

FRIEDMAN FAMILY VISITING PROFESIONALS PROGRAM



Visit to University of California, San Diego: April 18, 2017

This report summarizes the visit of **Mr. David Cocke** from Structural Focus that took place at the University of California, San Diego on April 18, 2017.

ITINERARY OR AGENDA

TIME:	ACTIVITY:
2:20 PM – 2:40 PM	Student Chapter President meets & welcomes Visiting Professional to campus
2:40 PM – 3:00 PM	Tour of experimental facilities at UC San Diego
3:00 PM – 4:00 PM	Guest lecture by Mr. David Cocke
4:00 PM – 4:30 PM	Coffee break + Q/A and discussion with students and faculty
4:30 PM – 5:30 PM	Informal panel with students for future career advice
6:30 PM – 7:00 PM	Dinner with student chapter, professional chapter and SEAOSD at local restaurant
7:00 PM – 8:30 PM	EERI (student and professional chapter) and SEAOSD joint dinner meeting

STUDENT CHAPTER VISIT PLANNING COMMITTEE

LEAD ORGANIZER(S):

- Alireza Sarebanha, president, asareban@ucsd.edu
- Dr. Gilberto Mosqueda, Faculty Advisor, gmosqueda@ucsd.edu
- Dr. Lelli Van Den Einde, vice president - EERI Professional chapter, lellivde@eng.ucsd.edu
- Alvaro Celestino, treasure - EERI Professional chapter, acelestino@degenkolb.com

VISITING PROFESSIONAL LECTURE OVERVIEW

The president of UCSD student chapter introduced the Friedman Family Visiting Professional Program and the visiting professional. During the presentation, Mr. Cocke talked about **Real Life as a Structural Engineer: Passion Leads to Success** through a journey of his career and different projects he has been working on. The lecture was followed by discussion and questions.

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. In his presentation, Mr. David Cocke explained some of their philosophy and strategies, as well as review several case studies including the Annenberg Center for Performing Arts in Beverly Hills, 3Labs, Agensys and the historic Masonic Temple and the Wilshire Boulevard Temple restoration projects. David will also introduce you to their latest work with community resiliency involving post-disaster inspection programs. During this discussion, David hopes to show you how a wide diversity of projects can provide engineers with the opportunities to contribute to a better future and how your passion can lead to your success.

Professional Bio

David Cocke, S.E., F. SEI, F. ASCE, founded Structural Focus in Los Angeles in 2001 after 20 years at Degenkolb Engineers with the goal to work on the most interesting and meaningful projects in Southern California. He is a registered structural engineer in a dozen states and has an expertise in seismic evaluation, historic preservation, retrofit design and new structural design. His firm's mission is "to do projects we can be proud of, and be proud of how we do them." Now, 15 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. David served on Los Angeles Mayor Garcetti's Special Task Force in 2015 for the writing of the Resiliency by Design document. David is the current Vice-President of EERI and serves on the Board of Governors of the Structural Engineers Institute and on the Board of the Los Angeles Conservancy.



SUPPLEMENTAL ACTIVITIES

Welcoming the speaker and lab tour

The president (Alireza Sarebanha) welcomed the visiting professional at SME lobby at 2:20pm, gave a quick tour of experimental facilities (Powell labs and SRMD) at UC San Diego and talked about different past and on-going project in the labs.

Informal panel with students for future career advice

As part of Mr. Cocke's visit, an informal panel with graduate students for career advice was held. During this panel students and the visiting professional discussed different topics such as potentials career paths, short term and long term goals, future of structural engineering practice, and required skills to be a better structural engineer. Both students and visiting professional enjoyed the discussions and found it to be fruitful.



EERI (student and professional chapter) and SEAOSD joint dinner meeting

In a collaboration with UC San Diego EERI student chapter, EERI Professional chapter at San Diego and SEAOSD held a joint meeting to learn from Mr. Cocke's experiences related to seismic resiliency plans in the city of Los Angeles.

Mr. David Cocke, SE, President of Structural Focus and member of the LA Mayor's Task Force on seismic resilience, presented the Los Angeles experience starting with the Great Shakeout, the 2008 San Andreas earthquake scenario study, leading to inventorying of the high risk seismically vulnerable buildings in Los Angeles, and ultimately to development of the City's Resilience by Design seismic mitigation policies to address the seismic retrofit of soft story wood frame buildings and non-ductile concrete frame buildings, and mitigation of other key infrastructure systems. His presentation was followed by a presentation by Tony Court, SE, President of A. B. Court & Associates and Co-Chair of Working Group 2 of the San Diego-Tijuana Scenario team, which provided an update on the developments in the San Diego-Tijuana earthquake scenario study, the inventorying of seismically vulnerable buildings and the potential for development of seismic mitigation and resiliency planning for San Diego. He discussed lessons learned from the Los Angeles experience and how San Diego can benefit by applying those lessons in developing recommendations for San Diego's seismic mitigation and resiliency by design policies. The presentations were followed by a panel discussion among several key San Diego stakeholders and a "townhall" Q&A with the audience.



RESULTS, FEEDBACK AND LESSONS LEARNED

The professional visit was a successful event and benefited our student body (both EERI members and non-members) at UC San Diego. In the seminar, Mr. David Cocke provided a great visionary talk about Structural and Earthquake Engineering discipline as well as a journey through different projects and different technical challenges he faced in his career. The informal panel helped our students to have a better understanding of their future career path and a better vision of their roles as future structural engineers in the community.

