



Strengthening America: Preparing for Earthquakes and More

September 26-30, 2004
Adam's Mark Hotel St. Louis

CONFERENCE AGENDA

(As of 9/16/04)

Sunday, September 26, 2004

7:15 AM - 8:00 AM

Field Trip Registration

Location: Lobby adjacent to AJ's Restaurant

8:00 AM - 5:00 PM

FIELD TRIP

Visit a variety of locations to see examples of well-designed and retrofitted structures and liquefaction features in the St. Louis area, ending with a visit to the Anheuser Busch Brewery.

8:00 AM - 10:00 PM

Press Room

Location: Director's Row 46

1:00 PM - 5:00 PM

Conference Registration

Location: St. Louis Preconvene South

6:30 PM - 8:30 PM

CREW Board Meeting

Location: Director's Row 41

6:30 PM - 8:30 PM

WSSPC Board Meeting

Location: Director's Row 43

Monday, September 27, 2004

7:00 AM - 5:00 PM

Conference Registration

Location: St. Louis Preconvene South

7:00 AM - 10:00 PM

Press Room

Location: Director's Row 46

8:30 AM - 11:30 AM

CUSEC Board Meeting

Location: Director's Row 41

9:00 AM - 1:00 PM

Joint Seismic Safety Commissions/Boards Workshop

Location: St. Louis Ballroom F

A pre-conference workshop for State Seismic Safety Commissions (or equivalent). The goal of the workshop is to help promote communication between commissions.

Anyone with an interest in how the commissions operate are welcome to attend--especially if you are interested in starting or reactivating a commission in your state.

AGENDA:

9:00 - 9:15 am Introductions

9:15 - 10:15 How to make Commissions more effective (what works, what doesn't)

- What are the main problems confronting commissions?
- Motivating commissioners
- Working on a minimal budget
- Identifying the message and getting it out
- Identifying the target audience

10:15 - 10:30 Break (St. Louis Preconvene E)

10:30 - 11:30 Products and Policies

- What products/initiatives have proved effective and which ones have been disappointing
- What WSSPC policies have proved useful

11:30 - 12:00 Wrap-up Session

- Are there policy gaps, needs, or initiatives that multiple commissions could be more effective by collectively tackling?
- How can WSSPC be more helpful to commissions

12:00 - 1:00 Lunch (Promenade AB, 2nd Floor)

10:00 AM - 12:00 PM

Earthquake Program Managers Meeting

Location: Director's Row 43

12:00 PM - 1:00 PM

Joint Consortia Boards & Seismic Safety Commissions Luncheon (Invitational)

Location: Promenade AB, 2nd Floor

1:30 PM - 8:00 PM

EXHIBITOR FAIR

St. Louis Ballroom D and Preconvene

Monday, September 27, 2004 (Continued)

1:30 PM - 2:30 PM

Welcome and Opening Remarks

Location: St. Louis Ballroom E
Organizer: Edward S. Fratto, Executive Director, NESEC
Conference Chairs: Ed Fratto, NESEC and Patti Sutch, WSSPC
Speakers: Jerry B. Uhlmann, Director, Missouri SEMA -
Emergency Management Welcome
Robert Zimmerman, Senior Manager of Security Technical
Operations, The Boeing Company - Business Opening Remarks
David Maurstad, Acting Director, Mitigation Division for
Homeland Security's FEMA - Leading Agency
Charles G. "Chip" Groat, Director, USGS - Leading Agency

2:30 PM - 3:00 PM

Video: "Living With Risk"

Location: St. Louis Ballroom E
Organizer: Robert Freitag, Executive Director, CREW

3:00 PM - 3:30 PM

Afternoon Break

Refreshments in St. Louis Ballroom D

3:30 PM - 5:30 PM

PLENARY 1: Social and Economic Impacts

Location: St. Louis Ballroom E
Organizer: Elizabeth Lemersal, Physical Scientist, DHS/FEMA
Moderator: Robert Zimmerman, Senior Manager of Security
Technical Operations, The Boeing Company
Keynote Presentations: David Applegate, Senior Science
Advisor, Earthquake and Geologic Hazards, USGS - Geoscience
Keynote
Chris Poland, Chairman, President & CEO, Degenkolb Engineers
- Engineering Keynote
Lloyd Cluff, Director of Risk Management & Geoscience Dept.,
Pacific Gas & Electric Company - Lifelines Keynote
Glen Curole, International Paper - Business Keynote
Joanne Nigg, University of Delaware, Disaster Research Center
- Social Science Keynote

