

FRIEDMAN FAMILY VISITING PROFESIONALS PROGRAM



Visit to Brigham Young University: March 22, 2018

This report summarizes the visit of **David Friedman** from Forell/Elsesser Engineers, Inc. that took place at Brigham Young University on March 22, 2018.

ITINERARY OR AGENDA

Provide the itinerary of the visit. For example:

TIME:	ACTIVITY:
10:30 AM – 10:50 AM	Student Chapter President meets & welcomes Visiting Professional to campus
11:00 AM – 12:00 PM	Visiting Professional delivers lecture to the Department of Civil and Environmental Engineering for Brigham Young University. Faculty, students and members of SEAU, EERI, and ASCE in attendance.
12:00 PM – 1:00 PM	Lunch with selected faculty and EERI Student Leadership
1:00 PM – 2:00 PM	Informal Meeting with EERI BYU Student Chapter. Atmosphere to ask questions and gain additional insights and feedback regarding EERI and the earthquake engineering profession.
2:00 PM –	Depart Brigham Young Campus and Return Home

STUDENT CHAPTER VISIT PLANNING COMMITTEE

LEAD ORGANIZER(S): Cameron Lusvardi, Student Chapter Past President, clusvardi@gmail.com

- Michael Reynolds, Student Chapter Co-President, michael.reynolds457@gmail.com
- Zackary Barnett, Student Chapter Co-President, zacbarnett12@gmail.com
- Mary Ririe, Student Chapter Secretary, ririe.mary@gmail.com
- Paul Richards, Faculty Advisor, prichards@et.byu.edu

Also include names of any faculty, industry advisors or others who helped.

VISITING PROFESSIONAL LECTURE OVERVIEW

Lecture Abstract

David Friedman's provides his perspective on the practice of structural earthquake engineering today. As a highly esteemed seismic engineer associated with the Earthquake Engineering Research Institute, David Friedman advocated the active involvement in impactful associations such as EERI to improve the safety and overall wellbeing of society. David began his lecture with important reasons for obtaining membership in EERI and outlined just a few of the benefits the association can provide. He outlined the development of membership in the organization from student to professional. David was then able to take the attendees on a virtual tour of case studies he has encountered over the course of his professional timeline. His professional timeline was marked with earthquakes from which he had learned important lessons and changed the outcome of his focus as an engineer. The students and faculty were taught about economic, construction,

legal, and engineering obstacles and solutions for David's involvement in the San Francisco City Hall, the Asian Art Museum, and the Memorial Stadium and U.C. Berkeley. David walked through the reasoning and importance of acquiring a seismic perspective of the structure through dynamic simulations and stress/failure assessments. David's enthusiasm and professional humor cultivated great interest into the engineering realm. The students were fascinated by what was shared and found David Friedman to be an excellent role model and professional aspiration. Pictures of the event are shown in Items 4 & 5 at the end of this document.

Professional Bio

David is a Senior Principal, and emeritus President, CEO and Board Chair of Forell/Elsesser Engineers Inc., with over 40 years of professional practice in structural and earthquake engineering. David's strength is a holistic approach to a project's planning, design and construction, and the collaborative integration of creative structural solutions with architects, engineers, and builders. With a specialty in designated historic structures, David has creatively solved numerous engineering challenges. Principle examples of his solutions include the base isolation retrofits for both the San Francisco City Hall and Asian Art Museum, the adaptive reuse and retrofit for the San Francisco Conservatory of Music, and the seismic safety corrections and remodel of UC Berkeley's California Memorial Stadium. David knows firsthand that the practicing structural engineer today must have a broad understanding of not just structural engineering, but must be knowledgeable about architecture, M/E/P systems, construction delivery methodologies, and the construction process. David is devoted to world-wide seismic risk reduction and is the president of the Earthquake Engineering Research Institute, and a current director of Build Change. He is also deeply involved in many other civic, philanthropic and not-for-profit Boards including The San Francisco Foundation, The San Francisco Bay Area Planning and Urban Research Association, UC Berkeley Foundation, Jewish Senior Living Group, Faultline Foundation and the United States Resiliency Council (USRC). David and his Family generously endowed the Friedman Family Visiting Professionals Program in association with EERI which has created opportunities like this one today for many universities across the world. Without further ado, David Friedman.

SUPPLEMENTAL ACTIVITIES

Welcome Meeting for Visiting Professional.

