



SEAOSC Member Featured in LA Times for Wilshire Grand Tower

“...Under construction at the corner of Wilshire Boulevard and Figueroa Street, the New Wilshire Grand will be the tallest structure built in a seismic hot zone when completed in 2017. Its design has undergone the most sophisticated earthquake modeling performed on a building in Southern California. But even that has its limits.

works for the firm **Thornton Tomasetti**. “You can’t ask an engineer to guarantee that a building will never collapse in an earthquake. That is not fair, and that is not the deal that society has made with the construction world. You can ask that it will behave as well as possible, meeting at least the code requirements. Even that’s a heavy responsibility.”

“Earthquake design is a fuzzy proposition,” said **Leonard Joseph, S.E.** who

See the full article: <http://graphics.latimes.com/wilshire-grand-earthquakes/>

For two years, Leonard Joseph, standing at the site of the New Wilshire Grand in downtown L.A., and his team have been consumed by the challenge of making the skyscraper stand up to Southern California’s fierce earthquakes.



DECEMBER

*Happy Holidays to You,
Your Firm, and Your Families!*



- 3** Annual Holiday Party: Sponsored by CSI
Jonathan Club, Los Angeles
- 5** SEAOSC NEWS Content Submission Deadline for January 2015 Issue
- 9** “Enhancing the Value of Your Engineering Firm & Exit Strategies” Webinar, GoToWebinar
- 10** Image & PR Committee Meeting
GoToMeeting

JANUARY

- 7** Los Angeles Dinner Meeting
Luminarias, Monterey Park
- 9** SEAOSC NEWS Content Submission Deadline for February Issue
- 20** Seismology Committee Meeting
- 27** Existing Buildings Committee Meeting
GoToMeeting

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Why Bother?

After the November dinner meeting, I had a great conversation with [Jeff Ellis](#), our SEAOSC Treasurer. We were talking about the evening's program Conrad Paulson from WJE just gave about the complete reorganization of ACI 318 in the new 2014 edition, and despite the great attendance, we were wondering why the room was not even more full of engineers thirsty for knowledge. After all, this was a great presentation on a timely topic given by an expert in the field, and would be beneficial to any engineer who designs concrete structures. Our conversation evolved into a discussion about why SEAOSC exists at all?

We started thinking of all of the great things that SEAOSC does and the reasons we exist. This was pretty easy for us to do, and I hope that it would be for you too. There are the obvious reasons such as our informative dinner meeting presentations, the Winter and Spring Education Programs, community outreach with the BAR Summit, Red Cross DPA, etc. There are other influential things we do like our SEAOSC Scholarship Program and Job Fair (mark your calendars, February 4, 2015).

Then there are activities that our members unfortunately may not know about, like representing our local Southern California interests in statewide issues, volunteering with Dr. Lucy Jones on the LA Seismic Task Force, working with the US Resiliency Council, promoting the image of structural engineers to the community, and all of the great work our committees do in developing codes and standards and other important information.

Equally important is the opportunity to network with your fellow engineer, to socialize, to learn. Our membership has a wealth of knowledge, and sitting at a dinner meeting with one of the leaders in our field is a great way for us to pass this knowledge on to the next generation. There is so much value to get out of your SEAOSC membership, and I hope you take full advantage of these benefits!

In the end, Jeff and I realized that all of this is said pretty well by SEAOSC's Vision and Mission statements and the Five Pillars. If you have not read those in a while, I encourage you to [READ ABOUT THEM HERE](#). "SEAOSC exists to serve its members in the noble profession of structural engineering by fostering and promoting the contributions of structural engineers to society." I think that says it pretty well.

Along these same thoughts, I was looking at a desktop picture of my family visiting the Hoover Dam, which reminded me of a quote on my office wall from President Herbert Hoover, a Stanford University trained engineer himself. In a 1954 article in *Engineer's Week* he said about engineering:



By Kevin O'Connell, S.E.

December 2014

"It is a great profession. There is the fascination of watching a figment of the imagination emerge through the aid of science to a plan on paper. Then it moves to realization in stone or metal or energy. Then it brings jobs and homes to men. Then it elevates the standards of living and adds to the comforts of life. That is the engineer's high privilege.

...But the engineer himself looks back at the unending stream of goodness which flows from his successes with satisfactions that few professions may know. And the verdict of his fellow professionals is all the accolade he wants."

Perhaps that high privilege and unending stream of goodness is what SEAOSC helps to foster. I believe that SEAOSC provides that for our members. I hope you agree. But I ask you, our members, to tell me why you think SEAOSC exists? What does SEAOSC mean to you? I'd like to know. Please send me an email.