ACKNOWLEDGEMENTS

The University of California, San Diego EERI Student Chapter gratefully acknowledges the support of the Friedman Family for sponsoring the travel of Mr. David Cocke through their Friedman Family Visiting Professional Program endowment.

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 at UC San Diego
- Item 2: flier for EERI and SEAOSC Joint Meeting



**Earthquake Engineering Seminar
Friedman Family Visiting Professional**

Real Life as a Structural Engineer: Passion Leads to Success



**David Cocke, S.E.
President of Structural Focus**

David Cocke, S.E., F. SEI, F. ASCE, founded Structural Focus in Los Angeles in 2001 after 20 years at Degenkolb Engineers with the goal to work on the most interesting and meaningful projects in Southern California. He is a registered structural engineer in a dozen states and has an expertise in seismic evaluation, historic preservation, retrofit design and new structural design. His firm's mission is "*to do projects we can be proud of, and be proud of how we do them.*" Now, 15 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. David served on Los Angeles Mayor Garcetti's Special Task Force in 2015 for the writing of the Resiliency by Design document. David is the current Vice-President of EERI and serves on the Board of Governors of the Structural Engineers Institute and on the Board of the Los Angeles Conservancy.

DATE: Tuesday, April 18, 2017

TIME: 3:00-5:30 pm

LOCATION: SME 248

PROGRAM:

3:00-4:00 pm – Seminar by Mr. David Cocke: Real Life as a Structural Engineer

4:00-4:30 pm – Coffee break + Q/A

4:30-5:30 pm – Informal panel with students for future career advice

ORGANIZED BY: UCSD EERI Student Chapter

Refreshment will be served!



April 18, 2017 Joint Member Dinner Meeting with EERI

When

Tuesday, April 18, 2017 from
6:00 PM to 8:30 PM PDT
[Add to Calendar](#)

Where

Stone Brewery Point Loma
2816 Historic Decatur Rd.
Suite 116
San Diego, CA 92106
[Driving Directions](#)

Dear Alireza,

Join us April 18, 2017:

From Earthquake Scenario to Resilience by Design - What San Diego can Learn from the Los Angeles Experience

Abstract:

From Earthquake Scenario to Resilience by Design - What San Diego can Learn from the Los Angeles Experience

David Cocke, SE, President of Structural Focus and member of the LA Mayor's Task Force on seismic resilience, will present the Los Angeles experience starting with the Great Shakeout, the 2008 San Andreas earthquake scenario study, leading to inventorying of the high risk seismically vulnerable buildings in Los Angeles, and ultimately to development of the City's Resilience by Design seismic mitigation policies to address the seismic retrofit of soft story wood frame buildings and non-ductile concrete frame buildings, and mitigation of other key infrastructure systems.

Tony Court, SE, President of A. B. Court & Associates and Co-Chair of Working Group 2 of the San Diego-Tijuana Scenario team, will provide an update on the developments in the San Diego-Tijuana earthquake scenario study, the inventorying of seismically vulnerable buildings and the potential for development of seismic mitigation and resiliency planning for San Diego. He will discuss lessons learned from the Los Angeles experience and how San Diego can benefit by applying those lessons in developing recommendations for San Diego's seismic mitigation and resiliency by design policies.

The presentations will be followed by a panel discussion among several key San Diego stakeholders and a "townhall" Q&A with the audience.

Speaker Biography:

David Cocke, S.E., F. SEI, F. ASCE, founded Structural Focus in Los Angeles in 2001 after 20 years at Degenkolb Engineers. He is a registered structural engineer in a dozen states and has an expertise in seismic evaluation, historic preservation, retrofit design and new structural design. Some of David's more notable projects include the Annenberg Performing Arts Center in Beverly Hills, the Google Los Angeles headquarters, Red Bull North America headquarters, the Wilshire Boulevard Temple restoration in Los Angeles, multiple buildings at Dreamworks, Warner Bros. and Sony Pictures, and many others. David served on Los Angeles Mayor Garcetti's Special Task Force in 2015 for the writing of the Resiliency by Design document.

David is the current Vice-President of EERI and serves on the Board of Governors of the Structural Engineers Institute and on the Board of the Los Angeles Conservancy. He has served on numerous Boards for the Structural Engineers Association of California, and on boards of several other preservation organizations. In addition, David is the SEAOC appointed Structural Engineer Alternate on the California Historical Building Safety Board, serving in that position since 2007.

Tony Court, S.E., SEAOC Fellow, is President of A. B. Court & Associates in San Diego, specializing in historic building seismic retrofit and performance based seismic engineering. He is past-President of SEAOSD and past-Chair of the SEAOC and SEAOSD Existing Buildings Committees, Sustainable Design Committees, and Performance Based Seismic Engineering Subcommittees. He represents SEAOSD on the Board of Directors for the Applied Technology Council and has served on many past ATC projects. He represented SEAOC and the US in international post-earthquake investigations in L'Aquila, Italy and Christchurch, New Zealand. He currently co-Chairs Working Group 2 Buildings & Infrastructure for the San Diego-Tijuana Earthquake Scenario Project.

We hope to see you on April 18, 2017!

Sincerely,

Heather Caya

SEAOSD,

seaosd@cox.net,

[619-733-2734](tel:619-733-2734)