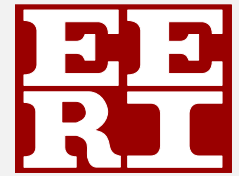


# FRIEDMAN FAMILY VISITING PROFESIONALS PROGRAM



## Visit to University of California, Irvine: February 26, 2015

This report summarizes the visit of **Mr. David Cocke** from Structural Focus that took place at the University of California, Irvine on February 26, 2015.

### ITINERARY OR AGENDA

Provide the itinerary of the visit. For example:

TIME:	ACTIVITY:
3:00 PM	Student Chapter President meets & welcomes Visiting Professional to campus
3:00 PM – 3:30 PM	Faculty and chapter members provide a campus and lab tour to Mr. Cocke.
3:30 PM – 4:00 PM	Social hour: Informal meeting with chapter members and students. Refreshments are provided during the meeting.
4:00 PM – 5:00 PM	Guest lecture by Visiting Professional
5:00 PM – 6:00 PM	Informal meeting with students where they question, and discuss the lecture presented by Mr. Cocke.

### STUDENT CHAPTER VISIT PLANNING COMMITTEE

#### LEAD ORGANIZERS:

- Dr. Anne Lemnitzer, Seminar Host, [alemnitz@uci.edu](mailto:alemnitz@uci.edu)
- Dr. Farzin Zareian, Faculty Advisor, [zareian@uci.edu](mailto:zareian@uci.edu)
- Camilla Favaretti, President, [favaretc@uci.edu](mailto:favaretc@uci.edu)
- George Yap, Vice President, [gyap@uci.edu](mailto:gyap@uci.edu)
- John Sanchez, Design captain: Strength, [jjsanch1@uci.edu](mailto:jjsanch1@uci.edu)

### VISITING PROFESSIONAL LECTURE OVERVIEW

Briefly describe the Visiting Professional's presentation, and attendee response. Include photos if applicable.

#### Lecture Abstract

Engineering students learn a lot about analyzing structures, designing systems and connections and other tools to be successful as a practicing engineer in the real world. In real life, engineers have a tremendous impact on our society. The profession plays a major role affecting important issues such as sustainability, public safety, the aesthetics of our built environment, community resilience and recovery from disasters, preservation of historic structures and our client's needs for a viable facility. Structural Focus is a smallish Structural Engineering consulting firm located in the metropolitan area of Los Angeles. David founded S. F. in 2001 after 20 years at Degenkolb with the goal to work on the most interesting and meaningful projects in Southern California. With 18 million people within an hour's driving distance, he theorized that his firm could focus on finding the most challenging and interesting architectural projects out there, say the top 5%, and be successful. The firm's

mission is "to do projects we can be proud of, and be proud of how we do them." Now, 14 years later, the Structural Focus portfolio includes film studios, performing arts venues, historic landmark buildings, university and labs, and other projects like Red Bull Headquarters, Google and YouTube. In his presentation, David will explain some of their philosophy and strategies, as well as review several case studies including Red Bull, Annenberg Center for Performing Arts in Beverly Hills, 3Labs, Agensys and the historic Wilshire Boulevard Temple restoration. David will also introduce you to their latest work with community resiliency involving post-disaster inspection programs. Finally, David hopes to show you how a wide diversity of projects can provide engineers with the opportunities to contribute to a better future.

## Professional Bio



David Cocke is the founder and President of Structural Focus in Los Angeles. He started Structural Focus in 2001 after 15 years in San Francisco with Degenkolb Engineers, and another five years founding and managing the Degenkolb Los Angeles office. While at Degenkolb, David worked on notable historic projects such as the EQ repairs to the SF Ferry Building, several quad buildings at Stanford and the Hotel del Coronado. He also participated in the study of all of the Bay Area Hewlett-Packard buildings, a survey of the City of Berkeley buildings, and designed retrofits of numerous buildings on several major college campuses. At Structural Focus, David has worked on the design of new

buildings, and the evaluation and retrofits of hundreds of buildings including film studio facilities, university buildings, the Red Bull Headquarters, Google LA Headquarters and historic buildings ranging from some historic barns at Rancho Los Alamitos, an adobe ranch house on Santa Cruz Island, Fresno's Santa Fe Depot, to the adaptive reuse of a 1930's concrete sound stage at Sony. Some other significant current projects include the restoration of the Wilshire Boulevard Temple, and the new Wallis Annenberg Center for Performing Arts in Beverly Hills, which includes the renovations of a historic Post Office building. David is also co-founder and Managing Director of SAFEq Institute which serves as a resource for post-disaster inspections information and providing direct services to government entities and business owners. David believes that preplanning and partnerships with cities can greatly reduce business interruption after an earthquake or other disaster.

