#### October 2016



#### Structural Engineers Association OF SOUTHERN CALIFORNIA



# LA DINNER MEETING

Agenda: 5:30pm-6:30pm Social & Registration

6:00pm-7:15pm Networking

7:30pm-9:00pm Dinner & Presentation

Cost: Enroll on or before 9/23/16 for Early-Bird Discount

Early Bird / Regular

Individual Tickets Members: \$45 / \$55 Non-Member: \$55 / \$65 Students: \$25 / \$25

Onsite Fee: \$10

Reserve a Table of 8: Member: \$315 / \$385 Non-Members: \$385 / \$455

Exhibit/Sponsorship Opportunity Single Event: \$425 Package of 4 Events: \$1500

- Exhibit Table - 2 Exhibitor Tickets (incl. Dinner) - 2 Dinner Tickets

For more Information, visit seaosc.org

For help with registration, contact the SEAOSC Office at 562-908-6131. We are here to help!

Wednesday, October 5, 2016

Networking, Dinner & Presentation

Luminarias Restaurant 3500 Ramona Blvd. Monterey Park CA 91754

**Register Here** 

#### **PRESENTATION: GALVANIZE IT!**

"The Galvanize It! seminar will introduce you to the basics of hot-dip galvanized steel and provide some insight on corrosion. For more than 100 years, hot-dip galvanizing has been a mainstay of North American industry. Used in myriad applications in some of the harshest environments, hot-dip galvanizing combats corrosion throughout the world. Though corrosion resistance is inherent any time galvanizing is

used, more specifiers select hotdip galvanizing now for other reasons including lowest initial and life-cycle cost, durability, longevity, versatility, sustainability, and aesthetics. Once



you understand the intrinsic benefits of a galvanized coating, we will examine the appropriate ASTM specifications and best design practices for successful hot-dip galvanizing.

#### PRESENTER



Melissa Lindsley, Marketing Director American Galvanizers Association

Melissa Lindsley started at the American Galvanizers Association (AGA) as a Marketing Coordinator in 2005,

and has twice been promoted - to Marketing Manager in 2007 and Marketing Director in 2012. Melissa developed and teaches the Galvanize It! seminar series, writes AGA's technical and marketing publications as well as editorials for industry magazines, and answers technical and application questions, while in the office and on the road

at various industry tradeshows. She plays an integral role in shaping the initiatives of the AGA and serves as a voice for the North American hotdip galvanizing industry.

SEAOSC Office: 562-908-6131 | seaosc@seaosc.org

# 2016-2017 Membership Renewals are due NOW!

\$50 late fee will be assessed if not renewed by September 30<sup>th</sup>!

Click Here to Renew Now!

# SEAOSC

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Don't have your firm miss out on the public's inquiry for engineering services and renew or register to use SEAOSC's online Engineer Finder! **Check it out Here!** 

> Membership renewals after August 30<sup>th</sup> have a \$50 late fee, but the Board of Directors has extended the renewal period until September 30<sup>th</sup>



#### **Connect with Us**

October 2016





#### Not Tough Enough?

The SEAOSC September Fall Welcome Event, our first dinner meeting for this fiscal year, was a great evening with 125 attendees! It showcased our committees, who had tabletops where they discussed their work and future plans, as well as hors d'oeuvres and networking. The evening then proceeded with the feature presentation by Dr. Keith Porter entitled "Not Tough Enough: The Case for Resilient Seismic Design."

Dr. Porter provided an intriguing discussion about how our building code has done a good job at keeping deaths due to earthquakes very low, however, he mentioned that the code minimum will lead to about half of a community's buildings collapsing or being red-tagged or being yellow-tagged and, so, effectively half of the building stock would be out of commission after a major earthquake. He continued by noting that a significant improvement in performance could be achieved for relatively little cost and that a rigorous public survey showed a majority of the public expects the code to provide buildings with better than life safety performance. Additionally, he found that people are willing to pay for better performance and that the public is entitled to have a say in setting requirements.

In his 2015 SEAOC Convention paper he stated "When discussing future earthquakes, engineers often focus on existing buildings, not new ones" and "With an entirely code-compliant building stock, the Big One could displace more people than vacancies can accommodate, producing outmigration like New Orleans after Hurricane Katrina. Making buildings 50% stronger can achieve a 95% shelter-in-place objective for about 1% additional cost." Indeed it seems a topic worth our discussion as well as the consideration of the public and policy makers to help in the effort to create more resilient communities. If you have not yet, take a look at Dr. Porter's 2015 SEAOC Convention paper as it goes into detail and offers the substantiations for his conclusions. This is one of the topics that our Professional Practices Committee is discussing and they certainly welcome interested members to their meetings.

# Jeff Ellis, SE

As you know, at 3:36 am on August 24th, a 6.2magnitude earthquake shook central Italy and sadly killed 241 people. Dr. Ross Stein and Volkan Sevilgen of Temblor.net discussed in their August 29th Blog that the USGS analyzed and found that if 10,000 people were subjected to the violent shaking of this Italian quake, 3000 would die in Iran, 150 would die in Italy, and 3 would die in California. They also noted that the differences in the death toll was due to differences in construction, obvious to structural engineers.

