



Delivering Against IRWA's Strategic Plan

MARK RIECK, IRWA EXECUTIVE VICE PRESIDENT

In this issue, we conclude our three-part report on the progress of implementing IRWA's Strategic Plan. In prior issues, we addressed objective #1 (maintaining a vibrant membership) and objective #2 (providing tools that help members build and advance in their careers).

Objective #3: Enhance systems and support by empowering and positioning the organization for relevance and growth.

Committee Structure. Creating a new structure to support the Association's governance and business needs has had a significant impact. By integrating the Region Chairs with the International Executive Committee, the International Governing Council (IGC) was formed, which now gives each chapter more of a voice in IRWA's governance. With a year of partnership under its belt, the IGC has found the right balance between representing local constituents while providing oversight and guidance for the entire organization. Beginning this fall, International Committee Chairs from Professional Development, Communications/Marketing and Nominations/Elections will participate in these meetings with a voice, but no vote.

To streamline the orientation process, we have revamped the IRWA Leadership Guide and created a separate Chapter President Handbook. IRWA leaders and other interested members can find both items in the Leadership Resources section of the IRWA website, accessible through a link at the bottom of our home page. We have enhanced our web conferencing tools to include large-scale training and information-sharing meetings for committee and chapter use, and regularly host meetings with 50-75 members on topics like effective chapter-based education promotions and launching successful membership campaigns.

Member Recognition. Increasing the visibility of IRWA leaders, both within the Association and externally in the marketplace, has played an important role in achieving this objective. In July, we launched a major publicity campaign through PR Newswire, promoting our 2011-2012 slate of officers, which generated more than 60 million electronic media impressions.

As part of an expanded marketing effort, we are ramping up the advertising of IRWA's members, leaders and companies, not only to the users of right of way services, but also to the U.S. House Committee on Transportation and Infrastructure, among other members of Congress. Increasing the visibility of our leaders and the Association is critical to reinforcing our relevance within

the industry, as well as with infrastructure project stakeholders. Even at this year's conference, we took a fresh approach and expanded the recognition program to acknowledge more chapters, companies and members for their extraordinary efforts. We will continue to recognize even more of our volunteers next year. (For conference coverage, please see page 28.)

The screenshot shows a Yahoo! News article from July 13, 2011, reporting on the election of Randy A. Williams as the 2011-2012 International President of the International Right of Way Association (IRWA). The article includes a photo of Williams and a short biography. The biography states that Williams has 30 years of real estate valuation experience and has served as Managing Director for Integra Realty Resources-Austin. It also notes his role in overseeing the policies and strategic planning of the nearly 10,000 member Association.

Leadership Development. Through IRWA's Leadership Institute, we have been successful in identifying, promoting and developing our leaders. During its first year, accomplishments included the launch of four leadership modules, more than 20 region and conference presentations, three just-in-time videos, six published leadership articles and a leadership webinar. All members can access these tools through the Leadership Resources section on our website. And thanks to our partnership with the Right of Way International Education Foundation and the Canadian Right of Way Education Foundation, a new 24-hour leadership certificate program is being created. Its curriculum will be presented to the International Professional Development Committee later this fall for approval.

In spite of a struggling U.S. economy, with the continued support and involvement of our volunteer leadership, partners, members and their employers, IRWA has been able to implement an effective strategic plan. Thank you for your partnership as we advance the Association even further.