

**February 3<sup>rd</sup> Program****The New de Young Museum**

Bret Lizundia,  
Rutherford and Chekene

*Hamid Fatehi, Program Chair*

- ♦ A concrete tower that twists 30 degrees as it rises.
- ♦ Concrete bearing walls that tilt in-plane over 16 degrees from vertical.
- ♦ Vertically post-tensioned concrete shear walls.
- ♦ Cantilever steel truss roof eaves over 62 feet long.
- ♦ Interior steel bridges over 90 feet long.
- ♦ Plate girders that support story height trusses that support open web longspan floor truss transfer girders.
- ♦ Building wings over 400 feet long connected with only 20 feet of diaphragm.
- ♦ Large stepped, multistory interior courtyards with filled with trees and giant tree ferns.
- ♦ A seismically-isolated museum structure with 76 high damped rubber bearings, 76 special flat sliding bearings, and 24 fluid viscous dampers.

These are just some of the structural challenges that will be featured in the February program on the design and construction of the New de Young Museum in Golden Gate Park. The project includes demolition of the seismically deficient, programmatically inadequate existing structure, with a replacement program that includes a new 258,000 s.f. three-story museum structure, a separate 33,000 s.f. 10-story education tower and extensive site improvements. It is currently midway through construction.

The primary architectural designer is Herzog and de Meuron of Switzerland; Fong & Chan Architects of San Francisco is the architect of record. Rutherford and Chekene is providing the structural, civil and

geotechnical services.

The presentation will be given by Bret Lizundia, R&C's project manager for the museum. A principal of the firm, Mr. Lizundia is a former SEAONC Director, and he has over 15 years of experience with seismic rehabilitation of existing buildings, structural design of new buildings and applied building research.

**February 10<sup>th</sup> Program****Parking Structures:  
Innovations in Design**

Susan Lyons  
Watry Design, Inc.

*By Pat Chow, Program Chair*

This South Bay Meeting will respond to our members' expressed interest to learn more about the current direction of how to design new buildings with ramps connecting between floors. This is a great opportunity to hear directly from Susan Lyons, who presented her paper on this subject at the 2003 SEAOC Conference. Ms. Lyons will also present other aspects of designing a parking structure.

Parking structures are a unique building type. Typically, they are very large structures, designed for the scale of a car, not a human. They have ramping floor plates, structural elements that are fully exposed to view and weather, and openness requirements for natural ventilation and user safety. With a majority of the building being composed of pure structural elements, economy in the framing design is essential.

Structural issues particular to parking structures include long framing spans, relatively

*Continued on page 4*

**A Message from the President****Learning from Earthquakes**

Henry Degenkolb used to say that visiting earthquake sites should be a prerequisite for holding a California structural license. Indeed it does appear to be true that a visit to the site of any damaging earthquake will result in important engineering lessons-learned. With that in mind, I joined a group of engineers from our office in late December on a visit to the area affected by the December 22<sup>nd</sup> San Simeon Earthquake. Although the impact of this 6.5-Magnitude event was perhaps overshadowed by the mudslides in San Bernardino County on Christmas Day that resulted in 14 deaths and by the devastating December 26<sup>th</sup> earthquake in Bam Iran that caused at least 40,000 deaths, there are important lessons for us.

*Continued on page 2*

**Meeting Notice**

There are TWO February  
dinner meetings:

**February 3<sup>rd</sup>, 2004**  
**The City Club**  
155 Sansome Street, 10th Floor  
San Francisco

**February 10<sup>th</sup>, 2004**  
**Michael's at Shoreline**  
2960 N. Shoreline Boulevard  
Mountain View

Fax registration form on the back of  
this newsletter to the SEAONC office  
before 12 noon on:

San Francisco Mtg.: Fri., Jan. 30<sup>th</sup>  
South Bay Mtg.: Fri., Feb. 6<sup>th</sup>

**FAX: 415-764-4915**

## A Message from the President

*Continued from page 1*

The two photos shown here were taken during my visit to Paso Robles and Atascadero on December 30<sup>th</sup>. The first shows the Mastagni Building – the 111-year old unreinforced masonry building in downtown Paso Robles that collapsed in the earthquake, resulting in two deaths. This is the building that captured most of the attention of the news media. It represents the worst of the unreinforced masonry building performance. The second photo shows a badly damaged home in Atascadero that was unoccupied at the time of the earthquake. This represents the worst performance we found among modern single-family residences.



