



What's in the Plan for 2010?

MARK RIECK, IRWA EXECUTIVE VICE PRESIDENT

In the last issue, I promised that IRWA would “Stay the Course” in 2010, delivering against our three key focus areas: increasing visibility, collaboration and accessibility for our members. Here is our plan for expanding on these efforts:

VISIBILITY

As we continue building on the visibility we created in 2009 with our “Top 10 Infrastructure Project” campaign, it is now time to promote our members, their certifications and the value of the SR/WA designation. We will begin with an innovative ad campaign in engineering and related publications, targeting project managers who employ right of way professionals.

The new campaign is called “Before You Start” and will feature three consecutive ads in publications that will give exposure to our members and promote their collective body of knowledge and experience. Below are the ads that will begin running in the first quarter.



COLLABORATION

I am very proud of the partnering and information sharing taking place among our regions, chapters and the Chairs of our membership, education and professional development committees. Establishing a strategic approach to Association business and implementing best practices, despite the difficult economic environment, has made the difference between

holding our own and losing relevance among members. While other associations have hunkered down to weather the storm, we have taken bold, proactive action on all fronts through web conferencing, promotional campaigns and training programs to ensure our Association remains strong and viable.

Our next tactic involves fully engaging our education committees in elevating the profession, by developing new and innovative education sessions for our Annual Education Conference, monitoring our disciplines for trends and opportunities and making that information available to interested members seeking to advance in their careers. This will result in greater value for members at the international, region and chapter levels. We are also involving key service committees, like the International Communications and Marketing Committee, to develop partnering strategies for public agencies. These agencies represent our strongest potential for future membership and education growth, not to mention the business opportunities that will benefit all levels of the organization.

ACCESSIBILITY

In this final area, we will continue to make our Association even more accessible to members with our commitment to offer twenty of our core courses online. This makes good business sense, as member demand for education increases, along with the need to gain immediate access to updated and relevant content, without the cost of travel or time out of the office.

In generating external media coverage, the most strategic program we are launching this year is an annual “Project of the Year” campaign, aimed at making the profession more accessible to those within the infrastructure community. Projects will be judged by a panel of subject matter experts and announced in the spring. The top project will be unveiled during Right of Way Month in October and featured in the November/December 2010 issue of Right of Way magazine.

By making our organization more accessible to members, we deliver real value. By making our organization more accessible to the profession, we drive real value to our members, ultimately building toward the seat at the table you each deserve.



Mark joins southern California Chapters 1, 57 and 67 at their Tri-Chapter Installation luncheon held in December.