5:10 PM - 5:30 PM

Plenary 1 Discussion

Location: St. Louis Ballroom E

6:00 PM - 8:00 PM

OPENING NIGHT RECEPTION

Open Cash Bar: 6:00 - 8:00 pm
Location: Rose Garden

Tuesday, September 28, 2004

- 7:00 AM - 6:00 PM **Conference Registration**
Location: St. Louis Preconvene South
- 7:00 AM - 8:30 AM **Continental Breakfast**
Location: St. Louis Ballroom D
- 7:00 AM - 8:30 AM **FEMA Focus Group (Invitational)**
Location: Director's Row 43
- 7:00 AM - 10:00 PM **Press Room**
Location: Director's Row 46
- 8:00 AM - 4:00 PM **EXHIBITOR FAIR**
St. Louis Ballroom D and Preconvene
- 8:30 AM - 10:00 AM **PLENARY 2: Real-Time Seismology Tools for
Emergency Management: What Just Happened –
How Big, How Bad, Where**
- Location: St. Louis Ballroom E
Organizer: Carl Mortensen, Retired, USGS
Moderator: Richard Eisner, Coastal Region Administrator,
California OES
Speakers:
Rich Eisner, Coastal Region Administrator, California OES
Dave Wald, USGS Denver
Loren Turner, CalTrans
Kent Ferre, Pacific Gas & Electric Company
- Discussion
- 10:00 AM - 10:30 AM **Morning Break**
Refreshments in St. Louis Ballroom D
- 10:30 AM - 12:00 PM **Workshop (Concurrent): Development and
Implementation of the National Seismic Hazard Maps**
Location: St. Louis Ballroom F
Organizer/Moderator: Edgar V. Leyendecker, USGS
Speakers: Art Frankel, USGS-Denver
CB Crouse, URS Corp
Roger Lehman, Evansville, Indiana
Mark Petersen, USGS-Denver
- 10:30 AM - 12:00 PM **Workshop (Concurrent): Emergency Management &
Homeland Security**
Location: St. Louis Ballroom C
Organizer: Edward S. Fratto, Executive Director, NESEC
Moderator: Ed Bortugno, California OES
Speakers: Ellis M. Stanley, Manager, City of Los Angeles
Emergency Preparedness Dept.
Bob Shea, Department of Homeland Security
Jim Mullen, Director, Washington Military Department EMD
Wayne Brown, Wells Fargo & Company, Minnesota

Tuesday, September 28, 2004 (Continued)

10:30 AM - 12:00 PM

Workshop (Concurrent): Reinsurance, Risk and Decision Processes

Location: St. Louis Ballroom G
Organizers: Jack Meszaros, University of Washington; and Phyllis Steckel, Missouri Seismic Safety Commission
Moderator: Jack Meszaros
Speakers: Ken Linder, GE Insurance Solutions, Industrial Risk Insurers
Patricia Grossi, RMS
Dick Roth, California Insurance Actuary
Don Windeler, RMS

10:30 AM - 12:00 PM

Workshop (Concurrent): Strengthening State Transportation Infrastructure: A Focus on the Practical and Theoretical Approaches of Risk Reduction Measures

Location: St. Louis Ballroom H
Organizers: Jim Beavers, James Beavers Consultants; and Jim Wilkinson, Executive Director, CUSEC
Moderator: Tom Ellis, Consultant
Speakers: Cliff Roblee, CalTrans
Jerry Thompson, Indiana DOT
Reginald DesRoches, Ph.D., Associate Professor, Structural Engineering, Mechanics, and Materials, Georgia Institute of Technology

12:00 PM - 1:30 PM

LUNCHEON

Location: Promenade AB, 2nd Floor

1:30 PM - 3:00 PM

Workshop (Concurrent): HAZUS Loss Estimation Tools and How They Can Help

Location: St. Louis Ballroom C
Organizer: Sue Evers, DHS/FEMA; and Bob Bauer, Illinois State Geological Survey
Moderator: Joe Rachel, DHS/FEMA Region IV
Speakers:
Doug Bausch, DHS/FEMA Region
Hope Seligson, ABS Consulting, Irvine, California
Ivan Wong, URS Corp, Oakland
Wayne Brown, Wells Fargo & Company, Minnesota

1:30 PM - 3:00 PM

Workshop (Concurrent): Non-Structural Mitigation: A Discussion Group on Challenges and Successes

