



Speaker Introduction

Stan Van Vleck

Provided by

Provost Al Liddicoat



Cal Poly AI Symposium

Cal Poly, San Luis Obispo

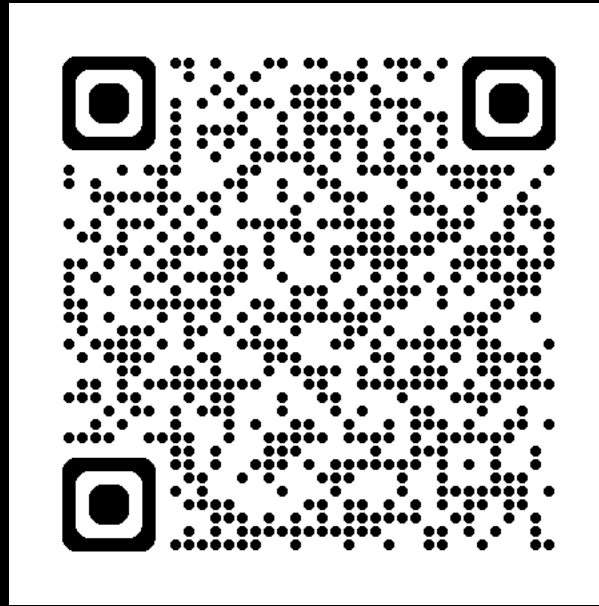


AI:
Your
Competitive
Advantage

Stan Van Vleck

May 6, 2026

Leading in the Age of AI: A Conversation with NVIDIA CEO Jensen Huang



[Watch 36:00 – 35:42]

80/20 Rule

80% is Critical Thinking
and Ingenuity *

20% is Technology

* Cal Poly is well positioned to excel in both these critical skills through “Learn by Doing”