The earthquake reinforced the basic concept that three factors need to be addressed in order to achieve acceptable seismic performance: the structural standards need to be up to date; the structural design needs to meet the intent of the standards; and the construction needs to meet the intent of the design.

Like most of the unreinforced buildings in Paso Robles, the Mastagni Building had not been seismically retrofitted. Paso Robles does have an unreinforced masonry ordinance; however, the deadline for retrofit is 2018. Several unreinforced masonry buildings suffered significant structural damage; however, this was the only one that substantially collapsed. It was observed that the original *government* anchors functioned well in holding the front wall to the floor and roof diaphragms. So well in fact that the out-of-plane collapse of the front wall dragged the roof diaphragm with it. This unusual failure appeared to result from the complete absence of second story partitions (cross walls). I understand the second story was under renovation. The deaths occurred as occupants attempted to flee the building from ground-floor shops and were crushed by the collapsing front wall. Perhaps as noteworthy as this failure is the general lack of structural collapses of other brick buildings in this historic section of downtown. The CISN maps indicate the peak ground acceleration in Paso Robles was about .40g. Contrast that performance with the collapses of mud/brick buildings in Bam, Iran due to a similar magnitude earthquake.



The two-story wood frame residence is located at the top of a hill in the northwestern section of Atascadero. There were several other red-tagged homes in this general area, though this was the most severely damaged one we found. There were fractured rock outcroppings in the area of the home and no signs of ground failure. Most noteworthy about this home was the poor quality of construction. It was reportedly constructed around 1978 and had exterior wall sheathing consisting of T1-11 plywood, which was very poorly nailed at panel interfaces and at the sill. Although the ground shaking may have been amplified at this hilltop location, the poor performance of this building appeared to be the result of construction that was not in accordance with conventional construction methods. Although the owners of this home were (fortunately) away at the time of the earthquake, it would appear that if occupants were present they would probably have survived, though their financial loss would appear to be staggering.

Some observations:

- Given the awareness for so many years by structural engineers, legislators and the public of the danger of unreinforced masonry buildings, the public probably has a right to assume that most or all of these buildings have been retrofitted by now to protect life safety.
- The public probably has a right to assume when purchasing a single family wood frame home constructed in the late 1970's, that the performance will not be as shown in the photo.
- It's a little surprising that people in California still believe that it's safer to run out of a building during an earthquake than to "duck, cover and hold." It would appear that the lives of all occupants of the Mastagni Building would have been spared if they followed the general advice.
- On the positive side: notwithstanding the tragic loss of two lives in the Mastagni Building, we are fortunate that the worst of our building stock performs better than the non-engineered buildings in much of the world. The unreinforced masonry buildings in downtown Paso Robles experienced ground accelerations as high as .40g, but most survived without collapse, even when not retrofitted. Similarly we are fortunate in California that even poorly constructed and poor performing modern single-family wood frame construction does not often result in loss of life.

*- David Bonneville, President*

## CONTINUING EDUCATION

## Upcoming Spring Seminar

By Jackie Bassett

The upcoming Spring Seminar, entitled Post-tensioned Concrete Design and Construction, will take place at the PG&E auditorium on March 24th and 31st. Please refer to the registration form in this newsletter for additional seminar information.

This seminar will incorporate two notable changes from previous seminars. First, SEAONC is now accepting credit cards as a means of payment, so credit cards may be used to pay seminar registration fees. Second, there will be no food available during the registration hour, only beverages. Desert will still be available during the 15-minute break. We made this change in response to the feedback we got on the evaluation forms from the last seminar, in which people indicated that they would prefer to eliminate the food instead of increasing the seminar registration fees, to help offset rising catering costs. Please remember to plan accordingly and have something to eat before coming to the seminar.

## DISASTER EMERGENCY SERVICES

## ATC-20 Training

by Jeff Falero, DES Committee Vice-Chair

The DES Committee is pleased to announce its plans to hold the next ATC-20 training at The Presidio's Golden Gate Club in San Francisco on Sunday, May 2, 2004.

The Golden Gate Club is located at 135 Fisher Loop in the Presidio, and the phone number there (with recorded driving directions) is (415) 561-2582. Specific directions to the facility can also be found online at <http://www.goldengateclub.com>.

