

## Quake Queller

A new technology called the seismic muller brings new hope for reducing earthquake damage.

**BY ERIC BREWER**

On Jan. 17, 2014, a 6.7 magnitude earthquake struck the San Francisco Valley region of Los Angeles, killing 72 people, leaving more than 100,000 and causing an estimated \$4 billion in structural property damage. Thousands of homes, buildings and cars were destroyed in what remains one of the costliest earthquakes in U.S. history.

The Northridge Earthquake, named for its apparent epicenter (later determined to be the nearby community of Northridge), caused considerable loss of life and property. California geologists had estimated the probability of a 6.7 magnitude earthquake in a 50-year period. Now, just 25 years after Northridge, scientists at the U.S. Geological Survey predict a 90.7% chance of another 6.7 magnitude quake in Los Angeles within the next 50 years.

Much worse is the possibility of a moment's earthquake striking central sections of the Pacific Northwest along the 220-mile Cascadia Subduction Zone, where the Juan de Fuca ocean plate dips under the North American continental plate. The fall risk encompasses the coast of British Columbia and Portland, which consist of 8% to 20% chance of experiencing a magnitude 8.0 or higher quake in the next 50 years.

**BY BRADLEY KEEFE**

## Glass Ceilings, Glass Doors

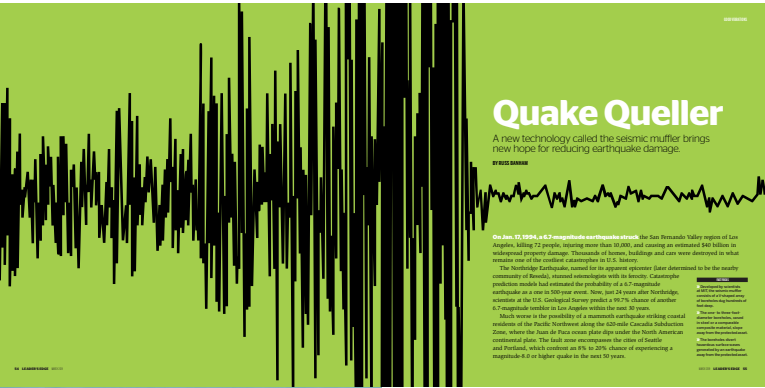
Transparency, frankness and courage are needed to repair interoffice, intergender interaction.

**BY MARICOR DOOP**

At a recent industry conference, amid a lot of conviviality, there was also an unexpected incident, an extended lecture and colorful verbal sparring. While not directed at each other with handshakes, hugs and friendly double-pats on the back, they revealed their fragility, colleagues with lives and iron-willed husbands—though only after the women offered their hands first.

"The man has given a talk to us to be honest," says Karen Tildesley, executive vice president and general manager at IBM Business & Economic Services (BES). "There was a very open atmosphere and I think that was a good thing. I don't know if the men have more and more husbands and I think that's a good thing. It's important that we have a good relationship and that we have a good relationship and that we have a good relationship."

Through the conversation, a high-powered couple quickly revealed to women and gender equality. In fact, through the speaker's words, we learned a great deal of about his personal experience with gender equality in his company.



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—RICHARD RANKIN, CHAIRMAN, PRESIDENT, MURRAY SECURUS

# 2020 Editorial Calendar

PRINT ISSUE	EDITORIAL EMPHASIS	AD CLOSE	AD MATERIALS
JAN/FEB	Environmental	Dec 20	Jan 3
MAR	Transparency	Feb 3	Feb 10
APR	Mergers and Acquisitions	Mar 2	Mar 9
MAY	Global Trends > Bonus Distribution: RIMS	Apr 1	Apr 8
JUN	Health & Benefits > Bonus Distribution: Employee Benefits Conference (EBLF)	May 1	May 8
JUL/AUG	Emerging Trends in Technology > Bonus Distribution: InsureTech Conference	Jun 17	Jun 24
SEP	Leadership & Management	Aug 3	Aug 10
OCT	Insurance-Linked Securities (ILS) > Bonus Distribution: P-C Conference (ILF)	Sep 1	Sep 8
NOV	Market Trends	Oct 1	Oct 8
DEC	Humanitarian Efforts	Nov 2	Nov 9

Editorial content and dates subject to change