There is a tremendous amount of information in this month's newsletter and I hope you find it valuable. If so, I hope you will take a few minutes to help provide some additional value for a fellow engineer, pay it forward so to speak. SEAOSC is always looking to our members to write articles for our newsletter and/or website. If there is something you want to say, let us know. It can be a technical article, a lesson learned, a project summary or case study, or it can be a summary of a past event, or anything else you think could be of interest to the membership. Please submit your articles for consideration to the SEAOSC office for inclusion in future newsletters.

The SEAOSC Board of Directors is pleased to announce the selected SEAOSC representatives for the SEAOSC Ad Committee reviewing the SEAOSC Earthquake Performance Rating System (EPRS). The Board has selected [Josh Gebelein](#) (Brandow & Johnston), [David Pomerleau](#) (IDS Group), and [Lee Pursell](#) (Simpson Gumpertz & Heger). We are grateful for the time and effort they will spend on behalf of SEAOSC over the next year. We are also grateful for the many people who contacted me and requested to be on this committee. We do want our members voices to be heard on this effort. If you have any detailed comments or specific recommended changes on the SEAOSC EPRS, please be sure to contact one of these committee members, or myself.

Although it is hard to believe, the holidays are right around the corner. As we have done for the past few years, SEAOSC will be celebrating the holidays with our annual Holiday Party in lieu of the regular December dinner meeting. We are fortunate to be able to return to the Jonathan Club this year, on December 3, 2014. I hope you will be able to join us as we enjoy a wonderful evening, catch up with old friends, make some new friends, and celebrate the holiday season. Finally, I would also like to take this opportunity to wish you and your families a Happy Thanksgiving and Happy Holidays.

Respectfully, Kevin O'Connell, S.E.
SEAOSC President



2014 SEAOSC HOLIDAY PARTY, SPONSORED BY CSI: Wednesday December 3rd

Kick off your Holiday Season with SEAOSC. Members and their guests are invited to share in our celebratory Holiday Dinner held at the Jonathan Club in downtown Los Angeles. Thanks to the sponsorship of CSI, this year we are pleased to offer discounted reservations for our Young Professional* members.

The evening will include roof top cocktails, dinner and a 50/50 raffle benefiting the upcoming Student Night scholarships. Don't miss this opportunity to mingle with friends and colleagues overlooking the beautiful LA skyline.

For detailed information and to make your reservation please visit www.seaosc.org or see the accompanying flier in this issue.

** Young Professionals are considered current Associate, Associate Levels 1-4 and Student members of SEAOSC*



WELCOME

NEW MEMBERS

Member S.E.

Nasir Navidpour

Saiful Bouquet, Inc.
nasir@saifulbouquet.com

Industry

Roger Beckett

Angelus Block Co.
rbeckett@angelusblock.com

John Surratt

Angelus Block Co.
jsurratt@angelusblock.com

Michael Prestridge

Century Building Solutions, Inc.
mprestridge@centurybsi.com

Associate Level 1

Nathan D. Tremblay

M.W. Sausse & Co. Inc.
ntremblay@vibrex.net

Students

Cal Poly San Luis Obispo

Update Your SEAOSC Member Profile

Did you know you can update your home and business information in your SEAOSC profile?

After logging-in, click on the tab "Member Services".

Select "My Personal Profile" and "My Company Profile" in the left column to view and edit your data.

This data is appears in the Referral Program listing, is provided to SEAOC for inclusion in the annual membership directory, and is used for occasional SEAOSC mailings.

ENGINEERING OUTREACH

SEAOSC Sponsors UCLA Seismic Outreach Program for Student Engineers *Structures Built with K'NEX Erector Sets*

SEAOSC is pleased to announce that we will be a sponsor for the 2014-2015 UCLA ASCE Student Chapter's Seismic Outreach Program. This is the second consecutive year that we have sponsored this program.

This program strives to bring engineering to a younger audience who may overlook engineering as a potential career choice. The program is also known as "Earthquake Engineering with K'NEX" and integrates California sixth grade standards on earthquakes with a basic structural engineering education. UCLA engineering students work with the sixth graders in the program to build models using K'NEX pieces (a modern version of Tinker-Toys). The sixth graders then visit the UCLA campus to test their engineering skills on a shake table.

The UCLA students who run this program are looking for volunteers to assist on the shake table day which will be December 5th from 9 am to 1 pm. If you are interested, please contact the SEAOSC office for additional information.



*SEAOSC will donate
\$500 for supplies!*

Annual Golf Tournament



The SEAOSC Board of Directors has voted to donate
\$4000
to the SEAOSC Scholarship Fund.
This includes profits from the tournament and the
mulligan purchases.

This represents an increase over the previous two years:
2013 contributed \$2380 to the scholarship fund
2012 contributed \$1320 to the fund.