This earthquake serves as a reminder that there are still dangerous buildings here in Southern California such as unreinforced masonry, soft-story wood frame, pre-Northridge steel moment frames, older concrete and masonry buildings with flexible diaphragms, and nonductile concrete buildings. It's certainly good to see that several of our Southern California communities have implemented retrofit ordinances or are looking to understand their vulnerabilities so they may develop strategies to strengthen them. Some jurisdictions have reached out to SEAOSC for advice regarding these strategies. These actions will help toward the effort to reduce loss of life and to decrease recovery time for our cities. One such community recently found 27 unreinforced masonry buildings that were not yet retrofitted and gave the owners a 2 1/2 year deadline due to appropriate concerns for citizen's safety. Additionally, the Southern California Association of Governments has contracted with the Dr. Lucy Jones Center for Science and Society to provide seminars and workshops regarding a community's vulnerabilities and potential steps to reduce the risks.

SEAOSC is also working with the Dr. Lucy Jones Center for Science and Society on the 6<sup>th</sup> Annual <u>SEAOSC Safer</u> <u>City Survey</u>. This survey will help better the understanding of where our region is in regard to identification of seismic vulnerabilities and ordinances and policies in place or being created to mitigate the risk. The results of this survey will be presented at the SEAOSC Strengthening Our Cities Summit. The SEAOSC Summit program is highlighted on our website and will also include presentations and discussions on communicating seismic risk, the engineer's role in resilience, and the Soft-Story and Non-Ductile Concrete Buildings L.A. Retrofit Ordinance Design Guides. The SEAOSC Summit will be in downtown Los Angeles at the Center at Cathedral Plaza all day on Thursday and in the morning on Friday, November 17th and 18th, so make sure to put that date in your calendar and register now.

Our committees continue their great work. The Membership Committee's Golf Subcommittee, led by Chair Kevin O'Connell, organized and implemented a very successful golf tournament, with 90 participants along with our Executive Director, Dianne Ochoa. It was a beautiful and fun day culminating with an evening of socializing, dinner, golf awards, and an exciting raffle at Friendly Hills Country Club. The Building Codes and Standards Committee had their first teleconference meeting under the new Chairs on August 18th and the Professional Practices and Membership Committee's Women's Task Group met before the September 7th Fall Welcome dinner meeting. Take a look at the articles later on in this newsletter for a recap of the Golf Tournament and to see what's going on with the Existing Building and newly re-activated Professional Practices Committees.

SEAOSC has many individuals who come together to discuss important topics as well as to collaborate and network. Each of us can have a greater impact than we can individually by working together to find more effective and efficient solutions and through our education and outreach efforts. SEAOSC gives us a forum where we can really use our talents to help advocate for the structural engineering profession and to help create more resilient communities. Let's have discussions such as if our code minimum is what it should be and if much greater performance is possible with a very small additional cost and, if so, what strategies should be used to educate the public and help create the change and make our communities Tough Enough. Your voice, talent and passion are needed and we look forward to a stronger, more vibrant and more impactful Association with your active participation!

Jeff Ellis, SE SEAOSC President

#### SEAOSC 2016-2017 Board

President: Jeff Ellis, SE President-Elect: Robert "Bob" Lyons, SE Treasurer: Mehran Pourzanjani, SE Past-President: Michelle Kam-Biron, SE

Directors: Lorena Arce, PE Matt Barnard, SE Sandra Biddulph, SE Todd Brown, SE Josh Gebelein, SE Jeffrey Haight, SE Jackie Vinkler, SE Victoria Wigle, SE

SEAOSC Annual Golf Tournament Visit the SEAOSC Photo Gallery – <u>Click Here</u> for More Photos.





# MEMBER SPOTLIGHT



#### Josh Gebelein, M.S., S.E.

Associate Principal, Brandow & Johnston, Inc. Structural & Civil Engineers Joined SEAOSC: 1999 jgebelein@bisce.com

Current SEAOSC Role: Director, and Vice Chair of SEAOSC Seismology Committee Favorite Movie: The Fifth Element Proudest Accomplishment: Getting my S.E. License Childhood Ambition: Astronaut First Job: Intern at Exponent/Failure Analysis Associates Why Join SEAOSC: Interaction with like-minded colleagues



#### Daniel Zepeda, S.E. 5260

Principal, Degenkolb Engineers Joined SEAOSC: 2007 <u>dzepeda@degenkolb.com</u>

Current SEAOSC Role: SEAOSC Existing Buildings Committee (EBC) Chair

Favorite Movie: Seven

**Proudest Accomplishment:** Graduating from UC Berkeley with a Master's Degree after a long educational journey

Childhood Ambition: To become the first member of the family to go to college

**First Job:** First real job was picking up trash at an apartment complex when I was in High School. First engineering job was working as an intern with CalTrans in their field office when they were expanding the 15FWY.

Why Join SEAOSC: SEAOSC EBC has become the trusted engineering advisor for many Southern California Cities with regards to their seismic programs. I wanted to be part of that important effort and have been fortunate be selected as the EBC chair.

# WELCOME NEW MEMBERS!

#### **Industry Member**

Carlos Zarate, Simpson Strong-Tie, Riverside

#### Member

Bethany MacDuff, Nishkian Chamberlain, Culver City Hamid Rezaei, Walter P Moore, Los Angeles Jeff Nixon, Walter P Moore, Los Angeles Manny Perez, DECLA--Design | Engineering| Construction LA City, Porter Ranch Noya Wang, Simpson Gumpertz & Heger Inc., Los Angeles Robert Merkel, Thornton Tomasetti, Los Angeles

#### Member SE

Ashwani Dhalwala, California Engineering Group, Santa Monica Kirk Snell, LPA Inc., Irvine Philip Yin, City of Long Beach, Long Beach

#### Young Associate

Heather Todak, Wiss, Janney, Elstner Associates, Inc., Pasadena Mathew Picardal, DCI Engineers, Irvine Sam Zabb-Parmley, Walter P Moore, Los Angeles Sinhui Chang, Nabih Youssef & Associates, Los Angeles