David Friedman arrived on campus a little before 10:30 AM where he was greeted by the EERI Student Chapter Advisor, Dr. Paul Richards. We had a welcome party of about 15 students in the college's conference room. A light breakfast was provided. David Friedman was introduced to graduate and undergraduate students. David was able to get to know his audience better before the lecture with this type of encounter. David shared teaser information about his lecture. The students heard about the event through advertisements such as one shown in Item 1 at the end of this report.

Lunch with Selected EERI Membership

Selected individuals and faculty associated with EERI were invited to a formal lunch on campus. The lunch was held after the lecture. David was able to share more of his professional history and beginnings with the group. David expounded on his overcome obstacles in seismic engineering and explained his reasoning for his efforts. The EERI Student Chapter Advisor shared common ground with David.

Meeting with EERI BYU Student Chapter.

After the lunch, members from EERI and a few graduate students emphasizing in structural engineering gathered in an auditorium to further discuss EERI and other organizations who have made substantial impacts in seismic engineering. David advocated the activities of EERI and shared his insights on student involvement

especially regarding the Annual Seismic Design Competition. Students were delighted to have their questions answered about the engineering professional and organizational focuses. David is a very accomplished individual and his advice was extremely valuable. Fliers regarding continued action in EERI were handed out to all individuals in the meeting (Item 2). Additionally, pictures were taken with David Friedman and just a few of the EERI Student Chapter members (Item 3).

RESULTS, FEEDBACK AND LESSONS LEARNED

- We heard about the program through a professor. We did just recently re-activate the chapter but it would have been nice to receive a notification directly from EERI about the event. Maybe now that we are active we will receive word in the future.
- The further out we can plan for the event the more people we can have. We would have liked our visiting professional to address the whole College of Engineering and Technology but those events are planned many months in advance. We would appreciate more time in advance to submit for and receive notice of accepted applications.
- We really enjoyed hosting our professional at Brigham Young University. Many of our students are interested in seismic engineering. We feel like the topics David Friedman covered were of high quality and interest to our students. We'd like to make the event larger in the future and combine speakers from local EERI Chapters into an evening conference.
- Many students have an increased interest in joining the EERI BYU Student Chapter as a result from the presentation. David's valuable advice and reports on his case studies are still talked about a week after the event.

