

The New Madrid Earthquakes Bicentennial: A Teachable Moment?

By Chris Cramer, CERI, and Jim Wilkinson, CUSEC
A Presentation at NEC/EERI Meeting
in Memphis, TN
April 11, 2012

Goal

- “The goal of the New Madrid Bicentennial executive committee is to stimulate ideas, communication, and action toward making the New Madrid Bicentennial a success with regard to increased earthquake awareness in the public and private sectors, meaningful scientific research, and active engineering mitigation across the entire New Madrid region.”

New Madrid Bicentennial Participants

- CUSEC
- USGS
- CERI, University of Memphis
- Federal, State, and Local Agencies
- Private Sector
- Local Museums

Public Outreach

- Town Hall Meetings
 - WTSSC, CUSEC, CERI, SSA
- Earthquake Awareness Weeks
 - February 2011 and 2012
- Great Central U.S. Shakeout
 - April 28, 2011 10:15 AM
 - February 7, 2012 10:15 AM
- Video
- Local Museums
- Eliza Bryan Appearances
- 2012 St. Jude Dream House
 - St. Jude Hospital, CUSEC, IBHS

Earthquake Outreach Tour February 2011



Great Central U.S. ShakeOut April 2011



Great Central U.S. ShakeOut February 2012



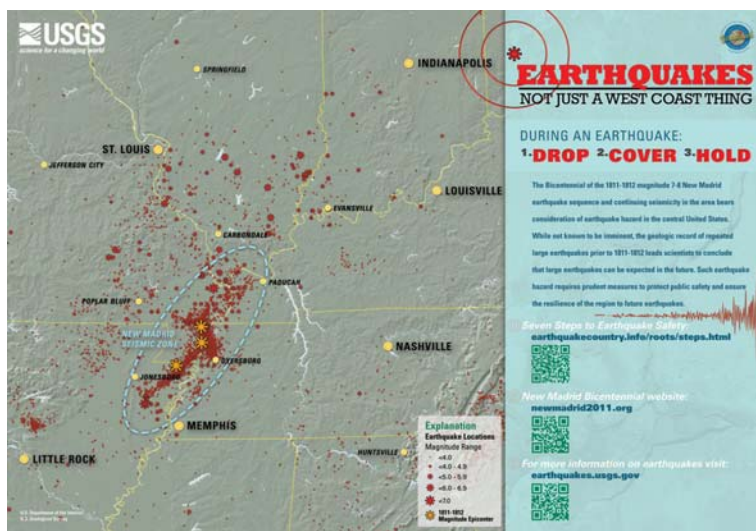
New Madrid Museum Exhibit December 2011



Marston, MO Welcome Center May 2011



St. Louis Airport Display December 2011



St. Jude Dream Home Groundbreaking January 2012



Reelfoot Lake Bicentennial Events February 2012



Government Agencies

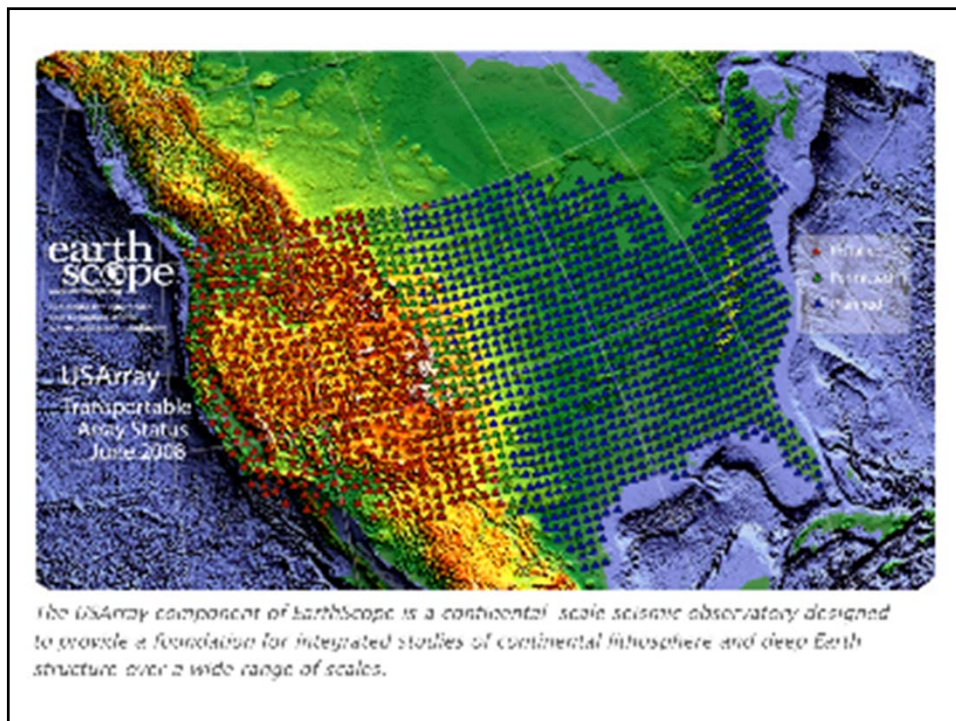
- Response Preparedness by State and Local Offices of Emergency Management
- National Level Exercise led by FEMA and CUSEC
 - May 16-20, 2011
 - M7.7 on the SW arm of NMSZ plus M6.0 triggered event in the Wabash Valley seismic zone