One player in the orchestra



Conductor of the orchestra

ROADMAP

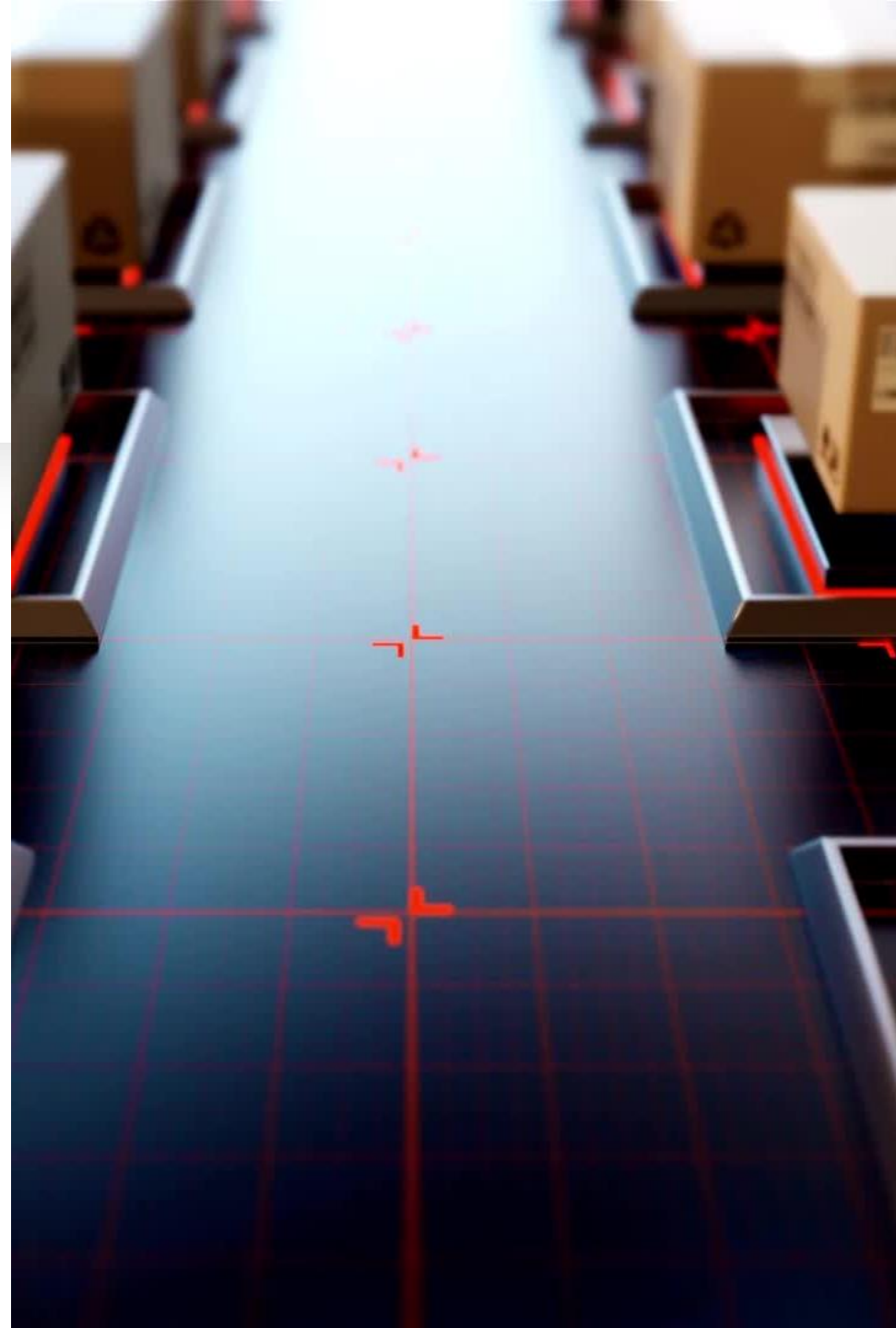
VV AI Structure

Example Uses of AI

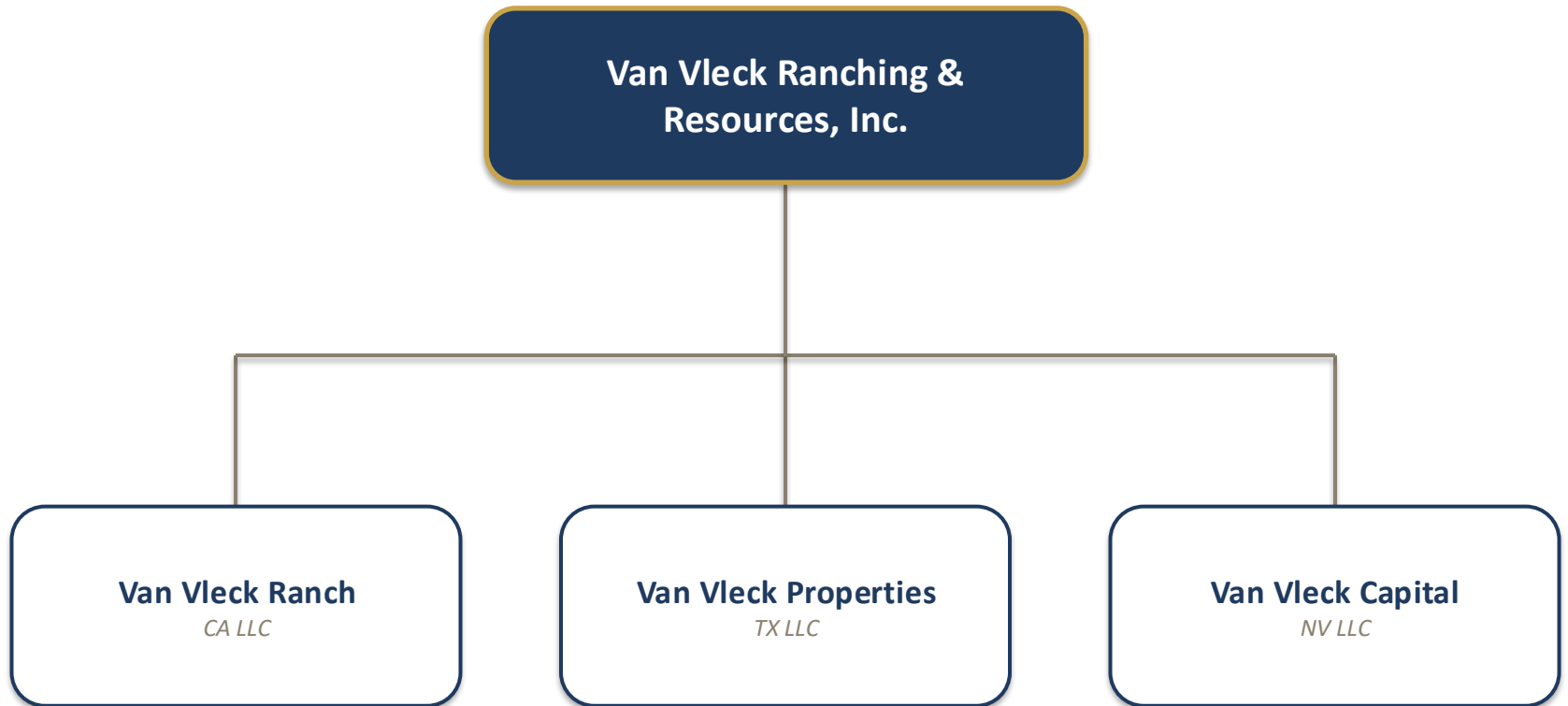
Training your LLM

Prompting

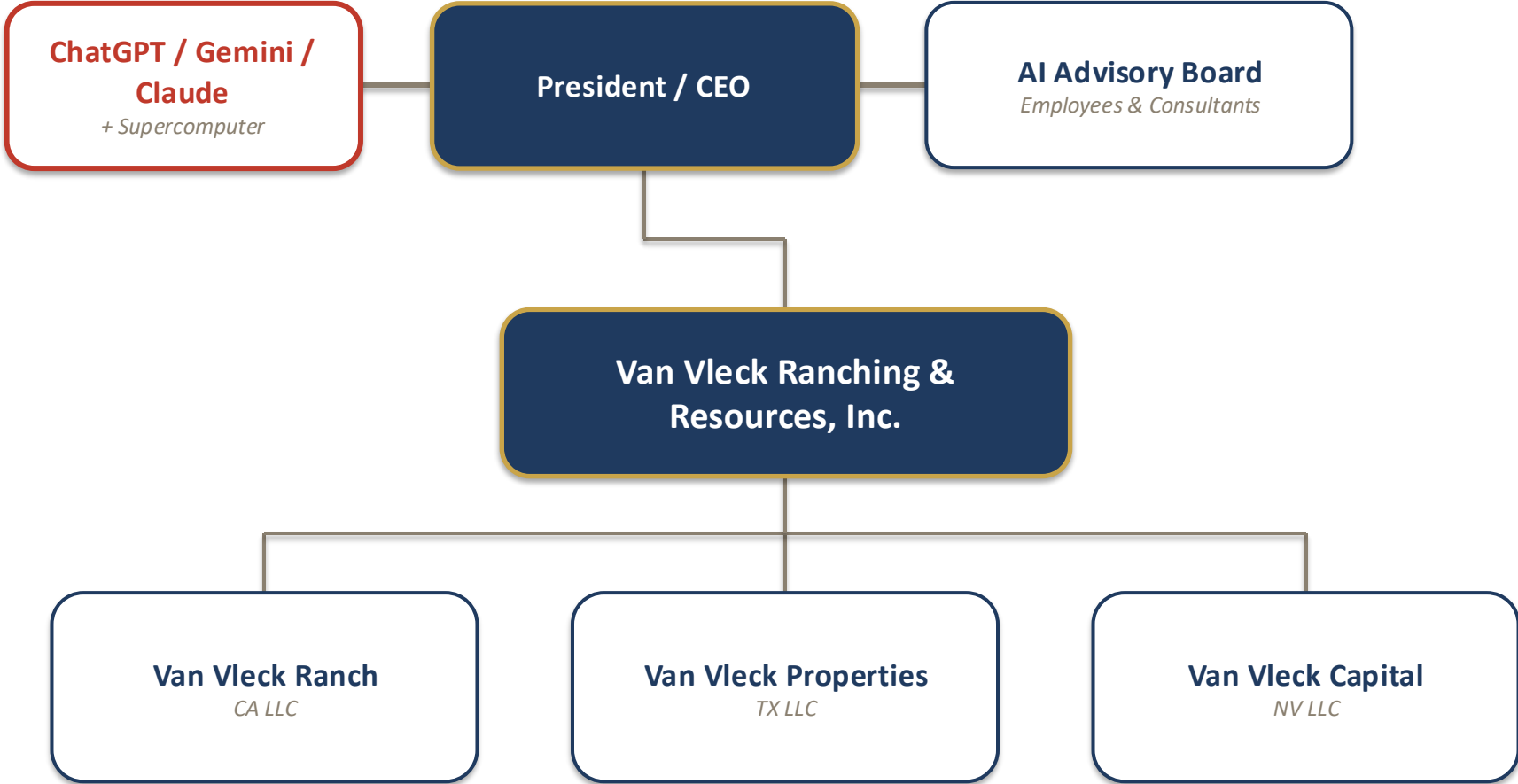
Application



Organization Structure



VVRR and AI



Enterprise AI Platforms

ChatGPT Enterprise

Gemini Enterprise

Claude Team

Encrypted & No model
training

AI Governance Security

- No highly confidential info
 - No privileged legal documents
 - No banking credentials
 - Redaction discipline applied
-