Whether this is your first time learning about how buildings are tagged (green, yellow, or red) following an earthquake, or whether you hold an expired card and did not have an opportunity to attend the ATC-

20 renewal courses that were offered by the DES Committee in 2003, or if you would simply like to brush-up on what you've learned in the past, this should be a great opportunity. The Presidio has great facilities, including a good variety of buildings that we plan to mock-up as part of the seminar.

The ATC-20 training seminar focuses on the post-earthquake safety evaluation of buildings. We have tentatively scheduled a good list of speakers and presenters. Look for a seminar announcement and sign-up form in the April newsletter.

If you are interested in helping the committee organize this event, it's never too late to get involved! Feel free to contact me ([jeff@gfdse.org](mailto:jeff@gfdse.org); 415-781-1285) or simply show up at our next meeting. We will meet on Tuesday, February 3 at 5:30 PM in the "Stackpole Room" of the San Francisco City Club just before the SEAONC Dinner Meeting. We hope to see you then.

## YOUNGER MEMBER FORUM

## Stanford Student Night

by Ali Afrasiabi, YMF Committee Chair

YMF will be hosting a Student Night with the Stanford Student Chapter of SEAONC before the next Dinner Meeting February 3rd. The students will be attending the Dinner Meeting and touring the San Francisco Office of KPFF.

This will be our selling point for students to join SEAONC, so mingling with the students is strongly encouraged.

SEISMOLOGY &  
STRUCTURAL STANDARDS

## Monthly Committee Meeting

The February Seismology and Structural Standards Committee meeting will be held on Tuesday, February 24<sup>th</sup>. Please visit [www.seaonc.org](http://www.seaonc.org) for more information.

**Business Forum**

Simin Naaseh  
415/837-0700  
[simin@forell.com](mailto:simin@forell.com)

**Bylaws**

J.E. Goudie  
925/933-5876

**Computer Applications  
(TBD)****Construction Quality Assurance**

Art Dell  
415/989-9900  
[adell@soha.com](mailto:adell@soha.com)

**Continuing Education**

Troy Morgan  
415/837-0700  
[troy@forell.com](mailto:troy@forell.com)

**Disaster Emergency Services**

Joe Zsutty  
408/298-9018  
[jzsutty@aol.com](mailto:jzsutty@aol.com)

**Existing Buildings**

David Bonowitz  
415/771-3227  
[dbonowitz@mindspring.com](mailto:dbonowitz@mindspring.com)

**Legislative**

David Wilson  
415/834-2010  
[dwilson@cdengineers.com](mailto:dwilson@cdengineers.com)

**Professional Practices**

Douglas Hohbach  
650/617-5930  
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**Program**

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Pat Chow (South Bay)

650/428-2860  
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**Public Affairs & Membership**

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415/392-6952  
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**Seismology & Structural Standards**

Gary Mochizuki  
925/938-3303  
[gary@structsol.com](mailto:gary@structsol.com)

**Website**

Darrick Hom  
510/272-9040  
[dbhom@evl.net](mailto:dbhom@evl.net)

**Young Members Forum**

Ali Afrasiabi  
650/494-1600  
[aafraziabi@umerani.com](mailto:aafraziabi@umerani.com)

## February 10<sup>th</sup> Program

*Continued from page 1*

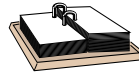
large foundations, crack control in the expansive concrete plates, durability of the drive surfaces, lateral analysis of the ramped components, and standardization of structural elements.

This month's presentation will provide an overview of some local parking structures, including the new underground parking structure at Stanford University, the downtown Palo Alto garages, and the UC Santa Cruz Core West Parking Structure. The presentation will highlight innovations in the structural designs that contributed to the success of these projects.

Susan Lyons, P.E. is a project manager at Watry Design, Inc. Watry has completed the design of more than 135 parking structures, including many in the Bay Area. Their buildings have received awards from the American Concrete Institute (ACI), Post-tensioning Institute (PTI), and International Parking Institute (IPI).



## CALENDAR OF EVENTS



### February 3

San Francisco Dinner Meeting  
City Club, San Francisco

DES Committee Meeting  
City Club, San Francisco

YMF Stanford Student Night  
City Club, San Francisco

### February 10

South Bay Dinner Meeting  
Michael's at Shoreline, Mountain View

### February 11

Business Forum Luncheon  
City Club, San Francisco

### February 24

Seismology & Structural Standards  
Committee Meeting

**Thank you to the following members and firms who contributed to the SEAONC Scholarship Fund since last month:**

### **\$51 - \$150**

David Bonneville  
Peter Revelli  
Robert Vandenbosch



Make a contribution this year when renewing your membership and join this prestigious list!

