



Partners in Prevention

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In Memphis, QuakeSmart Means Knowing New Madrid is “Not Dead”

Promising the audience that her research findings show that “the New Madrid Seismic Zone is not dead,” Dr. Christine Powell of the University of Memphis Center for Earthquake Information served as opening keynote speaker at the QuakeSmart Workshop on October 18 in Memphis, Tennessee.

Through joint work with the USGS, Dr. Powell’s research explores the unique geology that could be driving seismicity in the New Madrid Seismic Zone (NMSZ). Her findings are featured in this [Science Magazine](#) article entitled, “Scientists may have solved mystery of giant Midwest earthquakes.”

Workshop attendees included more than 65 business, nonprofit, and government leaders, including AutoZone; Baptist Healthcare; Federal Express; International Paper; Memphis Light, Gas, & Water; St. Jude’s Children’s Hospital; the U.S. Bankruptcy Court; and many others.

Pitman Glass Company General Manager Jeff Pitman posted a testimonial on the [company blog](#) about his experience stating, “I had the privilege of attending an earthquake preparedness seminar today at the University of Memphis. I learned many things about earthquakes and their causes my biggest take away was this; on top of all the destruction a major earthquake would create is the unbelievable amount of business interruption that such an event will produce.”

The successful Memphis QuakeSmart was made possible through partnership with the Central U.S. Earthquake Consortium, Center for Earthquake Research and Information (CERI), DRB Toolkit, Earthquake Country Alliance, FEMA, Mid-South Tennessee Chapter of the Association of Business Continuity Planners, National Earthquake Hazards Reduction Program (NEHRP), Southern California Earthquake Center, Legacy Partner Simpson Strong-Tie, USGS, West Tennessee Seismic Safety Commission, and Worksafe Technologies.

Special thanks to Richard Howe, P.E. who delivered the luncheon presentation on the history of seismic building codes in the New Madrid Seismic Zone.

For more information on QuakeSmart or to request a workshop for your area, contact [Barbara Harrison](#).