

Elevating the Role of Right of Way Professionals

In early October, IRWA launched a publicity campaign to boost awareness of the Association and shed light on the vital role that right of way professionals play in overseeing the nation's infrastructure projects. The news release, which unveiled IRWA's 2012 Project of the Year winner and Top 10 Projects, and was picked up by hundreds of media outlets, generating over 100 million online impressions.

As quoted by IRWA International President Patricia Petitto, SR/WA, R/W-NAC in the media coverage, "Right of way professionals have invaluable skills that are essential to successful project delivery. From securing environmental clearances to negotiating property rights, their early involvement in these complex infrastructure projects can ensure substantial cost savings while making it possible to achieve an aggressive schedule."

According to IRWA Executive Vice President Mark Rieck, "We recognize that the right of way profession is virtually unknown to the general public. That's why the Project of the Year Competition is so essential to our external media efforts. By showcasing the scope and complexities involved with these monumental infrastructure projects, we are able to articulate what our members do in a tangible way. This level of exposure is having a powerful effect and quickly elevating the reputation of right of way professionals everywhere."

For more information, check out Association News at www.irwaonline.org.

