



Partners in Prevention

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Rancho Mirage QuakeSmart Draws Big Crowd to Seismic Safety

“The next big California earthquake is coming,” said Kate Long from the Governor’s Office of Emergency Services at the recent Rancho Mirage QuakeSmart Preparedness Workshop. She likens the prediction to the “Winter is coming” doomsday mantra from the TV series “Game of Thrones,” and hopes that those in harm’s way are listening.

And Kate is right. We may not know exactly when the next big earthquake is coming, but it is inevitable—a forecast echoed throughout the seismic science community in Southern California.

USGS Research Geologist Katherine Kendrick of the Earthquake Science Center helped attendees understand, “earthquakes are the earth releasing its stress on the people who live on it.”

Expert presenters spent the rest of the day working with the 90-plus businesses and organizations to share information and protocols to help them get ready.

What keeps people from preparing for an earthquake? Workshop presenter Dr. Dennis S. Miletic, University of Colorado at Boulder Professor Emeritus and a member of the Rancho Mirage Emergency Preparedness Commission explained that most people don’t prepare for earthquakes because they don’t personalize the risk. This comes, he said, from the inherent length between big magnitude earthquakes. According to Dr. Miletic, “Every day without an earthquake provides people repetitive evidence that they are right and free of earthquake risk.”

The workshop marks another QuakeSmart success made possible through generous support from FEMA and the National Earthquake Hazard Reduction Program. Britt Wilson, Management Analyst for Rancho Mirage, CA agreed and called it a “fabulous event.”

If you missed the Rancho Mirage workshop, there are two additional chances to get QuakeSmart this month. Visit www.quakesmartcommunity.org to learn more today.