



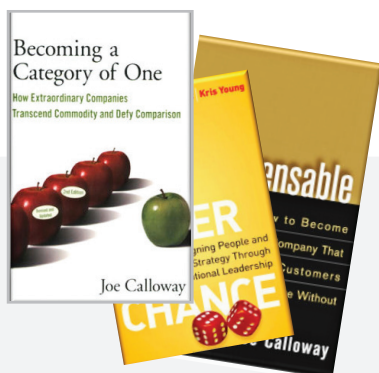
Annual Conference to Highlight Relevance and Responsiveness

MARK RIECK, IRWA EXECUTIVE VICE PRESIDENT

With today's fast pace and rising expectations in the workplace, having a few good ideas or adding some new services is no longer enough. An organization needs to be relevant and responsive to its members and the public they serve. IRWA strives to do this every day by providing the tools members need to be current, credentialed and connected in the world of right of way.

A CATEGORY OF ONE

So what is the best way to ensure you are responsive and relevant to your company and clients? Joe Calloway, this year's Annual Conference opening speaker, believes that culture is what drives results, and building a culture that drives results will help you differentiate yourself and your company in business. A key concept that Joe shares in his presentations is about becoming a



Opening speaker is performance expert and author Joe Calloway, who helps companies to align people, culture and strategy to drive results.

“category of one.” According to Joe, “You succeed, not because of your strategy, but because your culture made your strategy work.” To get a sneak preview about what you can expect to hear at conference, visit www.joecalloway.com.

CHARACTER COUNTS

“What will matter is not your competence, but your character,” says Michael Josephson, a former lawyer, law professor, entrepreneur and one of the nation's most respected speakers and consultants in the field of ethics and character. Every day, millions of listeners hear his award-winning Character Counts radio commentaries across the country and around the world on American Forces Network. Broadcast continually since 1996, his editorial features have become one of the longest-running in radio history. At the Annual Conference, Michael will address our SR/WA Breakfast participants and share his wisdom and insights on why character matters today more than ever. To learn more, visit www.josephsoninstitute.org.

In conjunction with the conference, IRWA's charity of choice will be the Josephson Institute's Character Counts program, a school-based ethics program that provides unique programs for students. It is designed to build character while improving academic achievement, reducing crime and misbehavior, combating bullying and promoting a positive school environment. For more information, visit www.charactercounts.org.



Founder of Character Counts and considered the nation's most highly respected ethicist, Michael Josephson will address participants at the SR/WA Recognition Breakfast.

JOIN US

In planning the 2012 topics for the Annual Conference, the host committee has secured some of the industry drivers who will once again be right on point for the issues we face in the right of way profession. What is it about IRWA members that makes them stand out in the industry? As an organization, what do we need to do to make sure we stay focused on the things that matter?

Culture, character and ethics make IRWA a category of one. Join us at the 2012 Annual Conference in Seattle. For more information on the conference, see page 40 or visit www.irwaseattle2012.org.

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