## STRUCTURAL DRAFTING

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Civil Engineer C022059

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## New Members

### Member SE

Chris Warner  
Senior Engineer, ZFA  
Structural Engineer

### Member

Masami Jin  
Project Engineer, Arup  
Verne Kurokawa  
Principal, VK Engineering

### Associate

Jeff Kersh  
Design Engineer,  
Ficcadenti & Waggoner  
David Nesbet  
Mike Rookstool  
Designer, Degenkolb Engineers  
Reynaud Serrette  
Associate Professor of  
Civil Engineering, Santa  
Clara University  
Emma Sheperdson  
Gordon Wray  
Designer, Degenkolb Engineers

### Student

Liliana Pinto  
Graduate Student, UC Berkeley

## Posting for Membership

### Member

Jiyoung Lee  
Engineer, Nabih Youssef & Assoc.  
Kevin Zucco  
Associate, ZFA Structural  
Engineers

### Associate

Jean-Pierre Chakar  
Jr. Structural Engineer, Skidmore  
Owings & Merrill, LLP  
Akalan, Gokhan  
Structural Designer, A.T. Merovich  
& Associates  
Kevin Morton  
Staff Engineer/1<sup>st</sup>, Hohbach,  
Lewin, Inc.

### Affiliate

Paulette Salisbury  
Owner, Paulette Salisbury & Assoc.

### Student

David Kane  
Graduate Student, Georgia Institute  
of Technology



CALL FOR ABSTRACTS

Structural Engineers Association of California (SEAOC)

75th Anniversary Convention
August 25-28, 2004

The Doubletree Hotel - Monterey, CA

Abstracts are requested for papers to be presented at the technical sessions of the 2004 SEAOC Convention. Papers may either focus on a recent project or a research and development effort. Emphasis will be on the following topics:

- New Seismic Systems and Components (ex. Energy Dissipation, SMRF, BRBF)
Next Generation Codes/Guidelines (ex. ASCE-7, ATC-58, NEHRP)
Improvements to Current Codes (ex. Gusset Plates, Orthogonal Effects, New Blue Book)
High Performance Materials/Smart Structures
Fire/Impact/Blast
Progressive Collapse
Foundations/Geotechnical
Non-Structural

Abstracts of not more than 250 words are due by March 1, 2004, and should be sent to the 2004 SEAOC Convention Technical Program Committee at the contact information provided below. Authors will be notified of abstract acceptance by April 1, 2004. Papers ready for publication in the proceedings are due by June 1, 2004. Authors will be provided with detailed guidelines regarding paper format after acceptance of the abstract. Papers not conforming to the guidelines will not be published and may not be eligible for presentation at the convention.

Constantine Shuhaibar, PhD, PE
Technical Program Committee Chair

T: (415) 986-8400
F: (415) 986-8402
E: constantine@shuhaibar.com

Monographs on Fundamentals of Seismic Protection for Bridges and Seismic Design with Supplemental Energy Dissipation Devices Available from EERI

The Earthquake Engineering Research Institute is pleased to announce that a 184-page hardcover monograph entitled Fundamentals of Seismic Protection for Bridges by Mark Yashinsky and M. J. Karshenas has just been published. It covers the basic aspects of the seismic performance of bridges during past earthquakes, current practices in the seismic analysis and design of new bridges, and retrofit strategies. Also included is an extensive glossary of terms pertaining to bridges and their elements. Its price is \$45.00 plus shipping and sales tax for California residents. EERI members will receive this monograph at no charge.

The monograph examines how bridge performance has been affected by construction, design details, proximity to different hazards, and the characteristics of surrounding soil. In exploring current practices for new bridges, it deals with how to design bridges for the variety of hazards that can occur during an earthquake. Also described are seismic demands on bridges and performance-based design; i.e., how to design and detail bridges and their elements to meet performance requirements.

Additionally, the monograph focuses on the steps that a comprehensive bridge retrofit program would require, including the prioritizing, screening, and selection processes, as well as the analysis needed to identify vulnerabilities and develop alternate retrofit strategies.