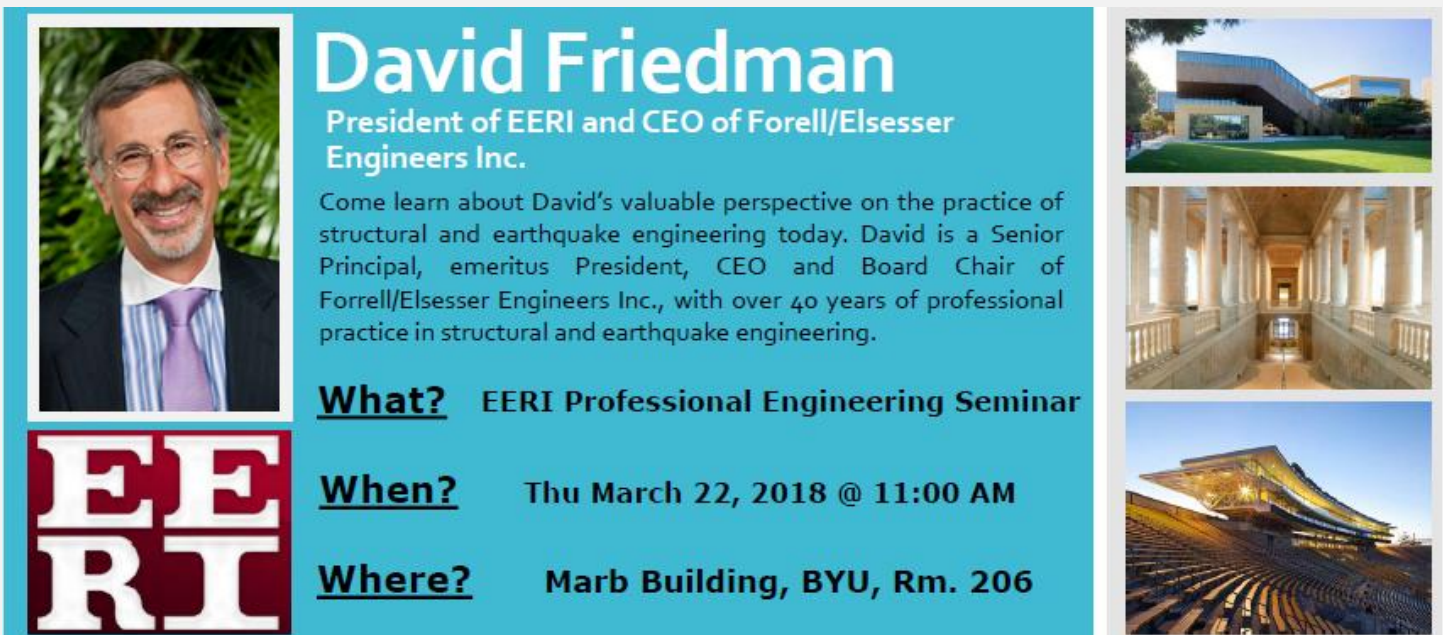
ACKNOWLEDGEMENTS

The Brigham Young University EERI Student Chapter gratefully acknowledges the support of the Friedman Family for sponsoring the travel of David Friedman through their Friedman Family Visiting Professional Program endowment. We additionally thank the Engineering and Technology Leadership Council as well as Acute Engineering for funding.

LIST OF ATTACHMENTS

Included at the end of this report are various attachments to supplement the information included above. A list of the attachments is included below:

- Item 1, flier for event








David Friedman
President of EERI and CEO of Forell/Elsesser Engineers Inc.

Come learn about David's valuable perspective on the practice of structural and earthquake engineering today. David is a Senior Principal, emeritus President, CEO and Board Chair of Forrell/Elsesser Engineers Inc., with over 40 years of professional practice in structural and earthquake engineering.

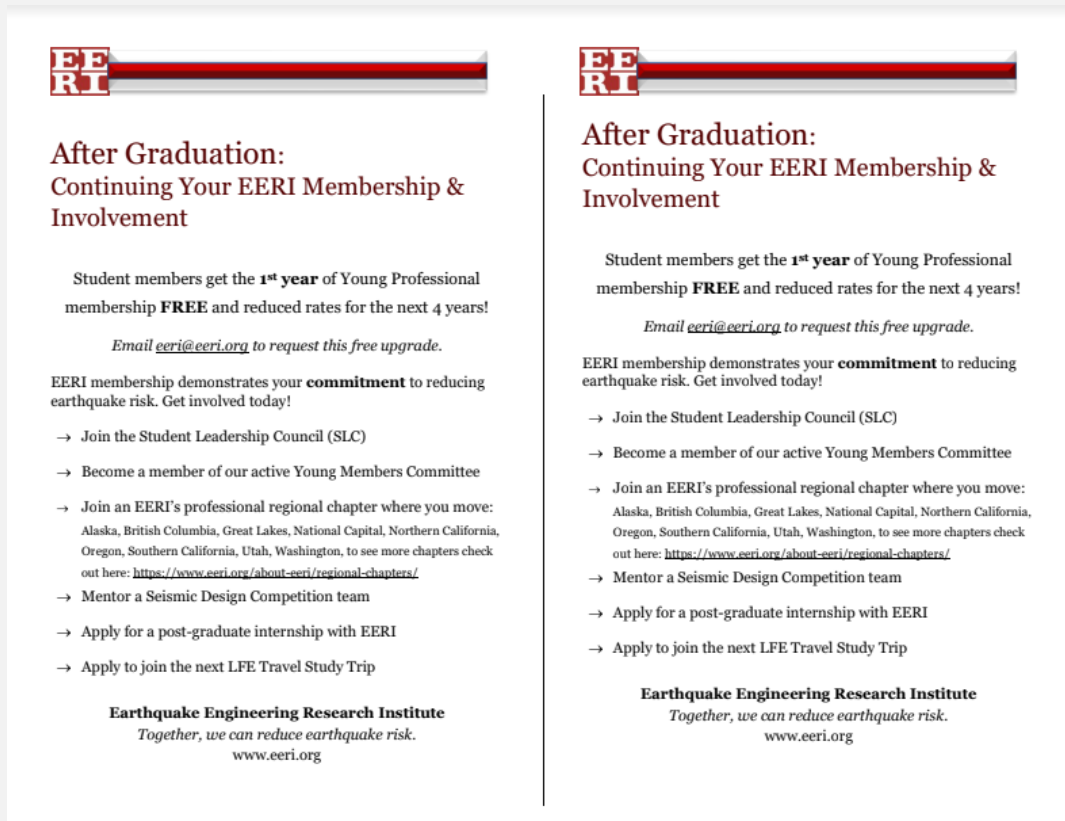
What? EERI Professional Engineering Seminar

When? Thu March 22, 2018 @ 11:00 AM

Where? Marb Building, BYU, Rm. 206



- Item 2, handouts



EERI

After Graduation: Continuing Your EERI Membership & Involvement

Student members get the **1st year** of Young Professional membership **FREE** and reduced rates for the next 4 years!

