

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:

- 1 Send check and this form to:
AIA SCV
325 S. First Street
San Jose, CA 95113
408.298.0611
- 2 Go online at www.aiascv.org

Cancellation Policy:

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

Fee Schedule:

Lunch and refreshments included

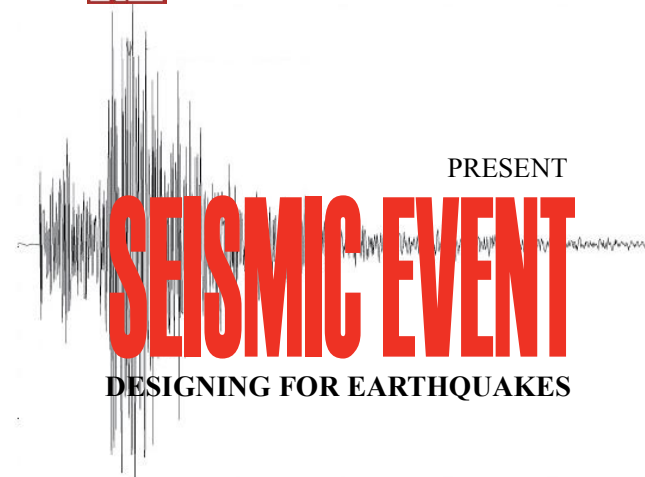
All Day Event	AIA / EERI Members	Non-Members
Early Bird July 15 - August 28	\$155	\$185
Standard Registration August 29 - September 28	\$195	\$225
Late Registration September 29 - at the Door	\$275	



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, ESTRUCTURE

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

Tresidder 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