Its price to non-EERI members is \$45.00 plus shipping and sales tax for California residents (\$35.00 for EERI members). To place an order online, visit www.eeri.org/cds\_publications/catalog/ and click on the Publications link under the "Categories" heading. This web site page also has information about other EERI publications and special deals. Orders can also be placed by phone at 510/451-0905 or by e-mailing eeri@eeri.org.

UPDATED SEMINARS ON CONNECTIONS FOR STEEL BUILDINGS IN SEISMIC REGIONS SCHEDULED FOR CALIFORNIA

The Steel Structures Technology Center will be conducting an updated one-day seminar on Steel Connections: seismic applications in Buena Park on February 24 and in Fremont on March 30. The seminar will be of particular interest to structural and civil engineers, building officials, steel fabricators and erectors, testing agencies, inspectors, and others involved in steel building construction.

The seminar will focus on the design, detailing, construction and inspection of welded and bolted connections for moment frames. Discussed will be the provisions of FEMA 350, FEMA 353, and the AISC Seismic Provisions, as well as current proposals for AWS D1.8 and the AISC Connections Prequalification Review Panel standard.

In Buena Park, the seminar will be at the Holiday Inn, 7000 Beach Boulevard. In Fremont, the seminar will be held at the AmeriSuites Hotel, 3101 Warren Avenue. Each seminar will contain 6-1/2 hours of lecture and discussion, beginning at 1:00 pm and concluding at 8:30 pm. Dinner is included. Certificates awarding 0.65 CEU's or 6.5 PDH's will be provided attendees completing the course.

The seminar will be repeated in Las Vegas on May 4.

For additional information, call the SSTC at (248) 893-0132, fax (248) 893-0134, or visit www.steelstructures.com.



**Forell/Elsesser Engineers**, an award-winning structural/civil engineering firm, offers outstanding career opportunities to engineers and CAD drafters with all levels of experience who seek a dynamic, challenging and rewarding work environment ([www.forell.com](http://www.forell.com)). Work on exciting projects and collaborate with innovative design engineers. We offer an unparalleled salary & benefits package, including employer matched 401(k), pension and incentive compensation plans. Contact: Jim Guthrie, 160 Pine St. #600, San Francisco, CA 94111; fax 415/837-0800 or [jim@forell.com](mailto:jim@forell.com)

Structural Engineer - Are you dynamic, competitive, creative? **Marr Shaffer & Miyamoto** is ready for you. Established over a half a century ago, MSM is one of the most respected engineering firms, with an office in Pasadena and Sacramento. Our projects range from complex high-rise structures to commercial buildings with expertise in seismic rehabilitation and state-of-the art design procedures. In earthquake engineering we design retrofits and new buildings with dampers, base isolators and fiber reinforced plastic. We are seeking project engineers, project managers, and CAD drafters. Communication skills and a commitment to be the best are essential. We offer a great working environment, a complete benefit package, and a chance to take a great life journey! Check out our website at [www.msm1.com](http://www.msm1.com) for more information. If you are ambitious and have a minimum 2+ years experience with a variety of building materials (steel, concrete, timber). Please submit your resume to: [resume@msm1.com](mailto:resume@msm1.com)

**Tipping Mar & Associates** is an award winning structural engineering firm. We have an enthusiastic staff of 17 who work collaboratively. Our approach is innovative, and our projects are diverse. We are seeking a bright, creative, self-motivated individual for a challenging position as a structural engineer. Please send your resume with a cover letter to Tipping Mar & Associates,

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**SOHA Engineers** has openings:  
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 Please send resume with cover letter to: SOHA Engineers, c/o Human Resources, 550 Kearny Street, Suite 200, San Francisco, CA 94108 or Fax 415-989-9909.

**PEOPLES ASSOCIATES STRUCTURAL ENGINEERS** is a growing engineering consulting firm with two offices in the Bay Area. We are looking for talented and energetic individuals to join our Pleasanton office. We offer a competitive salary, excellent benefits and a team-oriented atmosphere that encourages professional growth. BS required (MS preferred). Experience is a plus. Send resume & cover letter to 529 S. Main St., Milpitas, CA 95035, Fax: (408) 957-9221, Email: [mail@pase.com](mailto:mail@pase.com).

**DeSimone Consulting Engineers**, a leading national structural engineering firm, has an immediate opening in our growing San Francisco office for a bright, creative, self-motivated engineer with strong technical and management skills. The ideal candidate should have 2-5 years experience in new design and seismic rehabilitation, as well as excellent communication skills and a PE (preferred). We offer a very competitive benefits package, coupled with a fun and dynamic work environment. Fax your resume to 415/398-9834 or e-mail: [rpolvka@de-simone.com](mailto:rpolvka@de-simone.com).