THANKS AGAIN to all the tournament sponsors, volunteers and players.

The Annual Scholarship Awards Night & Job Fair will be held
Wednesday, February 4, 2015
at
Luminarias Restaurant
3500 Ramona Blvd, Monterey Park, CA

The Young Member Committee is now accepting applications for undergraduate
student scholarships through **December 31, 2014**.
Please contact Committee Chair
Nathan Jo, nathanjo@gmail.com for more information.

Watch SEAOSC's social media for announcements and updates!

2014 Annual Holiday Party



You & a Guest

Are Invited to Attend

SEAOSC's Holiday Party
Wednesday, Dec. 3, 2014
at

The Jonathan Club
545 South Figueroa Street
Los Angeles, CA 90071

Hosted Parking & Cocktails, 3 Course Dinner

Rooftop Reception: 5:30 pm & Dinner: 7:00 pm
SEAOSC Members & Guests: \$95 per person
Young Professionals* & Guests: \$50 per person

Exclusive Sponsor:



This year's event will include roof top cocktails, dinner, and a "50/50" raffle to benefit the upcoming Students Night scholarships.

*Please indicate Entree Selection
of Petit Filet Mignon or Diver Scallops*

Holiday Semi-Formal Attire: Gentlemen: neckties required by club, Ladies: sweater or jacket recommended.

* Young Professionals are considered current Associate, Associate Levels 1-4, & Student Members of SEAOSC. Young Professionals Discount sponsored by CSI. Advance reservations required by Dec. 2, 2014, via WEBSITE www.seaosc.org|EMAIL seaosc@seaosc.org|FAX 562-692-3425

Name(s): _____ Amount: \$ _____

Credit Card Number: _____

Zip Code: _____ CVV Code: _____ Entree(s): _____

WEBINAR



Structural Engineers Association of Southern California

Webinar: *Enhancing the Value of Your Engineering Firm/Department & Developing Exit Strategies*



Matthew Winefield, P.E.

Matt Winefield, President of Winefield & Associates, has managed technical service departments and companies for 25 years.

He has advised dozens of engineering firms on business development and exit strategy matters.

Matt holds a BS in civil engineering from the University of Illinois at Urbana-Champaign, an MS in environmental engineering from California State University Long Beach, and an MBA from the UCLA Anderson School of Management. He also maintains an active California Professional Engineering license.

Date: Tuesday, December 9, 2014

Time: Noon-1:00 pm

Presentation will be 45 min. long plus 15 min. allotted for Q&A

Price: SEAOSC Members: \$75, Nonmembers: \$150, Member of any national SEA: \$100

Target Audience: Engineering business owners, department managers, and other engineering executives who want to improve their firm's business development plans, understand their firm or department's valuation, and/or prepare to sell their company.

Presentation Outline: This presentation provides simple financial and marketing tools to increase the value of your engineering firm or engineering department. We will provide methods to: focus your practice on profitable niches; quantify the value of your firm or department; pinpoint financial and marketing tools to increase value; develop effective sales and marketing plans; and prepare for the most profitable company sale, transition to a trusted manager, or other exit strategy.

The attendees will leave the presentation with MS Office tools to increase revenue and net income, including an interactive Valuation and Growth Calculator and Sales & Marketing Checklist.

Register Online at seaosc.org: (Sorry, manual registrations not available.)

1. SEAOSC Members: **LOG IN** with your username & password to access the member discount.
2. Navigate to the tab "**Education/Events**" and locate the webinar entry.
3. Click on "**Register**" button at top right. Enter attendee and payment information. Confirmation emails, including webinar access instructions and notes (if available), will be sent to the email address provided at checkout.

Please contact SEAOSC with any questions: 562-908-6131, seaosc@seaosc.org

FORELL/ELSESSER ENGINEERS

Are you looking to share your talents with a collaborative, fun group of engineers working in a dynamic downtown San Francisco office on some of the most challenging and exciting structural and seismic projects in California and around the world?

Do you want to be part of an exciting and thoughtful team in a work environment that actively encourages and supports individual professional growth through ongoing education, training, and mentoring?

If so, FORELL/ELSESSER wants to hear from you! We are currently looking to add engineers with a Masters' degree in civil/structural engineering and up to 3 years' experience to our team.

Find out more about us and this opportunity at www.forell.com. Interested candidates should forward their resumes and cover letter to recruiting@forell.com

DESIMONE CONSULTING ENGINEERS

Want to take your career to the next level? DESIMONE, an international structural engineering firm with 5 domestic and 3 international offices, is looking for sharp, capable, energetic, and highly motivated engineers that want to design world-class buildings. We work with the world's best architects creating landmark buildings throughout the US and internationally. We currently have openings for engineers at all levels in our San Francisco, Las Vegas, Miami and New York offices.