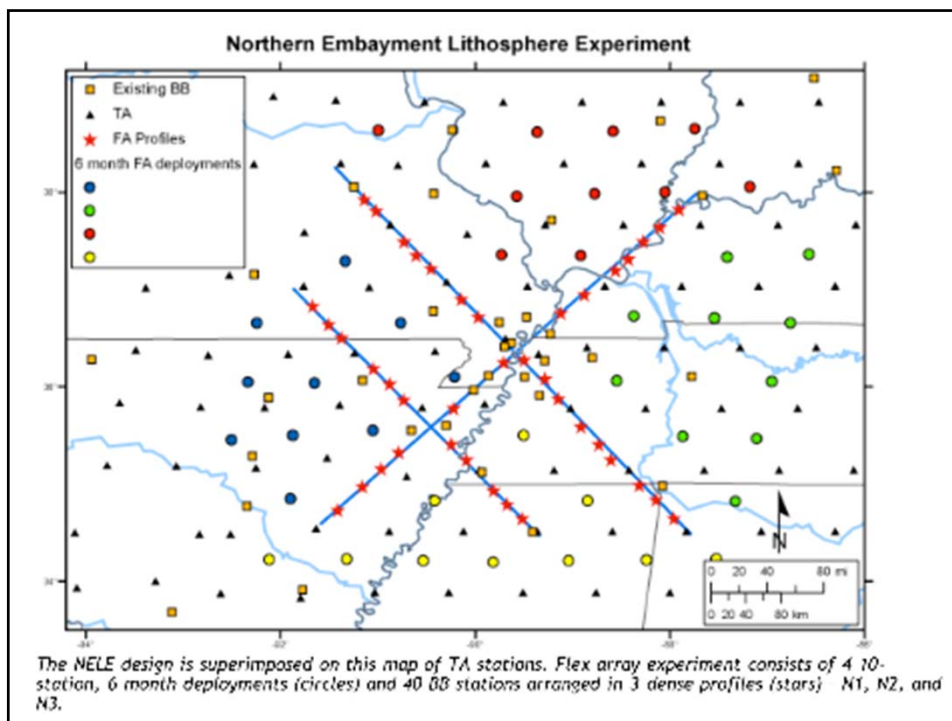
National Level Exercise 2011 May 2011



Scientific and Engineering Research

- USGS via NEHRP Grants
- EERI via New Madrid Scenario Project
- NSF via EarthScope USArray Project





Businesses

- **Business Continuity Workshops**
 - Mid-South Association of Contingency Planners
 - CERl
 - EPIC September 15, 2010 at U of Memphis
 - EPIC September 21, 2011 at U of Memphis
 - EPIC September 12, 2012 at U of Memphis

- **Earthquakes: Mean Business, St. Louis, MO**
 - Phyllis Steckel and Tim Bonno
 - CUSEC, St. Louis University, USGS
 - February 12, 2011 – NMB Kickoff
 - February 3, 2012 – New Madrid Earthquakes' Impacts

NMB Kickoff February 2011



Conferences

- April 13-15, 2011 SSA Annual Meeting in Memphis
 - CERI is Host
 - Public Forum
- October 16-18, 2011 Eastern Section SSA Meeting in Little Rock
 - UALR, AGS are Hosts
- April 10-13, 2012 National Earthquake Conference joint with EERI Annual Meeting in Memphis
 - CUSEC is Host

www.newmadrid2011.org

New Madrid Bicentennial - New Madrid Bicentennial 9/11/10 11:17 AM

Monday, September 13th, 2010 - 11:27am search...



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New Madrid Bicentennial



Several of the largest historical earthquakes to strike the continental United States occurred in the winter of 1811-1812 along the New Madrid Seismic Zone, which stretches from just west of Memphis, Tennessee into southern Illinois. These earthquakes produced at least three tremors between magnitude 7-8, and hundreds of aftershocks.

In 2011 and 2012, there will be events held throughout the central United States observing the 200th Anniversary of the great 1811 and 1812 New Madrid earthquakes that forever changed the mid-western landscape. These quakes were felt across the U.S. and as far south as the Gulf of Mexico, and as far north as Canada. Organizations from across the United States will participate in the bicentennial events, which range from conferences, workshops, public outreach events, multi-state earthquake exercises, field trips, and more. Organizers of the New Madrid Bicentennial events (NMB) are already planning the following activities:

- Bicentennial Kickoff** - February 11, 2011
- Earthquake Awareness Month** - February 2011
- Sociological Society of America Meeting** - April 2011
- Great Central U.S. ShakeOut** - April 28, 2011 @ 10:15a.m.
- National Level Exercise (NLE2011)** - May 16-20, 2011
- Earthquake Awareness Month** - February 2012
- National Earthquake Conference** - March 2012
- EERI Annual Conference** - March 2012
- St. Jude Dream Home Partnership** - March 2012

The Great Central U.S. ShakeOut

With more than 40 million people living and working in the central United States, a major earthquake could cause unprecedented disruption and devastation. With earthquakes an inevitable part of our future, we must act quickly to ensure that disasters do not become catastrophes.

What we do now, before a big earthquake, will determine what our lives will be like afterwards.

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Upcoming NMB Events

- EPIC Conference - September 15, 2010
- Emergency Preparedness Expo - September 24, 2010
- Prepare America Conference - September 25, 2010
- Earthquake Insight Field Trip - October 06, 2010 - October 08, 2010
- [View full calendar](#)

Quick Links

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- [3-D Ground Motion Simulations](#)
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- [EarthquakeUSArmy](#)
- [GIS Data \(coming soon\)](#)

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