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[www.zfa.com](http://www.zfa.com)

**KPFF Consulting Engineers** is seeking Project Managers and Engineers for full time employment. Applicants must be motivated and possess excellent written and verbal skills. KPFF offers our employees an environment that supports personal growth, education and training, and the freedom to pursue individual career goals. If you have at least 3 years of design experience, a PE license, an advanced degree in structural engineering, and an interest in Structural Design, we want to hear from you. Send cover letter and resume to KPFF 1160 Battery St., Suite 300, SF, CA 94111. EOE

**Precision Structural Engineering, Inc.** is looking for a self motivated, hard working Civil/Structural Engineer with a minimum of 5 years experience to manage the company

## Job Forum cont.

branch in Medford, OR. Profit Sharing, Bonuses plus other benefits for the successful candidate. Please visit [www.structure1.com](http://www.structure1.com) for information or call 541-850-6300 for more details.

**TRI-VALLEY ENGINEERING, LTD** is looking for engineers who have recently passed the S.E. exam in California and are interested in taking advantage of a unique opportunity with our firm, either part-time, full-time, or "tele-commuting". If you are interested in finding out more, please contact Dr. William G. Jones, P.E. (925) 606-1117, or email at: [wjones@trivalleyengineering.com](mailto:wjones@trivalleyengineering.com)

**Kutzmann & Assoc.** has an immediate opening in Fremont for a structural plan checker. Projects reviewed vary from residential additions to office buildings. Applicant must be familiar with the UBC and have good written & verbal communication skills. CE or SE preferred. Flexible hours, benefits and 401K plan. Salary negotiable. Mail to 39355 California St., Suite 200, Fremont, CA 94538 or e-mail to [kutz@pacbell.net](mailto:kutz@pacbell.net). No calls please. EOE.

### SEISMIC ENGINEER Announcement No. 2004-001

**The US Dept of State, Bureau of Overseas Buildings Operations, Design & Engineering Division** has an opening for a Civil (Seismic) Engineer. Mandatory requirements: Applicant must be a U.S. citizen. Failure to state this on original application will render you ineligible for consideration. Basic Requirements: BS Degree in Civil Engineering w/ emphasis on Structural Engineering; 3 to 10 years of progressively responsible experience in structural & seismic analysis; design & review of complex buildings & foundations; skilled in seismic evaluation & strengthening of existing non-ductile concrete, steel & URM buildings; PE registration as CE and/or SE (CA license preferable) is highly desirable. Additional requirements: successful completion of DOS security clearance; excellent verbal & written skills; occasional overseas travel. Position is a 1-yr renewable Personal Services Contract at the GS-12/13/14 equivalent level (\$58,070-106,086) located in Wash., DC area. Submit resume, OF 612 or SF-171 w/cover letter & salary history via fax to: 703.875.5771. Applications must be received by 02.16.2004.

Please reference announcement number 2004-001. For more information call 703.812.2452.

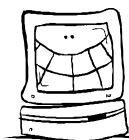
**CLA Engineers, Inc.** in San Jose, California, is a dynamic and successful structural engineering consulting firm specialized in residential designs. CLA Engineers, with a total staff of more than 40 people, is dedicated to providing excellent services of the highest quality to the most demanding homebuilder clients. We are seeking an ambitious individual to fill an immediate position of Engineering Manager with the potential to become a principal/partner. The ideal candidate shall perform the following tasks.

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2. Develop and maintain CLA's proprietary engineering/drafting automation system.
3. Monitor engineering criteria and optimize practices used office-wide.
4. Educate the staff to acquire the necessary skills to perform their daily tasks.