Location: St. Louis Ballroom F
Organizer/Moderator: Jeff Lusk, Earthquake Program Manager, DHS FEMA Region IX
Speakers: Mike Marx, Ameren Corporation, St. Louis
Mike Griffin, ABS Consulting, St. Louis
Tom Huser, St. Vincent's, Indianapolis

Panel and Audience Discussion on Bottlenecks and Winning Strategies in Addressing Non-Structural Threats

Tuesday, September 28, 2004 (Continued)

1:30 PM - 3:00 PM

**Workshop (Concurrent): Performance Based Design:
What It Is and What It Means for Facility Owners,
Occupants, and the Community**

Location: St. Louis Ballroom G
Organizer: Susan Tubbesing, Executive Director, EERI
Moderator: Mike Mahoney, DHS/FEMA
Speakers:
Ron Hamburger, Simpson, Gumpertz, & Heger, Inc., SF
Jacqueline Meszaros, University of Washington
Nathan C. Gould, ABS Consulting, Inc.

1:30 PM - 3:00 PM

**Workshop (Concurrent): Risk Management and Business
Continuity**

Location: St. Louis Ballroom H
Organizer: Robert Freitag, Executive Director, CREW
Moderator: Wendy Freitag, Microsoft
Speakers: Debbie Mays, Director of Emergency Preparedness,
BJC HealthCare, St. Louis
Tom Roeseler, VP & Regional Mgr for Bus. Continuity &
Emergency Mgmt, Bank of America, St. Louis
Steven Charvat, University of Washington
Rich Schiesser, RWS Enterprises

3:00 PM - 3:30 PM

Afternoon Break

Refreshments in St. Louis Ballroom D

3:30 PM - 5:00 PM

**PLENARY 3: Urban Hazards Mapping: Projects,
Applications and Outcomes**

Location: St. Louis Ballroom E
Organizer: Carl Mortensen, Retired, USGS
Moderator: Sherman Greer, Director, Indiana EMA
Speakers: Craig Weaver, NEHRP Coordinator, USGS
Mary Lou Zoback, USGS
Charles Real, Supervising Geologist, California Geological
Survey
Buddy Schweig, USGS

Discussion

5:00 PM - 6:30 PM

FEMA Meeting (Invitational)

St. Louis Ballroom C

6:30 PM - 8:30 PM

BANQUET

Open Bar: 6:30 - 7:30 pm
Location: Rose Garden
Guest Speaker: Edgar Blatchford, Former Seward Mayor and
'64 Alaska Earthquake survivor; Current Commissioner, Alaska
Dept of Commerce & Economic Development

Introduced by Dave Liebersbach, Chair, WSSPC Board of
Directors, and Director, Alaska Division of Homeland Security
and Emergency Management

Wednesday, September 29, 2004

7:00 AM - 4:00 PM

Conference Registration

Location: St. Louis Preconvene South

7:00 AM - 8:30 AM

Continental Breakfast

Location: St. Louis Ballroom D

7:00 AM - 10:00 PM

Press Room

Location: Director's Row 46

8:00 AM - 3:30 PM

EXHIBITOR FAIR

St. Louis Ballroom D and Preconvene

8:00 AM - 10:00 AM

PLENARY 4: Risk Management Success Stories in the Private and Public Sectors

Location: St. Louis Ballroom E

Organizer/Moderator: Arleen Hill, University of Memphis

Speakers:

Steve Guzek and Doug Marsh, The Boeing Company

Richard W. Howe, Structural/Seismic Risk Consultant

Dave Swanson, Reid Middleton

Lloyd Cluff, Pacific Gas & Electric Company

Discussion

10:00 AM - 10:30 AM

Morning Break

Refreshments in St. Louis Ballroom D

10:30 AM - 12:00 PM

USGS - Partnerships for Reducing Landslide Risk

Location: St. Louis Ballroom B

Organizer: Peter Lyttle, Coordinator of the Landslide Hazards Program, USGS

10:30 AM - 12:00 PM

Workshop (Concurrent): Building Codes - Updates and Controversies

Location: St. Louis Ballroom C

Organizer: Richard W. Howe, PE, Structural/Seismic Risk Consultant

Moderator: Gerry Jones, Retired Building Official, Kansas City, MO

Speakers: Jim Harris, PE, PhD, President, JR Harris & Co, Denver, CO

Yumei Wang, Oregon Dept of Geology & Mineral Industries (DOGAMI)

Richard W. Howe, PE, Structural/Seismic Risk Consultant, Memphis, TN

Carl Simmons, Building Official, South Carolina

Wednesday, September 29, 2004 (Continued)

