Dr. Shawana Johnson, President and Owner of Global Marketing Insights Inc.

Dr. Charles Samuels, Program Manager and Principal Systems Integration Engineer, Vencore Inc.; and former Bryn Mawr Adjunct/Visiting Professor of Physics

This talk will discuss remote sensing to include its definition, history and several applications. For the purposes of this talk, remote sensing consists of the sensors (e.g., optical elements / instruments), processes, and techniques to collect data remotely (from space satellites, piloted and autonomous aircraft) about the earth (land, water and atmosphere, and human-made features and constructs), and process that data for various applications. These applications are numerous and include environmental science, geospatial science, energy, agriculture and food assessments and security, land and water assessment and use, forestry, oceanography and marine science, weather, meteorology and climate prediction and assessment, and disaster assessment and response. In particular, this talk will focus on the history of remote sensing, and feature the use of LiDAR and Hyperspectral sensors and applications.

Dr. Johnson, a world renowned expert, will also provide her insights into owning and operating a small business.