The qualified individual must be career-oriented, a licensed PE in California, and computer literate, with 8+ years wood design experience and excellent people management skills. Compensation expected to be \$120k+ including comparable salary, substantial year-end profit sharing/pension plan, paid vehicle, vacation, benefits, optional ownership acquisition, etc. Please fax your resume to (408) 293-0890 or email: [case3091@aol.com](mailto:case3091@aol.com)

**March News  
deadline:  
Friday, Feb. 10<sup>th</sup>, 2004**

**Submit your articles by  
e-mail to:  
[SEAONC@ix.netcom.com](mailto:SEAONC@ix.netcom.com)**



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<b>2/3 Page</b>	<b>\$600/mo.</b>
<b>1/2 Page</b>	<b>\$480/mo.</b>
<b>1/3 Page</b>	<b>\$360/mo.</b>
<b>1/4 Page</b>	<b>\$270/mo.</b>
<b>1/6 Page</b>	<b>\$225/mo.</b>

### Inserts/Flyers

<b>1 sided</b>	<b>\$1000/mo.</b>
<b>2 sided</b>	<b>\$1200/mo.</b>

Rates are for finished camera-ready black and white ads or proofed PDF files with embedded fonts. *Full payment is required at time of insertion order.* For advertising contract, size specifications, and special rates for running an ad for multiple months, contact the SEAONC Office at by e-mail at [seaonc@ix.netcom.com](mailto:seaonc@ix.netcom.com) or phone at 415/974-5147.

### Job Forum Insertion Fees:

\$150 for up to 450  
characters/spaces

\$15 for each 45  
characters/spaces thereafter

All job forum ads will  
also be posted on the  
SEAONC web site.

*Opinions expressed in the SEAONC NEWS are not necessarily those of the Structural Engineers Association of Northern California. Advertising rates and information sent upon request. Acceptance of advertising and informational brochures in the SEAONC NEWS does not constitute endorsement or approval by SEAONC of the products or services advertised. SEAONC reserves the right to refuse any advertising.*

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Rebuilding Together (formerly Christmas in April) is a nationwide, non-profit organization that coordinates volunteers and sponsorship in an effort to improve buildings in the community. This year, we are expanding our efforts to Rebuilding Together’s “Institutional” category, which includes projects such as homeless shelters, battered women’s shelters, and under-funded schools. For the past thirteen years, SEAONC has earned its status with Rebuilding Together as one of their most valuable teams on residential projects. This year, we hope to once again gather such support from within, to help the community on a grander scale.

In order for SEAONC to participate this year, we will need volunteers come April, but right now we need donations. For SEAONC to become an “Institution Renovation Sponsor”, we need to raise \$7,500. Every donation from you will help us reach our goal. If every member gave even \$2, with 1,800 members.... That is already half of our goal.

Please consider contributing to Rebuilding Together. Your contribution puts hammers, saws, and paintbrushes into volunteers’ willing hands, and it provides the “bricks and mortar” needed to build a better community. Please send your tax-deductible donation, payable to Rebuilding Together, to the address below. You will receive a receipt for your donation. For more information about Rebuilding Together, visit [www.rebuildingtogethersf.org](http://www.rebuildingtogethersf.org) or contact Joyce Feng.

*1/3 page ad  
AISC*

Send all donations to:

Rebuilding Together  
c/o Joyce Feng  
Degenkolb Engineers  
300 Frank H. Ogawa Plaza  
Suite 450  
Oakland, California 94612  
510 / 272-9040, extension 222  
[jfeng@degenkolb.com](mailto:jfeng@degenkolb.com)

## SEAONC BUSINESS FORUM FEBRUARY MEETING

A joint meeting with AIA San Francisco Chapter

### Bonusing and Motivating in A/E Firms

Wednesday, February 11, 2004

12:00 pm – 1:30 pm

City Club – San Francisco

155 Sansome Street, Bechtel Room, 9th Floor

Does your firm employ a subjective, merit based reward system, or an objective incentive based system where clear expectations are set in advance and performance is measured accordingly? What impact do you think each system might have on motivating employees to improve productivity and profit? Which approach to year-end bonusing motivates employees best?

As leaders and managers of professional service firms we realize the need to offer bonuses to retain employees and to remain competitive, and of course to avoid paying corporate taxes! But have we methodically examined how powerful the right reward system might be in improving organizational effectiveness and employee motivation and productivity?

To help us explore the possibilities, we have invited Daron Anderson who will share the results of his research on the subject, as well as bringing examples from his experience with various A/E firms that he has consulted with. Daron leads Professional Service Advisors, a consulting firm that specializes in organizational development, strategic planning, and aligning compensation with company objectives. His Performance Bonus System™ has been recognized for its innovation and effectiveness by national engineering and architectural associations. Daron is the past-President of Anderson Consulting Group, a geotechnical and environmental engineering firm formerly headquartered in Roseville, CA. He served in a variety of positions within the firm including Project Manager, Marketing Director and Chief Financial Officer. In 2002 he facilitated the sale of the firm to ENGEO Incorporated.

