

## **Ron S. Nolan, Ph.D.**

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### **EDUCATION:**

- Research Associate, Computer Engineering, UC Santa Cruz
- Ph.D. in Marine Biology, Scripps Institution of Oceanography
- Research Associate, Biology, UC Santa Cruz
- B.S. (Honors) in Zoology, University of Kansas
- Post Doctoral Research, University of Hawaii

### **INFORMATION TECHNOLOGY EXPERIENCE SUMMARY**

Ten plus years of development, and academic research in the following areas:

- Social Media
- Web Research
- Website Development
- Software Development
- Academic Research

### **SOCIAL MEDIA**

Nolan is active in many forms of social media with Facebook, Twitter, and YouTube accounts as well as multiple feed connections to and from his blogs. His EarthEVs.com website is designed to take advantage of viral marketing by posting original electric vehicle videos on Nolan's EarthEVs YouTube Channel.

### **WEB RESEARCH**

Nolan has many years of experience in using the World Wide Web for research including:

- Website and blog development methods and techniques
- W3C compliance
- Sources of funding for diverse projects
- Research for business plan development and expansion capital
- Content to be used in educational CD-ROMs and websites
- Identification of consulting opportunities

## **WEBSITE DEVELOPMENT**

Nolan is fluent in HTML and familiar with constructing XML sitemaps and the use of third party analytical technologies like Alexa. Nolan single handedly performed the programming for the following websites which he designed and developed.

### **Mission 2000**

Baskin Center for Computer Engineering and Information Science, University of California, Santa Cruz. The purpose of this website was to recruit talented students to major in computer science or engineering at UCSC.

### **Cyberlearning Collection**

A website developed and owned by Nolan that was in use for more than a decade that offered interactive multimedia on environmental topics including resolution of environmental conflict, coral reef ecology and salmon population restoration. This domain was sold to a third party.

### **Solar Metro Online ([www.solarmetro.com](http://www.solarmetro.com))**

This website conceived and authored by Nolan is currently dedicated to providing the latest news, articles and commentary about solar energy and transportation for those concerned about rising oil prices and global warming. This website has been active for over five years and has the **number one** ranking on Google for the search term “monterey bay environment.” The following is from Google showing no. 1 rank.

**About 732,000 results (0.18 seconds)**

News and commentary about the **environment**, sustainable living and green businesses in Santa Cruz and Monterey, California and the **Monterey Bay Area**.

[www.solarmetro.com/greencruz.htm](http://www.solarmetro.com/greencruz.htm) - [Cached](#) - [Similar](#)

Solar Metro Online also has a blog devoted to original articles by Nolan on a range of energy and global warming topics ([www.solarmetro.com/blog.htm](http://www.solarmetro.com/blog.htm)).

### **Earth Electric Vehicles ([www.earthevs.com](http://www.earthevs.com))**

This is a new website developed and owned by Nolan to promote a new line of electric vehicles to be manufactured in Salinas, CA. Nolan writes articles about electric vehicles and the environment at <http://earthevsblog.blogspot.com/>.

### **Farsun Communication Services ([www.farsun.com](http://www.farsun.com))**

This website presents Nolan’s prowess in grant writing, business plan development and fiction writing. It has been in operation for about five years.

### **Psitrader’s YouTube Channel (<http://www.youtube.com/user/psitrader>)**

This is Nolan’s personal channel devoted to salmon ecology and restoration where he has uploaded 119 original video clips which he authored and produced.

## **SOFTWARE DEVELOPMENT**

Nolan has developed all of his websites in HTML and he is familiar with Java Script and other programming languages. He has written thousands of lines of LINGO code for interactive multimedia productions authored in Macromedia Director.

Nolan is also familiar with database theory and structure. He designed and programmed Digital Studios business database featuring integrated customer leads, sales, invoicing and receivables tracking program. Nolan has also written the software for the following education courseware:

- Author, Developer: Computer Music: an Interactive Documentary (CD-ROM)
- Author, Developer: Coral Kingdom (CD-ROM)
- Author, Developer: Mission 2,000 (CD-ROM)
- Author, Developer: Task Force Environmental Education Kit (2 CD-ROMs)
- Author; Developer: ECOSYSTEMS (college textbook)

Nolan has had a long involvement in efforts to educate young people as well as adults in environmental conservation. One of the projects is the Task Force Environmental Education Kit. This combination of instructional television series, interactive software and web discussion forum encourages students to understand the issues related to declining salmon fisheries. It challenges students to develop skills in the resolution of environmental conflict by studying a wide range of differing viewpoints and then to develop their own management plan. This was funded in part by a grant from the National Science Foundation.

## **ACADEMIC RESEARCH**

Throughout his career, Nolan has been active both in basic research and in conducting environmental assessments and impact studies. His doctoral studies at Scripps Institution of Oceanography investigated the community structure of fish assemblages inhabiting shallow lagoon patch reefs at Enewetak Atoll in Micronesia. One component of this work was to develop, test and deploy small modular artificial reefs in order to study in a quantifiable fashion the recruitment of larval reef fishes. Other marine research interests include the systematics of mid-water anglerfishes of the genus, *Lasiognathus* and the discovery and description of a new species, *Lasiognathus waltoni*.

Nolan's list of research project and publications is available upon request.

## **CAPABILITIES**

Nolan has a well equipped digital office with high speed Internet via Comcast cable.

## **EMPLOYMENT**

- 1975-1976 Post doctoral fellowship, University of Hawaii
- 1977-1980 President ORCA, LTD,
- 1981-1985 President, ORCA Sea Farms, Inc.
- 1985-1989 Proprietor of Island Shrimp Shop and North Shore Seafood Company
- 1990-2007 Proprietor of Digital Studios, Aptos, CA
- 2006-2010 Proprietor of Solar Metro Online. Aptos, CA
- 2006-2011 Proprietor FarSun Communications (business plan development and grant writing)

## **REFERENCES**

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