

# THE GREAT 1906 EARTHQUAKE

Lessons learned, lessons forgotten, and future directions in earthquake science

By Mary Lou Zoback, Seismologist (and Chair of the Steering Committee,  
1906 Earthquake Centennial Alliance)

- The 1906 California disaster taught us that—**
- the San Andreas Fault is a continuous feature extending nearly the length of the State
  - earthquakes are a recurring process, not random events
  - shaking is most intense on “made land”
  - much of the damage to buildings is related to construction style and quality

**The elastic-rebound theory came from studies of the 1906 event—how is this theory used today in forecasting earthquakes?**

- Why, so long after 1906, do we still have—**
- so many unreinforced masonry buildings?
  - development sited on “made land” and soft ground?

**New understanding and new technology promise a bright future for earthquake science—breakthroughs are inevitable**

**Thursday, March 30, 2006, 7:00 p.m.  
USGS, Conference Room A, Bldg 3,  
Menlo Park, California**



Learn about the more than 100 activities the 1906 Earthquake Centennial Alliance is sponsoring at <http://1906centennial.org>

Find out what you and your family can do to prepare for future Bay Area earthquakes

The Map and Publication Sales counter in Building Three will remain open until 7:00 p.m. on the evening of the lecture.

Map for lecture site on reverse

For current information about the Public Lecture Series, call (650) 329-5000 or visit our website at <http://online.wr.usgs.gov/calendar/>

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