#### FALL WELCOME EVENT A SUCCESS!









October 2016

# SEAOSC News

#### Visit the Event Photo Gallery for more Pictures at <u>http://seaosc.org/Events-Photo-Gallery</u>



7

October 2016

# SEAOSC News

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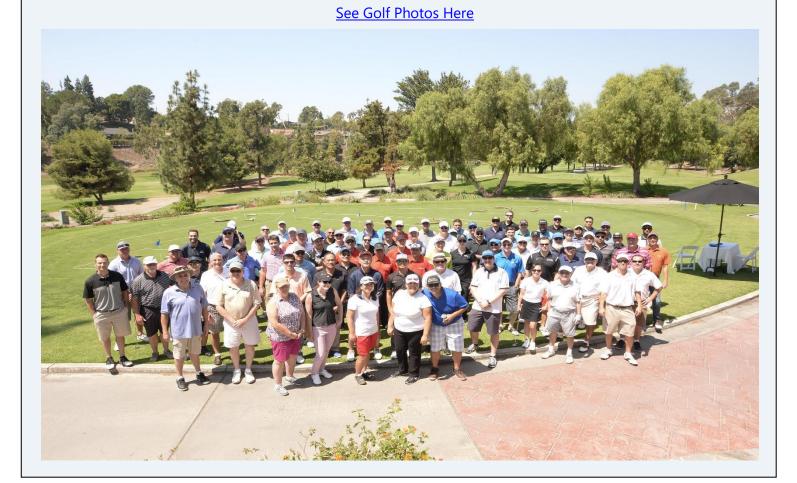


#### ANOTHER GREAT SEAOSC FIELD DAY!

#### SEAOSC ANNUAL GOLF TOURNAMENT WAS A SUCCESS!

Monday, August 29, 2016 was a beautiful day to play golf, which is fortunate as that is the day of the 2016 SEAOSC Golf Tournament, held at Friendly Hills Country Club in Whittier, CA. 90 golfers played in the tournament this year making it the largest SEAOSC Golf Tournament since 2008. A putting contest and BBQ lunch preceded golf and everyone relaxed with a cocktail followed by dinner and awards after golf. Rawn Nelson was the Master of Ceremonies for the evening which culminated in a particularly dramatic grand prize raffle. Congratulations to the first place team of Kurt Anderson, Chad Gammell, Bill Snow, and Mark McCauley, the second place team of Kevin O'Connell, Mike Cazenueve, Jimmy Guerrero, and John Whittam as well as the Closest-to-the-Pin winners Kathereen Shinkai and Jesher Solivio and the Long Drive winners Mark McCauley and Lorena Arce. Thank you to our sponsors this year including Hilti North America, Sika Corporation, Simpson Strong-Tie, Verco Decking, LP Building Products, Buehler & Buehler, Clark Pacific, and Farrell Design/Build. If you missed out on the fun this year, be sure to look for information about the 2017 Golf Tournament, and if you'd like to get involved in planning the fun, join the golf committee! See you out on the course next year.

Kevin O'Connell, S.E. SEAOSC Golf Tournament Committee Chair



#### **PROFESSIONAL PRACTICES COMMITTEE**

The Professional Practices Committee has been reactivated for the new fiscal year under the leadership of Larry Kaprielian, Principal with KNA Consulting Engineers. The Committee had previously been dormant for the past few years.

The Committee's Mission is to serve SEAOSC members and to provide a benefit of membership by providing a forum to address professional and business practices for structural engineers. Standing Charges of the Committee include the following:

- Research and evaluate current professional and business practices for structural engineers, summarize findings, and develop recommendations for improvement
- Develop guidelines for professional conduct, including ethical responsibility, and addressing matters related to the practice of structural engineering
- Review and update prior Committee documents
- Address topics as scope of engineering services, contract matters, construction submittals, peer review, and professional liability insurance
- Prepare and present one seminar or webinar

Committee Charges for 2016-2017 may include addressing topics, such as the ethical responsibility to inform the public of their choices and costs of various building performance choices, partial retrofits, technology in business, and employee training and retention.

The Committee's initial meeting was on September 7 prior to the Association's monthly dinner meeting. Dr. Keith Porter, who was the dinner speaker that night, spoke to the Committee about the ethical responsibility to discuss code-minimum performance with the public.

Members who are interested in participating and would like to contribute their time should contact Larry Kaprielian at <u>LKaprielian@KNAconsulting.com</u>, or 949-462-3200. The Committee plans to have monthly meetings during the fiscal year. Most meetings will be virtual meetings.

The Committee is currently seeking documents prepared by previous Committees. Anyone having such documents is encouraged to contact Larry Kaprielian.

## **EXISTING BUILDINGS COMMITTEE (EBC)**

The SEAOSC Existing Buildings Committee (EBC) has been busy over the past year with the development of a Design Guide that will demonstrate the basic steps for seismically strengthening an existing wood frame building subject to the Los Angeles retrofit Ordinance, entitled "Mandatory Earthquake Hazard Reduction in Existing Wood-Frame Buildings with Soft, Weak, or Open-Font Walls." (https://www.ladbs.org/services/core-services/plan-checkpermit/plan-check-permit-special-assistance/mandatory-retrofit-programs/soft-story-retrofit-program).