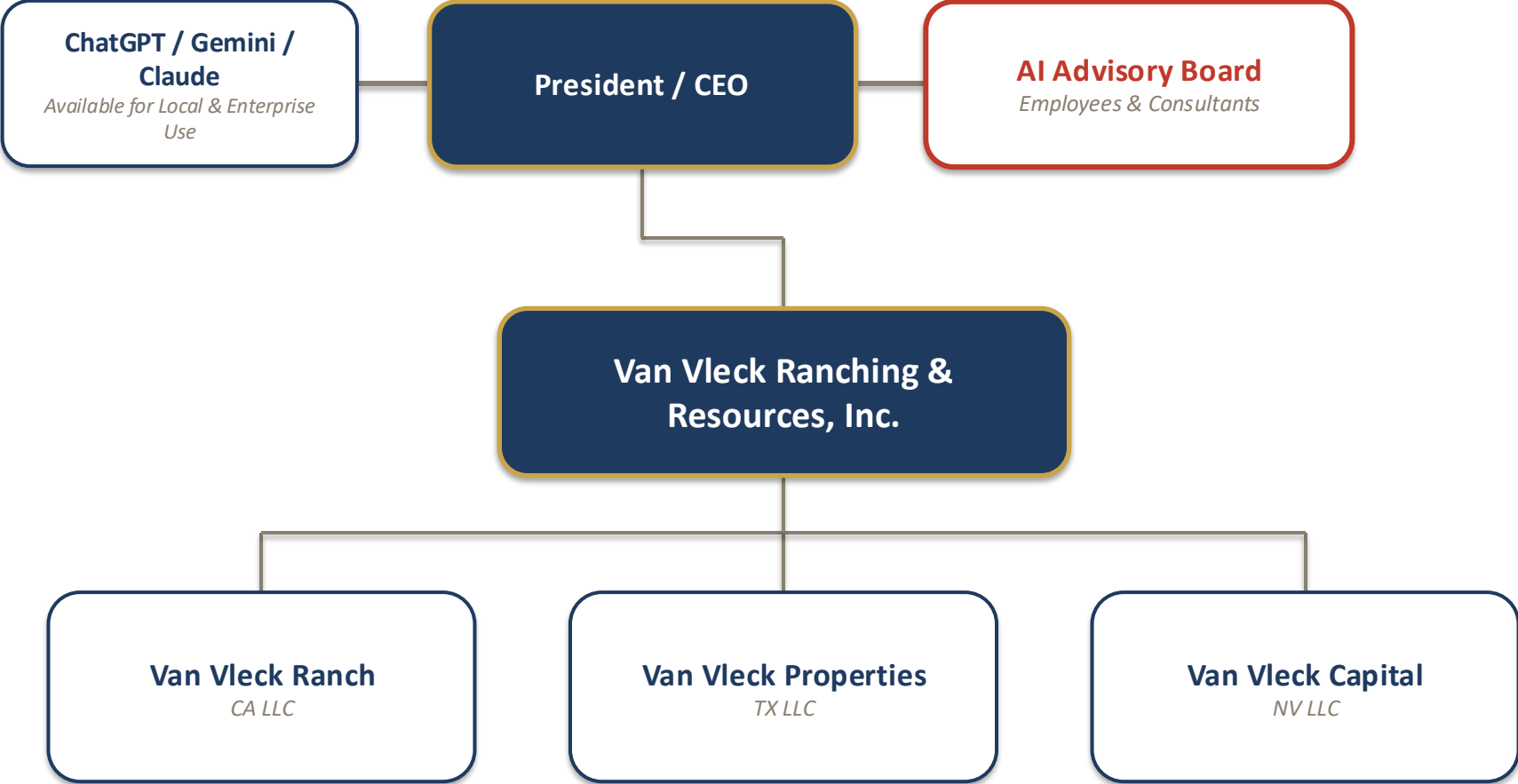


Local AI Architecture “Supercomputer”

- NVIDIA DGX-based compute
 - Downloaded Chat, Gemini and Claude models
 - Modeling use stays internal
 - Highest Security
-



VVRR and AI



VVRR AI Advisory Board

Elon Musk

Warren Buffett

Jamie Dimon

Barry Sternlicht

Gary Cohn

Temple Grandin

Michael Pollen

Advisory Board-How to...