## SUPPLEMENTAL ACTIVITIES

### Welcoming the speaker and lab tour (3:00 PM – 3:30 PM)

The president (Camilla Favaretti) and vice president (George Yap) of UCI EERI Student Chapter meet the speaker at Anteater Instruction and Research Building (AIRB) at 3:00 PM. They explained the history of the university and the UCI EERI student chapter on the way to the labs. At the lab, Dr. Lemnitzer accompanied with the group and gave insights of projects and researches that were still in progress. The lab tour ended with showing the guest speaker the current construction phase of the Seismic Design Competition (SDC). Mr. Cocke gave his opinions and constructive suggestions on the structure and basil wood as construction material.

### Social Hour (3:30 PM – 4:00 PM)

Before the presentation started, chapter members and students that came earlier had the opportunity to talk to Mr. Cocke to get insights of being a professional engineer. Refreshments were provided for both speaker and the students during the meeting.

### Lecture (4:00 PM – 5:00)

The lecture was given at Structure Seminar Series hosted by Dr. Lemnitzer. It started after a round of appalls and a brief introduction of Mr. Cocke from George. Mr. Cocke prepared the presentation in a way that touched on

technical and non- technical part of engineering. The presentation started with the some background information of EERI and how he got involved with EERI. Soon after, he also shared his experiences on how he transformed from a design engineer to developing his own company, Structure Focus. David showed cast many previous projects he and his team worked on and went in details for four particular projects: 3 Labs, Wallis Annenberg Center for Reforming Arts, Wilshire Boulevard Temple, and Agensys. Many of David's projects showed that it is more sustainable to renovate than rebuild. 3 Labs is a perfect example of renovation of an existing unused warehouse to an upscale party/production venue. Mr. Cocke also worked on some historical buildings that did not meet the requirements and might collapse when larger earthquake strikes. Wilshire Boulevard Temple was the project that worth to save in all cost. Finally, David gave very constructive ideas for new engineers to success. He provided the skills required for good engineering career should: calculation, analysis, vision, communication, people, and others. As an engineer, we should not always answer the "feasibility" question with YES or NO. It is up to the client to have the final call, not us. Lastly, we should understand our role as engineers in the BIG picture and strive to improve it.

### Question and Discussion (5:00PM – 6:00 PM)

After the lecture, Mr. Cocke was surrounded by many students who had questions either on technical subjects or career problem. With David's vase amount of knowledge in this filed, he answered everyone thoroughly with great passion.

### ACKNOWLEDGEMENTS

The UCI EERI Student Chapter gratefully acknowledges the support of the Friedman Family for sponsoring the travel of David Cocke through their Friedman Family Visiting Professional Program endowment.

The UCI EERI Student Chapter also gratefully thankful for the help of Civil Department and Dr. Lemnitzner for combining the seminar section.

### LIST OF ATTACHMENTS

Picture and flyer:





Thursday, February 26th  
Colloquia Room (Engineering Hall 2430)  
4:00PM-5:00PM

Presented By:  
David Cocke, S.E.  
President  
Structural Focus, Los Angeles

# Civil Engineering Seminar

## Seminar Series

### Structural Engineering Is More Than Designing A Building

Engineering students learn a lot about analyzing structures, designing systems and connections and other tools to be successful as a practicing engineer in the real world. In real life, engineers have a tremendous impact on our society. The profession plays a major role affecting important issues such as sustainability, public safety, the aesthetics of our built environment, community resilience and recovery from disasters, preservation of historic structures and our client's needs for a viable facility. Structural Focus is a smallish Structural Engineering consulting firm located in the metropolitan area of Los Angeles. David founded S. F. in 2001 after 20 years at Degenkolb with the goal to work on the most interesting and meaningful projects in Southern California. With 18 million people within an hour's driving distance, he theorized that his firm could focus on finding the most challenging and interesting architectural projects out there, say the top 5%, and be successful. The firm's mission is "to do projects we can be proud of, and be proud of how we do them." Now, 14 years later, the Structural Focus portfolio includes film studios, performing arts venues, historic landmark buildings, university and labs, and other projects like Red Bull Headquarters, Google and YouTube. In his presentation, David will explain some of their philosophy and strategies, as well as review several case studies including Red Bull, Annenberg Center for Performing Arts in Beverly Hills, 3Labs, Agensys and the historic Wilshire Boulevard Temple restoration. David will also introduce you to their latest work with community resiliency involving post-disaster inspection programs. Finally, David hopes to show you how a wide diversity of projects can provide engineers with the opportunities to contribute to a better future.



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**EE**  
**RI** Earthquake Engineering  
Research Institute