The guide will include a discussion of key aspects of the ordinance, including the timeline, scope, and responsibilities of the design professional. Also provided are practical considerations that provide design professionals insight into how to avoid and overcome design and constructability challenges. The guide includes an example to demonstrate the basic steps for designing the strengthening solution for a typical building with an Open-Front wall line. The design example uses the Ordinance's prescriptive criteria and compares it to the FEMA P-807 design criteria.

The Ordinance indicates that property owners must comply with evaluation, proposed seismic retrofit, or demolition within the time limits prescribed. From the date of receipt of an Order to Comply, the following time requirements must be met:

- 2 years: Submit engineering evaluation and proposed seismic retrofit (if required) or demolition (if desired) plans for the building.
- 3.5 years: Obtain necessary permits for the proposed seismic retrofit or demolition.
- 7 years: Complete construction of the proposed seismic retrofit or demolition.

In addition the EBC has been collaborating with the Seismology Committee on the Design Guide for Non-Ductile Concrete Buildings. Both Design Guides are scheduled to be released at the SEAOSC Strengthening Our Cities Summit on November 17th and 18th of 2016 at Our Lady of Los Angeles Cathedral Center in downtown Los Angeles. Please visit http://summit.seaosc.org/ for more information.

The committee hopes to continue their involvement in assisting other Southern California Cities in the development of their own seismic retrofit programs such as the proposed program for the City of West Hollywood (http://www.weho.org/city-hall/city-departments-divisions/community-development/building-and-safety/seismic-retrofit).

SEAOSC maintains an extensive committee structure of volunteer members developing and evaluating various structural engineering design philosophies and standards, as well as assisting building code officials in the development of building codes at the local, state and national levels.

For more information on SEAOSC Committees, visit the website here.



# SEAOSC EVENTS

#### Webinar

#### PUSH OVER ANALYSIS FOR PRACTICING ENGINEERS

Wednesday, September 28, 2016 12:00pm-1:00pm <u>Click Here to Register</u>

# LA Dinner Meeting – October 2016

**GALVANIZE IT!** 

Wednesday, October 5, 2016 5:30pm-9:00pm Luminarias 3500 Ramona Blvd., Monterey Park, CA 91754 <u>Click Here to Register</u>

## **CALBO/SEAOSC** Webinar

STRATEGIES TO ADDRESS BUILDING

RESILIENCE

Thursday, October 6, 2016 11:00am-11:30am <u>Click Here to Register</u>

# **Tri Counties Dinner Meeting**

#### GALVANIZE IT!

Tuesday, October 11, 2016 5:30pm-9:00pm Harry's Plaza Café 3313-B State Street, Santa Barbara CA 93105 <u>Click Here to Register</u>

## **OC Dinner Meeting – October 2016**

Wednesday, October 19, 2016 5:30pm-9:00pm Oak Creek Golf Club One Golf Club Drive, Irvine CA 92618 <u>Click Here to Register</u>

### SEAOSC Strengthening Our Cities Summit 2016

November 17 & 18, 2016 8:00am-4:30pm & 8:00am-1:30pm Center at Cathedral Plaza Los Angeles <u>Click Here to Register</u>

# Save-the-Date SEAOSC Holiday Party

Wednesday, December 7, 2016 5:00pm Parker's Lighthouse 435 Shoreline Village Drive, Long Beach, Ca, 90802 <u>Details Coming Soon</u>



# WEBINAR: PUSH-OVER ANALYSIS FOR PRACTICING ENGINEERS

Date: Wednesday, Sept 28, 2016

**Time:** 12:00pm – 1:00pm

**Cost:** Members: \$75 Non-Member: \$150

For more Information, visit <u>seaosc.org</u>

For help with registration, contact the SEAOSC Office at 562-908-6131. We are here to help! Wednesday, September 28, 2016

12:00pm-1:00pm

<u>Register Here</u>

## WEBINAR: PUSH-OVER ANALYSIS FOR PRACTICING ENGINEERS

Henry Burton will present guidelines for executing a successful and reliable. Non-Linear Push-Over Analysis. The presentation will cover when to implement a push-over analysis on a project, types of structural systems where a push-over analysis are useful, and a walk-through of the technical aspects of implementing the push-over analysis in a computer software. The goal of the presentation is to provide a practical guideline and a consensus approach to a non-linear push-over analysis.

#### PRESENTER



Dr. Henry V. Burton, Assistant Professor University of California

Dr. Henry V. Burton is an Assistant Professor and the Englekirk Presidential Chair in Structural Engineering in the Department of Civil and Environmental Engineering at the

University of California, Los Angeles. His research is directed towards understanding and modeling the relationship between the performance of infrastructure systems within the built environment, and the ability of communities to minimize the extent of socioeconomic disruption following extreme events such as major earthquakes. Dr. Burton is a registered structural engineer in the state of California. Prior to obtaining his PhD in Civil and Environmental Engineering at Stanford University, he spent six years in practice at Degenkolb Engineers, where he worked on numerous large scale projects involving design of new buildings and seismic evaluation and retrofit of existing buildings. Current projects include (1) utilizing remote sensing to assess the implication of tall building performance on the resilience of urban centers, (2) stochastic characterization of building aftershock collapse risk and (3) developing design and assessment methods for resilient and sustainable buildings. Henry is a recipient of the National Science Foundation Next Generation of Disaster Researchers Fellowship (2014) and the National Science Foundation CAREER Award (2016).



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at various industry tradeshows. She plays an integral role in shaping the initiatives of the AGA and serves as a voice for the North American hot-

dip galvanizing industry.





