

## Benefits of Attending:

- Receive a personal copy of the book, "Designing for Earthquakes"
- Achieve 7.5 AIA Continuing Education Learning Units in a fast-paced program
- Ask the experts: Q&A with the experts who are leaders in earthquake engineering and research
- Witness Stanford's shake table demonstrations during lunch
- Network with the Bay Area architectural, structural, MEP design firms, and vendors specializing in earthquake technologies
- Gain essential knowledge in the latest earthquake engineering, and speak intelligently to clients about structural options
- Learn the best practices to integrate seismic concepts, such as seismic resiliency
- Improve public policy, building design, and systems coordination to reduce hazards and project costs



This event provides 7.5 Learning Units

## Who Should Attend:

- Architects**
- MEP Engineers**
- Civil and Geotechnical Engineers**
- Structural Engineers**
- Principals of Design Firms**
- Project Managers**
- Construction Managers**
- Facility Managers**
- Essential Service Buildings Designers**
- Officials for Earthquake Preparedness**
- Emerging Professionals interested in seismic design**

## Registration Form:

**complete and submit**

*this form*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

### 2 WAYS TO REGISTER:

- Send check and this form to:  
AIA SCV  
325 S. First Street  
San Jose, CA 95113  
408.298.0611
- Go online at [www.aiascv.org](http://www.aiascv.org)

### Cancellation Policy:

\$50 cancellation fee until September 28  
No refunds after September 28

## Fee Schedule:

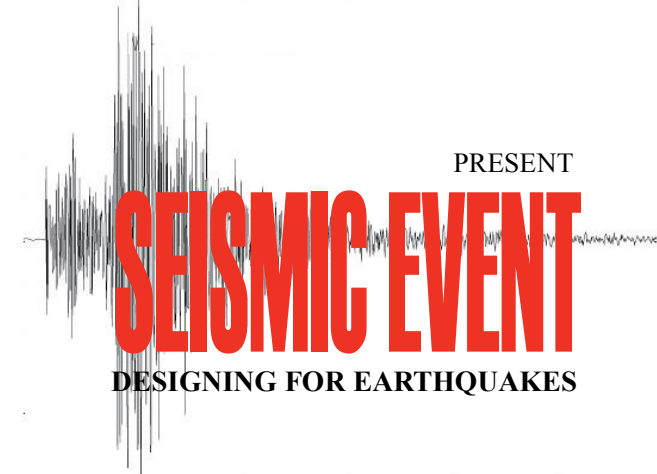
Lunch and refreshments included

All Day Event	AIA / EERI Members	Non-Members
Early Bird July 15 - August 28	\$155	\$185
Standard Registration August 29 - September 28	\$195	\$225
Late Registration September 29 - at the Door	\$275	

 **AIA Santa Clara Valley**  
A Chapter of the American Institute of Architects



Earthquake Engineering Research Institute



Risk Management Series  
**Designing for Earthquakes**  
A Manual for Architects

**Friday, October 2, 2009**



At Stanford University Tresidder Student Union

Presenting Sponsor



Gain cutting edge

**knowledge**

from

**word class seismic experts**

including:

**Mary Lou Zoback, PhD**

VP, Risk Management Solutions, Inc.

**Jonathan Bray, PhD, PE**, Professor, Civil & Environmental Engineering, UCB

**Chris Poland, SE, FSEAOC, NAE**

Senior Principal, Degenkolb Engineers

**Lindsey Maclise, PE, LEED AP**, Project Manager  
Forell/Elsesser Engineers Inc.

**Mary Comerio**, Professor/Chair

Department of Architecture, UCB

**Mark Sarkisian, SE, PE, LEED AP**

Director, Skidmore, Owings & Merrill, LLP

**William Holmes, SE**

Principal, Rutherford & Chekene

**Robert Reitheman**, Executive Director

CUREE - Consortium of Universities for Research in Earthquake Engineering

**Chris Tokas, SE, FSEAOC**

Manager, OSHPD Seismic Retrofit Program

**Thalia Anagnos, PhD**

Professor, General Engineering, SJSU

**Ronald Hamburger, SE, PE**

Senior Principal, Simpson Gumpertz & Heger

**Maryann Phipps, SE**

Principal, ESTRUTURE

↪ **Session Leaders:**

**Christopher Arnold, FAIA, RIBA**

Principal, Building Systems Development, Inc.

**Richard Eisner, FAIA**

Government Liaison, Fritz Institute

**Natalie Thomas, AIA, LEED AP**

Healthcare Studio Principal, HMC Architects

**Moderator:**

**Dawn Anderson, AIA, CSI**, Principal Architect,  
OSHPD Inspector of Record, As It Stands

## Scheduled Sections:

**October 2, 2009**

*Residder Student Union, Stanford University*

*More Information, Parking, Program and Speaker Bios are available at <http://www.aiascv.org>*

**7:00 Registration and Refreshments**

**8.00 Morning Program Introduction**

Gail Price, AIA SCV Executive Director

**8:15 Session One**

**Seismic Hazards and Site Selection**

*Have you read a good geotechnical report lately? Understand how seismologists model and predict seismic shaking intensity and forces and how geotechnical engineers analyze site hazards to mitigate structural damage to buildings. Successful design is a team effort that starts at the site!*

Mary Lou Zoback

Jonathan Bray

↪ Richard Eisner

Q&A with the Audience

*Break: 15 minutes*

**10:00 Session Two**

**Disaster Resilience, Sustainability and Public Policy**

*When are buildings safe enough and can they sustain a massive earthquake? Is the loss of life and destruction of buildings and infrastructure an acceptable fate? Join the discussion on how we can build buildings right the first time to create resilient cities.*

Chris Poland

Lindsey Maclise

↪ Christopher Arnold

Q&A with the Audience

**11:30 Lunch**

*Boxed lunch is provided.*

*Shake table demonstrations and presentations of graduate theses at the Blume Earthquake Engineering Center.*

**12:20 Afternoon Program Introduction**

Susan Tubbesing, EERI Executive Director

**12:30 Session Three**

**Building Configuration and Seismic Issues in Architectural Design**

*Are your design ideas in conflict with the building's seismic needs? Learn how a building's mass and configuration dictate a structure's behavior during an earthquake and the engineering principles used to resist seismic forces. Visualize how introducing irregular, unsymmetrical and fragmented shapes quickly change a project's desired outcome.*

Mary Comerio

Mark Sarkisian

Q&A with the Audience

*Break: 15 minutes*

**2:45 Session Four**

**Non-Structural Design Philosophy**

*During earthquakes, more economic losses result from the failure of non-structural components than structural! Still ready to wet-stamp and sign those documents? Learn how early systems coordination and component detailing can reduce risk, rework and overruns.*

Robert Reitheman

Maryann Phipps

Chris Tokas

↪ Natalie Thomas

Q&A with the Audience

**3:45 Session Five**

**Regulations, Research, Retrofit and the Future ...**

*Wow! Years of engineering research and observation have reduced structural failure, increased building capacities, and preserved architectural expression. Stay in the conversation for change and speak confidently with clients, engineers and regulators on the latest seismic solutions.*

Ronald Hamburger

William Holmes

Thalia Anagnos

Q&A with the Audience

**5:00 Adjourn**