok" and how that application belongs to a Chinese data company that is collecting a huge amount of data on everyone, and manipulating what a lot of young folk see ... and do! Matt said that this kind of activity is something far different from the gathering of "classification data" which is the type of data collection used by Facebook and Twitter.

With time running out ... the meeting was "TERMINATOR-ED" ;-)