Date: Thursday, October 6, 2016

**Time:** 11:00am-12:00pm

**Cost:** Free

**CEU:** 0.1 ICC CEU's

For more Information, visit <u>seaosc.org</u>

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# **WEBINAR** Strategies To Address Building Resilience

Thursday, October 6, 2016

11:00am-12:00pm

**Register Here** 

#### STRATEGIES TO ADDRESS BUILDING RESILIENCE

CALBO and SEAOSC would like to invite CALBO members to a free webinar to discuss strategies to understand and improve the earthquake performance of your city's buildings. This webinar will be an excellent technical resource for code enforcement officials to help understand building vulnerabilities, risk mitigation strategies such as retrofit ordinances, and an introduction to programs that allow for decreased recovery time after an earthquake.

This webinar will include the following topics:

- An Overview of Important Building Ordinances
- Why Look Beyond the Building Codes? A Closer Look at Building Performance Levels
- Advantages of BORP/B2B Programs that Decrease EQ Recovery Time
- The Advantage of Implementing a Building Ratings System

We look forward to your joining us for this webinar!

#### PRESENTER

Jeff Ellis, S.E. SEAOSC President



Jeff Ellis is the Director of Codes & Compliance for Simpson Strong-Tie Company Inc. He has more than 25 years of construction industry experience and manages the company codes and compliance efforts. Additionally, he is involved in research and development and provides technical support for connectors, fastening systems, and lateral force resisting systems. He was a practicing design

engineer for commercial, residential and forensic projects for more than 9 years prior to joining Simpson Strong-Tie in 2000. He currently serves as President for the Structural Engineers Association of Southern California (SEAOSC), as a SEAOC Director, a California Building Officials (CALBO) Structural Safety Committee member, and as a Manager on the International Code Council Evaluation Service (ICC-ES) Board of Managers. He served as chairman of the AISI Committee on Framing Standards (COFS) Lateral Design Subcommittee for several years and as President of the Cold-Formed Steel Engineers Institute (CFSEI).



# TRI-COUNTIES DINNER MEETING

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Early Bird / Regular

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Networking, Dinner & Presentation

Harry's Plaza Cafe 3313-B State Street, Santa Barbara CA 93105

#### **Register Here**

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#### Wednesday, October 19, 2016

Networking, Dinner & Presentation

Oak Creek Golf Club One Golf Club Drive, Irvine CA 92618

**Register Here** 

## PRESENTATION: ARTIC – ANAHEIM REGIONAL TRANSPORTATION INTERMODAL CENTER

Structural engineers often lament that their work is hidden behind walls and ceilings, but having it all on view sets a high bar for design. Seeking an iconic facility for a better-connected future, the City of Anaheim held an international design competition for an Anaheim Regional Transportation Intermodal Center, or ARTIC. The winning team including HOK, Parsons Brinkerhoff and Thornton Tomasetti (TT) then faced the challenge of translating their bright, open shell concept into realistic construction documents. TT was instrumental in developing a practical building geometric system meeting architectural criteria, a shallow-ribbed diagrid shell that is strong and stable against gravity and lateral loads while being optimized for constructability, a building envelope using advanced materials, simple and elegant connection details for the exposed structure, and numerous subtle but important design features to meet rigorous seismic performance requirements. Come learn about ARTIC and then check it out yourself the next time you're in Anaheim!

#### PRESENTER



Leonard Joseph, PE, SE, Principal, Thornton Tomasetti

With more than 40 years of experience, Leonard Joseph has analyzed, designed and reviewed high-rise buildings, sports facilities, hangars, hotels, historic buildings, manufacturing

facilities and parking garages. He works with a wide variety of materials, including structural steel, reinforced concrete, precast and post-tensioned concrete, masonry, wood and light gage framing. For buildings around the world, Mr. Joseph deals with seismic, wind and other environmental hazards, and incorporates local construction practices into his designs.

Active in technical development and teaching, he lectures and writes articles and books on structure for both technical and general audiences. He is also a co-chair for the Outrigger Design Working Group for the Council on Tall Buildings and Urban Habitat (CTBUH), a member of the Structural Engineers Association of Southern California (SEAOSC) and a volunteer for Guide Dogs for the Blind. Leonard is a licensed professional engineer in California, Nevada, New York and Washington, a licensed structural engineer in California and a Registered California Emergency Management Agency Safety Assessment Program Evaluator. He holds a

bachelor's degree in civil engineering from Cornell University and a master's degree in structural engineering and business administration from Stanford University.



Home Locale Social Technical Registration Exhibitor Registration Sponsorship Opportunties

# 2016 SEAOC Convention

Contact Us

October 12-15 ~ 2016 Hyatt Regency Maui Resort & Spa Ka'anapali Beach, Maui





# November 17 & 18, 2016 seaosc.org/summit

Partnership, Performance, & Policy

IR C

**Center at Cathedral Plaza** 555 W. Temple Street Los Angeles, CA

Every year, the Strengthening Our Cities Summit brings together the community to learn resources and tools to better understand the risks of earthquakes and how to mitigate losses. This year will include the release of the new Safer Cities Survey, prepared by the Dr. Lucy Jones Center on Science and Society and sponsored by Simpson Strong-Tie, which will take a comprehensive look at which cities in Southern California have the critical building ordinances and policies that are vital to minimizing that building earthquake hazards in our communities.

# Who needs to attend this important event?

**Public Officials Building Officials** 



Thank you to our sponsors for supporting this event!