Email eeri@eeri.org to request this free upgrade.

EERI membership demonstrates your **commitment** to reducing earthquake risk. Get involved today!

- Join the Student Leadership Council (SLC)
- Become a member of our active Young Members Committee
- Join an EERI's professional regional chapter where you move: Alaska, British Columbia, Great Lakes, National Capital, Northern California, Oregon, Southern California, Utah, Washington, to see more chapters check out here: <https://www.eeri.org/about-eeri/regional-chapters/>
- Mentor a Seismic Design Competition team
- Apply for a post-graduate internship with EERI
- Apply to join the next LFE Travel Study Trip

Earthquake Engineering Research Institute
Together, we can reduce earthquake risk.
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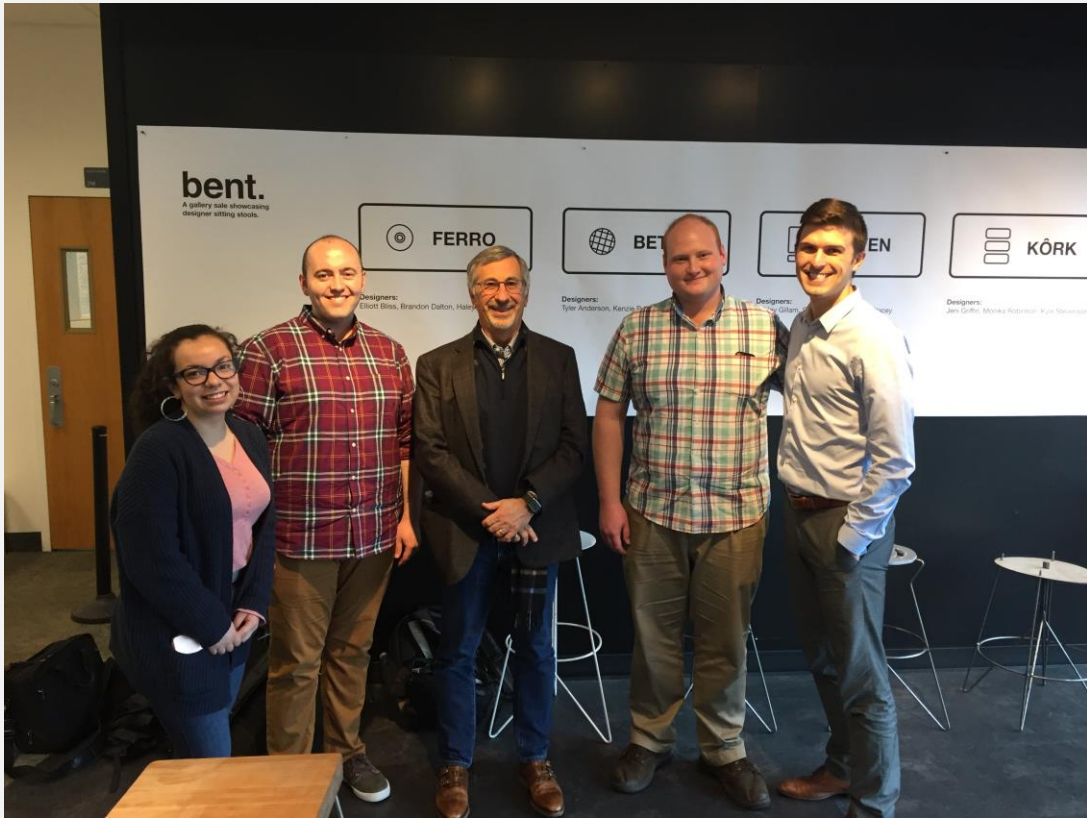
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- Item 3, EERI Student Membership Meeting



- Item 4, Professional Lecture



- Item 5, Professional Lecture

