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**Contact:** Tom Robinson 562 237-1629

**Email:** trobinson@optimumseismic.com

## **“Knowledge is Power: How Rating Systems Deliver Resilience” To Be Topic of Resilience Advantage Webinar**

*Building Owners, Structural Engineers and Architects Are Using Rating Systems  
to Make Buildings More Resilient and Speed Recovery from Earthquakes*

**LOS ANGELES, CA** – Restaurants, cars and many other products use rating systems to help consumers make smart choices. Now, architects, structural engineers and property owners are working together to use new rating systems to predict how buildings will perform during earthquakes and how quickly they will recover from damage.

The complimentary program will be offered from 11 a.m. to 12:30 p.m. June 16.

<https://www.eventbrite.com/e/knowledge-is-power-how-ratings-systems-deliver-resilience-tickets-142800761923>

These ratings are enabling property owners to make better informed decisions about the degree of safety they want designed into their building, how quickly it should recover from damage, and how much this improved performance will cost initially and ultimately save.

Ratings are helping to make new buildings more earthquake resilient in California and around the globe. Lessons on how these rating systems are being used will be examined during “*The Resilience Advantage*,” webinar on Wednesday, June 16 from 11 a.m. to 12:30 p.m.

“Advances in our understanding of seismic issues are helping to make buildings better able to withstand and recover from what can be devastating impacts during major earthquakes,” says Evan Reis, executive director of the non-profit U.S. Resiliency Council, who serves as host for the program.

An expert panel will examine specific factors used to determine how buildings will perform during earthquakes. As buildings are made safer by these improved design standards, property owners and communities benefit by preventing losses, preserving jobs and housing, and protecting vital services and local economies. Examples will be shared of how different disciplines are working together to prepare buildings and communities to withstand shocks, avoid serious damage and recover more quickly from California’s greatest natural hazard – earthquakes.



Evan Reis,  
Executive Director, U.S.  
Resiliency Council



Fred Malik,  
IBHS Managing Director,  
FORTIFIED Products



Mark Moore, SE,  
Principal,  
ZFA Engineers



Ryan Colker,  
Vice President, Innovation at  
International Code Council, &  
Executive Director, Alliance  
for National and Community  
Resilience

Panel members are: Evan Reis, Executive Director, U.S. Resiliency Council; Fred Malik, IBHS Managing Director, FORTIFIED Products; Mark Moore, SE, Principal, ZFA Engineers; Ryan Colker, Vice President, Innovation at International Code Council, and Executive Director, Alliance for National and Community Resilience.

A 20-minute video shown as part of the webinar will include interviews with experts addressing the intersection of science and innovation in mitigating seismic threats. Accomplishments in dealing with the challenges presented by natural hazards will be discussed.

“Earthquakes can have devastating impacts on vulnerable buildings, people and our economy, but they don’t have to be disasters,” says Reis. “Investing in resilience is good economics, sound business, and responsible public policy, and this webinar will show how we can become more resilient now and in the future one building at a time.”

“We have learned much that can be used today to protect California’s economy and quality of life when earthquakes strike,” says Optimum Seismic Co-Founder [Ali Sahabi](#), a leader in earthquake retrofitting and the resilience movement. “This webinar will show property owners, businesses and public officials how advances in science and innovation can be used in their plans to protect investments, tenants, employees and the community at-large.”

“We must take earthquake threats seriously and act promptly,” adds Sahabi. “Owners risk building collapse, business failure, liability, bankruptcy and more. The bottom line is the economic benefits of earthquake retrofits and greater resilience are impossible --- and dangerous – to ignore.”

More retrofitting of existing buildings was urged by [The Federal Emergency Management Agency \(FEMA\)](#) in a major report presented to Congress in January. FEMA has estimated 40 percent of businesses that close their doors due to disasters will never reopen. When buildings collapse, businesses close and communities are hurt as workers lose their livelihoods and housing. Recovery can take years, if not decades.

USC researchers estimated Southern California could suffer property damage of \$113 billion in a major temblor, with additional business-related impacts of \$68 billion or more. Estimates put damages caused by a magnitude-7 earthquake on the [Puente Hills](#) fault running through downtown Los Angeles at more than \$252 billion with thousands killed and hundreds of thousands displaced.

More than 90 percent of buildings in California’s urban areas are estimated to not comply with modern building codes. Many older, vulnerable buildings can be made safer by earthquake retrofits.

In addition to the costs of physical damage, business interruption and lost market share caused by earthquakes, courts have determined property owners can be held legally liable for deaths and injuries occurring in their

buildings if they are found negligent of maintaining a hazardous condition by not taking reasonable actions to safeguard their facilities.

*The Resilience Advantage* webinars are exploring throughout 2021 how improved resilience can safeguard California's businesses and communities in the face of natural hazards such as earthquakes, wildfires, floods, and pandemics. Upcoming webinar dates and topics include:

**June 16      Knowledge is Power: How Rating Systems Deliver Resilience**

11 a.m.- 12:30 p.m.

Program Champions: U.S. Resiliency Council

**July 21      Resilience Policy and Incentives 11 a.m. - 12:30 p.m.**

Program Champions: Los Angeles County Business Federation, BizFed

To register for complimentary *The Resilience Advantage* webinars visit [optimumseismic.com/the-resilience-advantage/](https://optimumseismic.com/the-resilience-advantage/). For additional information call Optimum Seismic at 323-605-0312.

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