*Keep your New Year's Resolutions!!*

*We are seeking an enthusiastic, entrepreneurial individual for a unique and outstanding opportunity!*

There is no time like the present.

Civil License and Residential Experience Required.

PARKER • RESNICK  
STRUCTURAL  
ENGINEERING

1927 PONTIUS AVE  
LOS ANGELES CA 90025  
TEL 310 478 8372  
FAX 310 479 5732

Daron will give us some background on the subject, and will facilitate small group discussions while sharing his insight based on his experience with professional service firms including one in which he has played a key leadership role in the past. He will also share with us real life examples of how implementing an incentive based reward system has affected the financial success of firms.

Please join us for this meeting and learn how you can make your bonus dollars work better for you!

**Cost:** \$20 for Business Forum Members  
\$30 for Non-Members

**Meal Options:** Chicken, Flank Steak or Pasta

**RSVP:** Contact the SEAONC office at  
seaonc@ix.netcom.com or by phone at  
415/974-5147.

Registration Deadline is **Monday, February 9<sup>th</sup>, at 12:00 p.m.**  
Space is limited so register early.

**FEB**

- 3 San Francisco Dinner Meeting**  
City Club, San Francisco
  
- DES Committee Meeting**  
City Club, San Francisco
  
- YMF Stanford Student Night**  
City Club, San Francisco
  
- 10 South Bay Dinner Meeting**  
Michael's at Shoreline, Mountain View
  
- 11 Business Forum Luncheon**  
City Club, San Francisco
  
- 24 Seismology & Structural Standards Committee Meeting**

# Registration

**Note: There are TWO dinner meetings this month. Please indicate your choice of ONE or BOTH.**

## February 3<sup>rd</sup> SEAONC Dinner Program, City Club, San Francisco

*The New de Young Museum*

**The City Club, 155 Sansome St., 10th Floor, San Francisco**  
BART: Montgomery Street Exit, San Francisco

**Deadline for pre-registration:**

**12 noon, Friday, January 30<sup>th</sup>, 2004**

Dinner and program reservations are limited. Register early!  
No cancellations after 12 noon, Friday, January 30<sup>th</sup>, 2004.

<b>COST:</b>	PRE-REGISTERED	LATE REG.
SEAONC Member	<input type="checkbox"/> \$34	<input type="checkbox"/> \$39
Junior Mbr (29 and under)	<input type="checkbox"/> \$28	<input type="checkbox"/> \$33
Non-Member	<input type="checkbox"/> \$39	<input type="checkbox"/> \$44
Student	<input type="checkbox"/> \$15	<input type="checkbox"/> \$15

## February 10<sup>th</sup> South Bay SEAONC Dinner Program, Michael's at Shoreline, Mountain View

*Parking Structures: Innovations in Design*

**Michael's at Shoreline**  
2960 N. Shoreline Boulevard, Mountain View

**Deadline for pre-registration:**

**12 noon, Friday, February 6<sup>th</sup>, 2004**

Dinner and program reservations are limited. Register early!  
No cancellations after 12 noon, Friday, February 6<sup>th</sup>, 2004.

<b>COST:</b>	PRE-REGISTERED	LATE REG.
SEAONC Member	<input type="checkbox"/> \$28	<input type="checkbox"/> \$33
Junior Mbr (29 and under)	<input type="checkbox"/> \$20	<input type="checkbox"/> \$25
Non-Member	<input type="checkbox"/> \$33	<input type="checkbox"/> \$38
Student	<input type="checkbox"/> \$15	<input type="checkbox"/> \$15

If no label is shown above, or for guests, please fill in the form below.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

**RSVP by fax to: 415/764-4915** or phone: 415/974-5147  
Make check payable to **SEAONC** and bring with you to the door.

Please check meeting(s) you wish to attend:

- Feb. 3<sup>rd</sup>, City Club
- Feb. 10<sup>th</sup>, Michael's, South Bay

5:45 PM General Assembly  
6:30 PM Dinner  
7:30 PM Program

No-shows will be invoiced. Tickets not claimed by 6:45 p.m. on the night of the event are subject to being sold. Note: Individuals with outstanding monthly meeting balances are required to pay in advance for a meeting reservation and pay all outstanding monthly meeting invoices.