



Quake Queller

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

BY TERRY O'NEILL



On Jan. 17, 2014, a 6.7 magnitude earthquake struck the San Francisco Valley region of Los Angeles, killing 72 people, injuring more than 1,000, and causing an estimated \$60 billion in structural property damage. Thousands of homes, buildings and cars were destroyed in what remains one of the costliest disasters in U.S. history.

The Northridge Earthquake, named for its apparent epicenter (data determined to be the nearby community of Northridge), occurred coincidentally with the recently published California prediction models that estimated the probability of a 6.7 magnitude earthquake in a 50-year period. Now, just 20 years after Northridge, scientists at the U.S. Geological Survey predict a 93.7% 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 520-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 confront an 8% to 20% chance of experiencing a magnitude 8.0 or higher quake in the next 50 years.



Glass Ceilings, Glass Doors

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

BY MARSHALL STOFF

At a recent industry conference, amid a lot of conviviality, there was also an unspoken tension, an unshared caution and ambivalence toward women. While men greeted each other with handshakes, hugs and hearty double-pats on the back, they greeted their female colleagues with more reserved handshakes—though only after the women offered their hands first.

“The men hug almost exclusively to be polite,” says Steve Kishner, executive vice president and general manager of IBM Business Resource Services (BRS). “They are more reserved and respectful in their interactions with women. I don’t know if the men are more reserved or if women are more reserved, but it’s a different dynamic.”

“I’ve noticed that men are more likely to be open and vulnerable in their interactions with women,” says Kishner. “I’ve noticed that men are more likely to be open and vulnerable in their interactions with women.”

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“Good mix of topics on industry and management issues. It is the only trade publication that I always read.”

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