



Earthquake Engineering Research Institute Northern California Chapter



EERI-NC invites you to our September Chapter Meeting that will feature
the **2008 Joyner Lecture** by:

Chris D. Poland, SE
Chairman and CEO
Degenkolb Engineers, San Francisco, CA

on
Transparent Seismic Mitigation for Community Resilience

Wednesday, September 10, 2008
5:30 – 8:00 pm

Healthy communities continuously grow by leveraging their intellectual capital to drive economic development while protecting their cultural heritage. Success, in part, depends on the support of a healthy built environment that is rooted in contemporary urban planning, sustainability and disaster resilience. In many parts of the country, the ability to rebound from major earthquakes is an important facet of community health, one that depends on the expertise of the nation's earthquake professionals. We, as earthquake professionals, have the responsibility to deliver that expertise in an understandable fashion that can be interwoven into public policy while recognizing the community's natural ability to rebound. No one else has the technical knowledge to bring that perspective to the policy table.

Earthquake professionals — Emergency Response Planners, Earth Scientists, and Earthquake Engineers — have made great strides toward understanding how to characterize, build for, and recover from major earthquake events. However, "It's never happened here before" is a common justification for setting aside policy changes that will improve safety and resilience. The usual misconception of how much damage the built environment will experience is based on the belief that the building official and their latest building codes assure protection in damage proof buildings. There is a fundamental lack of transparency related to what is expected to happen and it is partially blocking the policy changes that are needed.

The solution: craft the message in broad based, usable terms that name the hazard, defines performance, and establishes a set of performance goals that represent the resiliency needed to drive a community's natural ability to rebound from a major seismic event.

The meeting will be held at the offices of URS Corporation located at 1333 Broadway, 8th Floor, Oakland (above the City Center/12th Street BART station).

5:30 pm	Doors open for munchies and chatting
6:00 pm	Announcements
6:15 pm	Presentation
8:00 pm	Meeting adjourns