#### **Sponsor Levels Opportunities:**

#### Safer Cities Survey Sponsor (Limit 1): \$15,000 investment SOLD OUT

- Survey will be noted as "Presented by Sponsor" and sent to all of the jurisdictions in Los Angeles, Orange, San Bernardino, Imperial, and Ventura Counties and delivered to each city's building official, marking a unique opportunity to connect will 191 jurisdictions
- Linked logo on SEAOSC Summit Website and identification as the Survey sponsor
- Full page ad on inside cover of Survey that will be handed out on Day 2 to all participants, and electronic PDF copy will be made available on the SEAOSC and Summit websites
- Opportunity to introduce the Survey presentation speaker on Day 2
- Includes sponsorship of outreach events pre-Summit
- Level recognition in Summit program
- Poster listing (name and logo) at registration and throughout the event
- Logo on Social Media table tents
- Premium tabletop exhibit location
- Recognition from the podium at opening and lunch on each day
- 12 complimentary one-day attendee registrations for staff, guests, etc. (6 for each day)
- Logo on flyer leading up to the event to potential attendees noting sponsor with logos and links (from when logo is sent to Summit committee)
- Opportunity to provide "give-away" to attendees
- Social media posts on Facebook/Twitter/LinkedIn before/during/after event

#### Presenting Sponsor (Limit 1): \$15,000 investment

- Event will be titled as the "Strengthening Our Cities Summit: Partnership, Performance, & Policy presented by [Sponsor Name]"
- Sponsor name and logo included with SEAOSC logo in all promotional material
- Linked logo on header of SEAOSC Summit Website
- Logo and Acknowledgement of support within Survey report
- Full page ad in Summit program on inside front cover or back cover
- Includes sponsorship of outreach events pre-Summit
- Level recognition in program
- Poster listing (name and logo) at registration and throughout the event
- Logo on Social Media table tents
- Logo on name tags
- Premium tabletop exhibit location
- Priority location for media interviews, etc (dependent on day-of coverage of the event)
- 3-minute video/presentation at lunch or break on both days
- Opportunity to introduce the keynote speaker on Day 1 and Day 2
- Logo projection on screen throughout event
- Recognition from the podium at opening and lunch on each day



- 12 complimentary one-day attendee registrations for staff, guests, etc. (6 for each day)
- Logo on all promotional materials and flyer leading up to the event to potential attendees noting sponsor with logos and links (from when logo is sent to Summit committee)
- Opportunity to provide "give-away" to attendees
- Social media posts on Facebook/Twitter/LinkedIn before/during/after event
- List of attendees at conclusion of event
- Opportunity to provide lanyards for name tags

#### Gold Sponsor (Limit 3): \$8,000 investment

- Linked logo on SEAOSC Summit website
- Logo included on poster at 3 outreach events pre-Summit, one with policymakers, key
  organization leaders from ~10 organizations (including executive directors & board
  chairs), and one with building officials
- Half-page ad in program (4.25" x 5.5")
- Level recognition in program
- Poster listing (name and logo) at registration and throughout the event
- Name listed on Social Media table tent
- Tabletop exhibit at event
- Recognition from the podium at opening on each day
- 6 complimentary one-day attendee registrations for staff, guests, etc. (3 registrations to Day 1 and 3 registrations to Day 2)
- Name in email blasts
- Opportunity to provide "give-away" to attendees
- Social media post after event acknowledging sponsor support

#### Silver Sponsor: \$4,000 investment

- Linked logo on SEAOSC Summit website
- Ad in program (2.125" x 3.66")
- Level recognition in program
- Poster listing (logo) at registration and throughout the event
- Tabletop exhibit at event
- 4 complimentary one-day attendee registrations for staff, guests, etc. (2 registrations to Day 1 and 2 registrations to Day 2)

#### Bronze Sponsor: \$2,000 investment

- Company name listed on SEAOSC Summit website
- Level recognition in program
- Poster listing (logo) at registration and throughout the event
- 2 complimentary one-day attendee registrations for staff, guests, etc. (1 registration to Day 1 and 1 registration to Day 2)



#### Specialty Sponsorship Add-Ons

Sponsoring at one of the levels above unlocks these opportunities:

Lunch Sponsor (Limit 1 per day): \$3,000 investment

- Recognition as Lunch Sponsor on website
- Opportunity to speak briefly at lunch prior to Lunch Keynote
- Recognition from podium and in program
- Signage at lunch area

Breakfast Sponsor (Limit 1 per day): \$2,000 investment

- Recognition as Breakfast Sponsor on website
- Recognition from podium and in program
- Signage in breakfast area

Parking Sponsor (Limit 1 per day): \$2,000 investment

- Recognition as Parking Sponsor on website
- Recognition from podium and in program
- Special card distributed with parking validations highlighting sponsor

Logo on Name Tags (Limit 3): \$2,000 Back Cover of Program Book (Limit 1): \$2,000

#### Program Book Rates:

Support the 2016 Summit by advertising in the program book distributed to all attendees. This will be done in glossy, full-color, 4.25" by 11" pamphlet. Artwork must be camera ready and meet the appropriate dimensions.

Ad Size	Width	Height	Fee
Silver	2.125"	3.66"	\$500
Gold (Half Page)	4.25"	5.5"	\$750
Presenting (Full Page)	4.25"	11"	\$1,250
Inside Front Cover	4.25"	11"	\$1,500
Inside Back Cover	4.25"	11"	\$1,500
Back Cover	4.25"	11"	\$2,000

#### SEAOSC ADVERTISEMENT & SPONSORSHIP OPPORTUNITIES

SEAOSC provides opportunities throughout the year for our industry partners to reach their target audience. There are three avenues available: advertising, exhibits and event sponsorship. Details and package discounts are available on the website. <u>Click Here</u> for more information.