The successful candidates will develop structural engineering designs for a wide variety of projects, including mid-to-high-rise buildings.

Qualifications:

- M.S. degree in Civil/Structural Engineering
- Over 3+ years of relevant experience
- Knowledge of local and national building codes & construction practices
- Proficiency in ETABS, RAM, RISA, and SAFE
- Ability to work in AutoCAD and Revit a plus
- Strong verbal & written communications skills
- Detail-oriented with strong people skills

Please visit our Careers page for more details:
www.de-simone.com

KNA Consulting Engineers, Inc.

KNA Consulting Engineers has an immediate opening for engineers at all experience levels. Qualified applicants must have an ARCE or BSCE Degree (Structural) from an accredited University, proficiency in seismic design, working knowledge of Revit, excellent communication skills and be able to demonstrate good application of learned analytical skills. Previous engineering intern experience is a plus.

KNA is located in Irvine, CA and specializes in the structural design of educational, civic and healthcare facilities.

For additional information, please visit our website at www.KNAconsulting.com.

Interested candidates are encouraged to contact us at careers@KNAconsulting.com. KNA offers competitive compensation along with a comprehensive benefit package.

FORELL / ELSESSER ENGINEERS is looking for an enthusiastic team-member to join our growing San Francisco office as a **REVIT/CAD Modeler**.

The ideal candidate will have 1 to 3 years of experience as a drafter in the A/E/C industry or has a Certificate of Completion from an Autodesk Authorized Training Center. Architects and engineers who are seeking a change are also encouraged to apply.

You can find out more about our team and our projects at www.forell.com.

Forell/Elsesser offers a competitive salary and excellent benefits package including a 401 (k) plan and profit sharing. Interested candidates should forward their resumes and cover letter to recruiting@forell.com.

David C. Weiss Structural Engineer & Associates, Inc., is seeking an engineer with a minimum of 3 to 5 years experience in structural engineering. BS in Civil, Structural, or Architectural Engineering and CE License is preferred.

Candidates should be experienced in the design of timber, masonry, steel & concrete structures, and should have excellent communication and report writing skills.

Salary for this position will be negotiated based on the candidate's experience, education, and license status.

All full-time employees qualify for health insurance, dental, vision, and a 401k retirement plan.

If you wish to apply, please send us your resume via email to Farzin S. Rahbar, SE, at farzin@dcwse.com.

BOARD OF DIRECTORS

July 1, 2014 - June 30, 2015

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

President

Kevin O'Connell
oconnell@structuralfocus.com
310-323-9924

President-Elect

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Treasurer

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SEAOSC Executive Director

Lynn Hanger
seaosc@seaosc.org
562-908-6131

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.

COMMITTEE LEADERS

Committees	*Board Contact Chair(s)	Phone	Email
Membership	Kelsey Parolini* Nolan Lenahan	805-439-2110 310-578-2800	kelsey@smithstructural.com nolan.lenahan@arup.com
Younger Members	Ryan Smith* Preston Nirattisai Nathan Jo	949-305-7889 818-273-9980 818-441-8014	rsmith@sideplate.com preston@safetyfactorzero.com nsjo@csupomona.edu
Image & Public Relations	Ken O'Dell* Marcela Opie Samuel Mengelkoch	562-985-3200 949-494-0776 310-323-9924	kodell@mhpse.com marcela@lawsonburke.com smengelkoch@structuralfocus.com
Technology	Lynn Hanger* Casey Hemmatyar	562-908-6131 888-889-5643	seaosc@seaosc.org ckh@psfeg.com
Education	Michelle Kam-Biron* Tim Kaucher Rachel Gutmann Tim Kaucher	805-410-2877 714-738-2151 818-285-2650 714-738-2151	mkambiron@awc.org tkaucher@strongtie.com gutmann@coffman.com tkaucher@strongtie.com
Sub Cmte: Webinars			
Professional Bus. Practices	Ryan Smith*	949-305-7889	rsmith@sideplate.com
Building Codes & Stds.	Doug Thompson* Carl Sramek	949-599-0320 562-799-6010	doug@stbse.com sramekca@aol.com
Seismology	Colin Kumabe* Bahram Zarin-afsar Ashi Dhalwala	213-482-0447 949-261-6988 310-828-1422	colin.kumabe@lacity.org b@1zai.com ceginfo@verizon.net
Sub Cmte: Research			
Sub Cmte: Steel Bldgs.			
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Quality Assurance	Jeff Ellis*	714-738-2029	jellis@strongtie.com
Legislative	Kevin O'Connell*	310-323-9924	oconnell@structuralfocus.com
Sustainable Design	Paul Van Benschoten*	818-285-2650	vanbenschoten@coffman.com