- Identify Board Candidates
 - 15 years of self writings, articles, radio and video interviews for each candidate.
- Use in a professional context to assist “organization”
- highly accurate persona

Negotiations-National Guard

Multi-party
analysis

Comprehensive
research

Legal expertise

Business
strategy

AI for
Goods and
Services
Acquisition
- Real
Estate

Defined acquisition-box criteria

Consistent screening discipline

Risk flagging

Identifies best choice options

Daily search of 1700 sites

Analysis & Persuasion- Regulatory/Dam

Statutory

Regulatory
pathway
mapping

Hydrological
Engineering

Civil
Engineering

Reduced
research cost

Reasoning and
advocacy

AI for Capital Deployment Decisions - VVC

Analyze
opportunity

Compare to
market

Includes
VVRR and
VVC
financials

Risk/reward
analysis

- Bias reduction
- Structured comparison

Tax Planning Assistance

Broad search of tax benefits
for operation

Tax optimization analysis

Tax planning assistance

Tax position support



GOLD in GOLD out

Training
your
AI

—Master Prompt-
who you are

—System Prompt-
how AI behaves

Master
Prompt
“Who”

- Details on Person/employee
- Job description
- Department info
- Company details (uniform)

System
Prompt
“How”

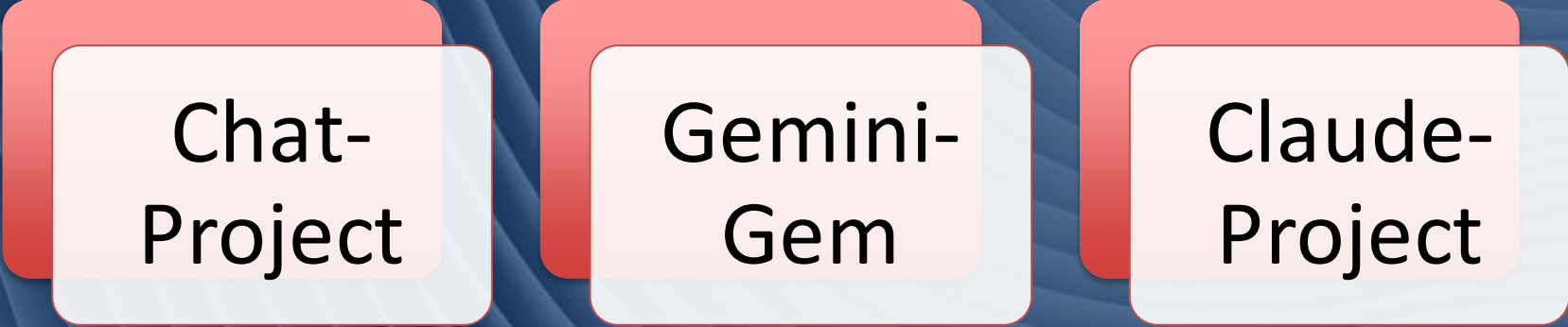
- Highly Professional
- Accuracy is critical
- Cite references
- Be Critical & Skeptical
- Format: headings, bullet or detailed



Training a new AI

- Explain to Existing LLM that you are training a new LLM- Ask it to provide link for “all” info
- Tell new LLM you are training with other LLM info
- Upload link info to new LLM

Establishing “Project” Memory



Chat-
Project

Gemini-
Gem

Claude-
Project

Prompting
Framework:
SCOPE

Specificity

Context

Objective

Persona

Examples

How to “SCOPE”

Specificity – Provide as many specific details as possible in the prompt to provide clear direction and create guardrails for AI

