



## EARTHQUAKE ENGINEERING RESEARCH INSTITUTE

Founded in 1948, EERI's mission is to reduce earthquake risk by (1) advancing the science and practice of earthquake engineering, (2) improving understanding of the impact of earthquakes on the physical, social, economic, political, and cultural environment, and (3) advocating comprehensive and realistic measures for reducing the harmful effects of earthquakes.

### NEWS OF THE INSTITUTE

#### ▶ Leadership Communique from David Friedman: LFE Endowment Completion Campaign

In 2019, EERI launched a wildly ambitious campaign to raise \$4 Million for a [Learning from Earthquakes \(LFE\) Endowment Fund](#), at the end of my term as EERI's President. The campaign has been successful beyond our wildest imagination as EERI raised \$2.8 million in cash and testamentary pledges to date. With the support of over 250 donors, we have made great strides towards ensuring a bright and robust future for LFE.

In 2023, EERI is celebrating the [50th Anniversary of LFE](#) and the [EERI Annual Meeting](#), in San Francisco in April, is themed around this anniversary. Along with that exciting milestone, the EERI Board has committed to completing our fundraising campaign for the LFE Endowment by raising the remaining \$1.2 million towards our goal.

As Chair of EERI's Fundraising Committee, I'm working with EERI staff and volunteers to realize this goal by launching EERI's LFE Endowment Completion Campaign. This campaign aims to raise the remaining \$1.2 million before the end of 2023 through a combination of one-time cash gifts, multi-year cash pledges, and commitments for planned testamentary/estate gifts.

As we kick off this ambitious effort, **I'm asking each member to consider making a 2-3 year final cash pledge at a level that is significant to you** in support of EERI and this acclaimed and critical program.

With a fully funded \$4million endowment, LFE can respond to earthquakes more quickly, comprehensively, consistently, and with certainty into the future. With this complete permanent endowment EERI will be able to:



- Quickly decide to deploy reconnaissance teams, both after major earthquakes to observe ephemeral damage, and over the recovery time period for topic-focused longitudinal studies.
- Expand opportunities for early career members, such as the travel study program, virtual reconnaissance work, and skill development workshops.
- Conduct regular reconnaissance exercises for improved response and coordination amongst many reconnaissance partners.
- Accelerate the work of our new LFE Reconnaissance Advisory Subcommittees and increase the topics covered.
- Increase staffing support levels to better advance and support volunteers leading all ongoing EERI LFE activities.

I hope you agree that these future possibilities show a bright and promising future for LFE in service of our members and the broader community. As [LFE responds to the devastating earthquake affecting Turkey and Syria](#), the importance of the program's mission is clearer than ever. Without the stability of a fully-funded endowment however, this vision for a robust LFE program is at risk.

As you consider the type of gift that is possible for you, please contact me ([d.friedman@forell.com](mailto:d.friedman@forell.com)) or Devon Clayton, EERI's Membership and Donor Manager, at [devon@eeri.org](mailto:devon@eeri.org), with any questions. You can also [make your pledge online](#).

Thank you for your consideration. You can track our progress and learn more about [our campaign here](#).

### David Friedman

M.EERI 1988; Chair, Fundraising Committee

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## ► EERI Welcomes Two New Board Members: Keith Knudsen and Ashley Morales-Cartagena

EERI is pleased to welcome **Keith Knudsen** and **Ashley Morales-Cartagena** to the Board of Directors! Both were selected by the 2022 Nominating Committee from the applicants for the [Appointed Director board positions](#) last fall, and appointed at the December 2022 Board Meeting. Keith Knudsen will serve a 2-year term, and Ashley Morales-Cartagena will serve a 4-year term. They will begin their terms in March 2023.

**Keith L. Knudsen** (M.EERI 2001) has served as the Deputy Director of the USGS Earthquake Science Center for about a dozen years, and has also served as the Earthquake Hazard Program's Northern California Coordinator. He is a Quaternary geologist and geomorphologist who specializes in the assessment of earthquake hazards. Prior to joining the USGS, he led and worked on projects characterizing seismic hazards for large engineered facilities at URS Corporation in Oakland. Before joining URS, for eight years, Keith managed the Liquefaction Zoning Unit and the Bay Area Regional Geologic Mapping Unit of the California Geological Survey's Seismic Hazards Zoning Program. He served on the Earthquake Engineering Research Institute's Northern California Chapter Board as a Director and as President spanning the 2006 anniversary of the 1906 San Francisco Earthquake. He also served as Secretary of the Seismological Society of America for nine years. In his roles in the



public and private sectors, he has been successful in identifying partner organizations and building relationships so that innovative projects get supported and completed. He lives about a kilometer from the Hayward fault.

**Ashley Morales-Cartagena** (M. EERI 2015) is a disaster risk reduction professional with 15 years of experience working in academia, industry, the public sector and international development. She is a professor and researcher at the School of Civil and Environmental Engineering at the Pontificia Universidad Católica Madre y Maestra (PUCMM), where she served as Director for the past four years and founded the EERI PUCMM student chapter. She also served as head of the Disaster Risk Management and Geotechnical Engineering departments at the Dominican Republic's National Bureau of Seismic Evaluation and Infrastructure Vulnerability (ONESVIE). Ashley co-chaired the EERI Younger Members Committee from 2019-2021 and received the EERI's Younger Members Award in 2018. Ashley pursued her graduate studies (MS) as a Fulbright Scholar in Geotechnical Engineering at the University of Illinois at Urbana-Champaign (UIUC). She also holds an MS in Construction Management from the Santo Domingo Institute of Technology (INTEC) and a BS in Civil Engineering from the Pontificia Universidad Católica Madre y Maestra. Most recently she founded Mujeres en la Ingeniería (MIRD), the first NGO focused on supporting women to pursue careers in engineering in the Dominican Republic.



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### ► David Friedman and Polat Gülkan Elected to National Academy of Engineering

EERI congratulates **David Friedman** (M.EERI 1988) and **Polat Gülkan** (M.EERI 1993) on their election to the National Academy of Engineering (NAE). As part of the NAE class of 2023, they will be formally inducted into the academy this coming October. David Friedman was honored "for leadership in the development of innovative solutions for the seismic retrofit of historical structures." The former CEO of Forell/Elsesser, Friedman was EERI President from 2017-2018, and currently serves as chair of the Fundraising Committee. He and his family also endowed the Friedman Family Visiting Professionals Program, which brings EERI members who are practicing engineers to visit EERI student chapters on university campuses each year. Hakkı Polat Gülkan was honored as an international member "for improving earthquake safety of buildings and seismic resilience worldwide." Currently a Professor of Earthquake Structural Engineering at Başkent University in Ankara, he is also an Honorary Member of EERI and a former editor of *Earthquake Spectra*, and served on EERI's Board of Directors from 2005-2008.

For more about both members and their election to the NAE, view the [news post](#) on the EERI website.

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### ► AM2023: Early Bird Deadline Today!

**Today is the early-bird deadline for EERI's 2023 Annual Meeting in San Francisco from April 11-14!** Registration rates will increase in all categories tomorrow, so register now to get the best price and sign up for the workshops and reconnaissance exercise. Visit [the meeting website](#) to learn more, and [register here for 2023AM!](#)