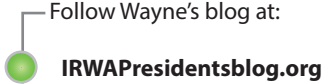


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Advancing on All Fronts

Our collective efforts move us closer to our ultimate goal

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While IRWA has taken significant steps in executing key initiatives that are designed to move the Association forward, it's essential that everything we do be strategically aligned with our ever-evolving growth.

In the last issue, I shared my ideas of the concept behind the “why” associated with IRWA's purpose and how this works to advance our profession. It's vital that our members understand just how important the why of an organization is to its success. The Association's strategies are all part of a logical progression and long-term approach to reinforce our position as the leader in our profession. Consider the following advancements that are certain to build confidence in—and increase awareness of—this important leadership role.

Ethics Campaign

As of this writing, we have just released a new and simplified Ethics Awareness program that promises to keep the all-important ethics component top of mind as we conduct ourselves professionally. Through a series of ads, we recently launched a campaign of bite-sized morsels that highlight each of IRWA's 10 ethical principles. In January, these ads were made available to all Chapters for use in their communications and newsletters. (See Inside the Association, page 19.)

Simplified Credentialing

The long-awaited Credentialing Program is now available online, giving members the ability to access a simplified pathway

with a single application. Using a new online point-and-click method, members can quickly identify what is applicable for required education and experience prerequisites on the path toward a specific certification or designation.

Technological Advancements

Our technological arena is currently being improved with beta testing and a soon-to-be released version of IRWA's Member Network. Promising to be a more powerful and user-friendly communication tool for members, it will reside on a platform provided by Higher Logic, a leader in communications technology.

Instructor Development

In January, the newly-developed CLIMB instructor development program was held. Designed to bring a new level of interactivity and advanced learning techniques into the classroom, the first session brought together over 70 IRWA instructors to take part in this inaugural training event.

Inaugural World Congress

Building on the success of our international membership expansion, June 11th will mark the inaugural Congress for Global Infrastructure Real Estate. Held in conjunction with IRWA's Annual International Education Conference in Nashville, Tennessee, we are expanding the international presentations from a lunch session to a full-day event. Given

the level of interest and record-setting attendance at last year's International Luncheon, we applaud our international partners for their participation and commitment to this important educational venue.

Synergistic Actions

Reaching back to the “why” I spoke of at the outset of this article, all of the advancements I've mentioned are not stand-alone actions. Together, these initiatives work to accomplish our strategic vision and mission:

- To share quality standards and ethics throughout the industry and around the world.
- To represent the project, the property owner and oftentimes the taxpayer, making sure that people are treated fairly, equitably and uniformly while completing projects on time and on budget.
- To enhance the quality of lives in the communities we work in, with better and more accessible transportation, energy and utilities systems.

As we focus on the future of the Association, we have come to realize that if we keep our collective eye on why we exist—and make everything we do support that vision—we know that all of our efforts will move us closer to that ultimate goal of “Building a Better World, Together.” 🌟