- 10:30 AM - 12:00 PM **Workshop (Concurrent): Continuity of Financial Operations**
Location: St. Louis Ballroom F
Organizers: Sue Evers, DHS/FEMA; and Phyllis Steckel, Missouri Seismic Safety Commission
Moderator: Tom Roeseler, Bank of America, St. Louis
Speakers:
Rao Kaza, Assist VP, Federal Reserve Bank, St. Louis
Randy Till, MasterCard International, St. Louis
- 10:30 AM - 12:00 PM **Workshop (Concurrent): Earthquake Program Managers - Key to Success**
Location: St. Louis Ballroom G
Organizer: Patricia Sutch, Executive Director, WSSPC; and George Crawford, Earthquake Program Coordinator, Washington Military Dept EMD
Moderator: George Crawford, Earthquake Program Coordinator, Washington Military Dept EMD
Speakers: Marie Gonzalez, Earthquake Program Mgr, Puerto Rico
John Steel, Earthquake Program Mgr, Indiana
Jonathan Perry, Earthquake Program Mgr, Idaho
Tammie Dreher, Earthquake Program Coordinator, South Carolina
- 10:30 AM - 12:00 PM **Workshop (Concurrent): Utilities: Standards, Practices, and Guidances**
Location: St. Louis Ballroom H
Organizer/Moderator: Woody Savage, National Strong Motion and Lifelines Coordinator, USGS
Speakers: Stu Nishenko, Pacific Gas & Electric Company
Laurie ten Hope, California Energy Commission
Leon Kempner, Bonneville Power Administration
Manuel Peters, Memphis Light Gas & Water
- 12:00 PM - 1:30 PM **AWARDS LUNCHEON**
Location: Promenade AB, 2nd Floor
Award recipients will be honored for their hard-working, creative and innovative efforts within the earthquake hazards reduction community.

Awards are given to persons, organizations, or agencies, that have contributed significantly to addressing earthquake risk reduction within the U.S. through their achievements, leadership, and dedication.
- 12:00 PM - 7:00 PM **USGS Earthquake Program Council Meeting (Invitational)**
Location: Director's Row 41
- 1:30 PM - 3:00 PM **CUSEC Transportation Task Force**
Location: Director's Row 42

Wednesday, September 29, 2004 (Continued)

- 1:30 PM - 3:00 PM **PLENARY 5: Initiating & Leading Change in Loss Reduction**
Location: St. Louis Ballroom E
Organizer/Moderator: Michael Burns, Burns Business Strategies Inc. (BBSI)
Speakers: David Applegate, Senior Science Advisor, Earthquake and Geologic Hazards, USGS
Lloyd Cluff, Director of Risk Management & Geoscience Dept., Pacific Gas & Electric Company
Sherman Greer, Evansville/Vanderbergh Co., Indiana
Robert Zimmerman, Senior Manager of Security Technical Operations, The Boeing Company

Discussion
- 3:00 PM - 3:30 PM **Afternoon Break**
Refreshments in St. Louis Ballroom D
- 3:30 PM - 5:00 PM **Closing Session — Key Outcomes for National and Regional Actions**
Location: St. Louis Ballroom E

Conference Evaluation and Prizes
- 3:30 PM - 5:00 PM **Exhibitor Fair Teardown**

Thursday, September 30, 2004

- 7:00 AM - 8:30 AM **Continental Breakfast**
Location: Rose Garden
- 7:30 AM - 2:00 PM **Consortia Meetings**
- 7:30 AM - 9:00 AM **WSSPC Basin & Range Committee Meeting**
Location: Director's Row 43
- 7:30 AM - 9:00 AM **WSSPC Building Codes Committee Meeting**
Location: Director's Row 42
- 7:30 AM - 9:00 AM **WSSPC Tsunami Committee Meeting**
Location: Director's Row 41
- 8:00 AM - 11:00 AM **Exhibitor Booth Teardown by Heritage**
St. Louis Ballroom D and Preconvene Area
- 8:00 AM - 5:00 PM **USGS Earthquake Program Council Meeting (Invitational)**
Location: St. Louis Ballroom A
- 9:00 AM - 12:00 PM **Missouri Seismic Safety Commission Meeting**
Location: St. Louis Ballroom B
- 9:00 AM - 10:00 AM **WSSPC Board Meeting**
Location: Director's Row 46
- 10:00 AM - 12:00 PM **WSSPC Annual Business Meeting**
Location: St. Louis Ballroom C