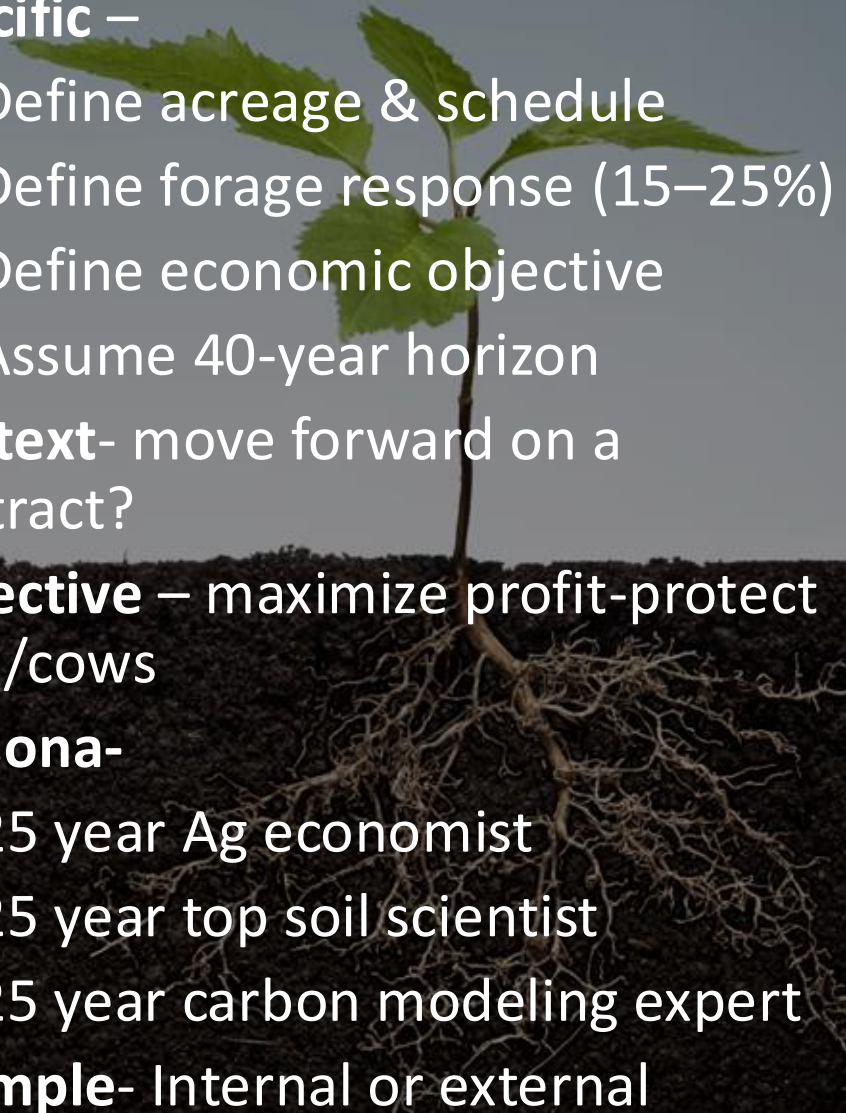
Context- provide background, relationship and/or history

Objective – goal to analyze, inform, persuade or other

Persona- directs the level of professionalism/standard of care – “25 years”

Example- Style/Format direction

Applying SCOPE to Compost Modeling

- **Specific** –
 - Define acreage & schedule
 - Define forage response (15–25%)
 - Define economic objective
 - Assume 40-year horizon
 - **Context**- move forward on a contract?
 - **Objective** – maximize profit-protect land/cows
 - **Persona**-
 - 25 year Ag economist
 - 25 year top soil scientist
 - 25 year carbon modeling expert
 - **Example**- Internal or external
- 

How To Implement AI Program

Strike Team-best performers from each department

Security – protect your data and company

Train Your AI


SCOPE

Start small-expand methodically


Evaluate and Evolve application of AI-get better each time

How To “Red Team” your plan

Critical Analysis – Submit your proposed plan to AI (or multiple LLMs) and ask it to provide a critical analysis of the plan



Top 3 Challenges- Ask AI to identify top 3 challenges that you will have with this plan



Fatal Flaw – Ask AI to identify top fatal flaw in the plan that can occur in near future (e.g. 60 days)

Closing Thought

—

AI will not replace entrepreneurs, nor will it replace good managers.

But, entrepreneurs and managers who use AI will replace those who don't.



A group of business professionals in suits are running a race on a track, crossing a red ribbon. The woman in the center is celebrating with her arm raised. The background shows a fence and trees.

AI: Your Competitive Advantage

Moderated Q&A

Stan Van Vleck
and
Dr. Damon Flemming,
Dean, Orfalea College of
Business

AI: Your Competitive Advantage

By Stan Van Vleck

Please take our survey
and stay connected.