#### **Newsletter Advertising**

SEAOSC publishes an electronic newsletter, SEAOSC News, which is posted online at www.seaosc.org in a color.pdf format. 11 issues are published annually on a monthly basis, with the exception of a single, combined issue for July and August. The newsletter is available on the public portion of the website.

#### Website Advertising

Website banner ad with company website click-through for one month. Yearly and half-yearly banner ad packages also available. See more opportunities on the <u>website</u>.

#### **Exhibit Opportunities**

SEAOSC invites our corporate colleagues to exhibit at our educational events and special programs as noted below. Cost includes one 6 ft. draped table, meal for up to 2 exhibit staff, 2 complementary tickets for exhibitors to give to non-SEAOSC members who may be interested in attending.

- Student Scholarships & Job Fair (February 2017)
- Winter Education Programs (January 2017)
- Spring Education Programs (May 2017)
- SEAOSC Educational events 4 opportunities available annually
- SEAOSC Summit (November 2016)

#### **Sponsorship Opportunities**

SEAOSC has special opportunities for additional sponsorships, vendors, and exhibitors at additional events and seminars throughout the year. Please see the events below and check the <u>SEAOSC Events Calendar</u> for the most up-to-date information!

- <u>Student Scholarships & Job Fair (February)</u>
- Winder Education Programs (January)
- Spring Education Programs (April/May)
- Annual Excellence in Engineering/Past President's Award (June)
- <u>Annual Golf Tournament (August 2016)</u>
- <u>SEAOSC Summit (November 2016)</u>
- Monthly Dinner Meetings



# Free design and engineering support for wood buildings



Nationwide support for the code-compliant design, engineering and construction of non-residential and multi-family wood buildings.

- Allowable heights and areas/construction types
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- Efficient and code-compliant lateral system design
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- Energy-efficient detailing
- Application of advanced building systems and technologies

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# JOIN US FOR A WEBINAR SERIES The Case for Resilient Design



#### **Resiliency is a national priority.**

The AEC industry will play an important role by driving acceptance and implementation of resilient based design. The U.S. Resiliency Council and Clark Pacific have teamed up to bring you a complimentary Webinar series: The Case for Resilient Design.

#### Throughout the series you will hear from industry experts and learn:

- The value of resilient based design
- How to easily & efficiently predict building performance
- Real world examples of resilient designed projects
- Financial return and why resilience is good for business

Topics and Dates for the Webinars in the Series:

#### **Session 1a: Resilient Based Design & Risk Assessment**

September 14 at 11:00 a.m. PDT

Session 1b: In-Depth Learning Session: A Deep Dive into FEMA P-58 and SP3, this session will go into a more in-depth technical discussion for those that want the nitty-gritty details of the two subjects. September 22, 10 a.m. -12 noon, PDT

#### Session 2: Quantifying and Communicating Resilient Design:

#### A Standardized Rating System

October 6 at 11:00 a.m. PDT

Session 3: Resilient Design in the Real World: Case Study Webinar October 26 at 11:00 a.m. PDT

Session 4: The Financial Return on Resilient Design November 16 at 11:00 a.m. PDT

For more information and to register, visit: www.clarkpacific.com/product/resilient-design 1980 S. RIVER ROAD WEST SACRAMENTO, CALIFORNIA 95691

#### **CLASSIFIED ADS**

#### DAVID C. WEISS STRUCTURAL ENGINEER & ASSOCIATES, INC.

David C. Weiss Structural Engineer & Associates, Inc. is seeking structural engineers. We are located in West Hills, CA.

Applicant must have minimum 5 years experience in the field of structural engineering, B.S./M.S. degree in Civil/Structural Engineering, with PE license. Experience should include both gravity and seismic design of wood/timber, masonry, steel & concrete structures.

Applicant must have verbal & written communication skills including preparation of notes & engineering reports. Please send your resume to: info@dcwse.com

#### DOYLE-MORGAN STRUCTURAL ENGINEERING (DMSE)

Doyle-Morgan Structural Engineering (DMSE) is actively seeking both an experienced and an entry level structural engineer.

<u>Structural Engineer Position</u>: This is a job for an experienced structural engineer that is passionate about his/her skills and making a contribution to the firm in a meaningful way. ). Your seasoned experience with the submittal process will be of great value. If you want to partner with us in continuing your career in an atmosphere of collaboration and colleague support, we want to talk to you. (Experience with AutoCAD and Revit desired).

Entry-Level Structural Engineer: We are looking for a positive, responsible, conscientious and dependable individual; and are willing to fully train to the needs of our practice. You must also be proficient with AutoCAD and Revit to provide limited drafting support).

Please visit our website at <u>www.doyle-morgan.com</u> and provide your resume with cover letter to <u>Information@doyle-morgan.com</u>.

#### STB STRUCTURAL ENGINEERS

STB Structural Engineers is a California based structural engineering firm located in Lake Forest (Orange County). Our firm specializes in wood frame construction, concrete tilt ups, office buildings and designing educational buildings. We have opening at this time for hard working, motivated engineers who can effectively communicate with our clients, contractors, and all other design professionals. Required Qualifications:

- BS-ARCE, BSCE or a Masters in Structural Engineering from an accredited university
- 2+ years of work experience in structural engineering
- Seismic design experience
- Proficient with the California Building Code

We offer a competitive compensation and benefit package. Applicants may apply by sending your resume along with a cover letter to mail@stbse.com . Please do not respond if you do not meet the required qualifications. NO PHONE CALLS PLEASE!

#### **BUEHLER & BUEHLER STRUCTURAL ENGINEERS, INC.**

Buehler & Buehler Structural Engineers, Inc. is seeking a highly motivated individual to join our management team in our Los Angeles office. B&B's growth into new regions and market sectors has created opportunities for a senior structural engineer looking to grow to a new level in their career aspirations. The successful candidate must be a California SE with 15 years' experience covering a broad spectrum of project types and an established commitment to the LA region. Candidates must possess excellent communication and relationship skills, be local to the region, and have a solid technical background, prior management experience, and the energy and drive to be part of B&B's growth in developing new opportunities in the Los Angeles area.

B&B is a progressive, design-oriented firm with a 70 year history of excellence. We are committed to continuously improve our level of service and quality of our work, and we achieve this through investing in the mentoring and professional growth of our staff. Qualified applicants are invited to submit their cover letter, resume and references to resumes@bbse.com.

### CLASSIFIED ADS





# **MOTIVATE. INSPIRE. LEAD.**

November 9-11, 2016 / Ritz-Carlton, Laguna Niguel / Dana Point, CA

Building Design+Construction has teamed up with 30+ leading AEC women professionals to bring you compelling content on tough issues women face in this fast-paced and highly competitive industry.

**REGISTER TODAY** 

# BOARD OF DIRECTORS

#### July 1, 2016 – June 30, 2017

The SEAOSC Board of Directors works on the behalf of our membership. If there are general or specific items you would like the Board to address or discuss please contact any of the Board members.

President Jeff Ellis jellis@strongtie.com 714-738-2029 **President-Elect** Robert "Bob" Lyons blyons@risha.com 818-729-9777 Treasurer Mehran Pourzanjani mehran@saifulbouquet.com 626-304-2616 **Immediate Past President** Michelle Kam-Biron mkambiron@awc.org 805-498-4864 Directors Lorena Arce arce@aisc.org 562-332-0990 Matt Barnard mbarnard@degenkolb.com 213-596-5000 Sandra Biddulph sbiddulph@dci-engineers.com 949-892-4950 Todd Brown tbrown@dalechristian.com 714-997-1145 **Josh Gebelein** jgebelein@bjsce.com 213-596-4500 **Jeffrey Haight** jhaight@eshse.com 805-963-1210 Jackie Vinkler vinkler@johnmartin.com 213-483-6490 Victoria Wigle victoriaw@dpr.com 949-955-3771 Sec. 1 **SEAOSC Executive Director** 

Dianne Ochua seaosc@seaosc.org



# Structural Engineers Association

OF SOUTHERN CALIFORNIA

Get involved! Members are invited to join a SEAOSC committee. Please contact the chairperson for information on current projects and meeting times, dates and locations.

Committees	*Board Contact Chair(s)	Phone	Email
Membership Subcmte: Golf Tourn.	Victoria Wigle* Kerry Regan Christian Cody Kevin O'Connell	949-955-3771 323-536-2363 323-907-2523 213-271-1934	victoriaw@dpr.com kregan@bbse.com christian.cody@hilti.com kdoconnell@sgh.com
Younger Members	Todd Brown*	714-997-1145	tbrown@dalechristian.com
	Noya Wang	213-271-1939	nanwang@sgh.com
	Maria Mohammed	310-323-9924	mmohammed@structuralfocus.com
Image & Public Relations	Sandra Biddulph*	949-892-4950	sbiddulph@dci-engineers.com
	Samuel Mengelkoch	310-323-9924	smengelkoch@structuralfocus.com
Technology	Casey Hemmatyar	888-889-5643	ckh@psfeg.com
Education	Lorena Arce*	562-332-0990	arce@aisc.org
	Daniel Fox	562-985-3200	dfox@mhpse.com
Professional Practices	Bob Lyons*	818-729-9777	blyons@risha.com
	Larry Kaprielian	949-462-3200	Ikaprielian@knaconsulting.com
Building Codes & Stds.	Mehran Pourzanjani*	626-304-2616	mehran@saifulbouquet.com
	Michael Ciortea	213-897-0314	michael.ciortea@dgs.ca.gov
	Colin Kumabe	213-482-0447	colin.kumabe@lacity.org
Seismology Subcmte: Steel Bldgs	Matt Barnard* Jesse Karns Ashi Dhalwala	213-596-5000 562-964-7962 310-828-1422	mbarnard@degenkolb.com jkarns@sideplate.com ceginc@gmail.com
Existing Buildings	Josh Gebelein*	213-596-4500	jgebelein@bjsce.com
	Daniel Zepeda	213-596-5000	dzepeda@degenkolb.com
Disaster Emergency Svcs.	Jackie Vinkler*	213-483-6490	vinkler@johnmartin.com
	Doug Litchfield	909-392-5353	dlitchfield@mwdh2o.com
Quality Assurance	Bob Lyons*	818-729-9777	blyons@risha.com
	James McDonald	213 271-1912	jamcdonald@sgh.com
Legislative	Michelle Kam-Biron*	805-498-4864	mkambiron@awc.org
Sustainable Design	Jeffrey Haight*	805-963-1210	jhaight@eshse.com
	Nina Mahjoub	213-481-5630	nmahjoub@holmesculley.com
EPRS Ad Hoc	Leo Torres	818-844-1969	torres@kcse.com
Summit	Victoria Wigle*	949-955-3771	victoriaw@dpr.com
	Annie Kao	714-738-2092	akao@strongtie.com
	David Williams	213-596-4992	dwilliams@degenkolb.com

#### Please visit

http://seaosc.org/committees

to view the annual committee charges and tasks.