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November 30, 2011

Dear IRWA Leaders:

I hope you are enjoying a good holiday season. While we continue to navigate choppy waters, the IRWA is more than holding its own in the industry as we serve our members and the users of right of way services. Here is an overview of our 1st quarter progress, from July 1, 2011 through September 30, 2011.

**Membership:** We have 9,755 total members through the end of September and our membership renewal campaign launched in October. Members are renewing at a strong rate and we have 43% of our membership renewed after only one mailing. The next renewal mailing will drop in early December and we expect the current level of success to continue.

Membership Report September 2011	
Regular and Senior Members:	7,706
Affiliates:	1,308
Members at Large:	67
Senior Members at Large:	8
Retired Members:	429
Agency Members:	184
Student Members:	13
Other Members:	40
<b>Total:</b>	<b>9,755</b>

**Education:** 384 classroom courses have been planned for this fiscal year so far and 172 have been scheduled. 1,166 members and non-members have participated in our classroom education programming through the first quarter. Online education continues to be a bright spot for the association as travel and education budgets tighten even more, with 18 courses producing 377 participants, out performing our budget target by 24%

Our classroom material delivery record remains solid, with a 97% overall accuracy rate through the 1st quarter.

Classroom Delivery Report July 2011 – September 2011							
MONTH	# CLASSES HELD	# LATE GOAL= DELIVERY AT LEAST 2 DAYS BEFORE CLASS START DATE	# WRONG OR MISSING MATERIAL GOAL= DELIVER CORRECT & COMPLETE	# CONTENT ERROR DIRECTLY AFFECTING COURSE PRESENTATION	# WRONG LOCATION GOAL= DELIVER TO ADDRESS PROVIDED	% ERROR GOAL= <5%	% DELIVERED RIGHT PLACE, RIGHT MATERIAL, RIGHT ON TIME GOAL= >95%
July	14	0	0	0	0	0%	100%
August	25	2	0	0	0	8%	92%
September	32	0	0	0	0	0%	100%
<b>Total</b>	<b>71</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2.82%</b>	<b>97.18%</b>

*The Principles of Right of Way* textbook has been revised for 2012 and is being developed in a hardbound version. The book should be available before the end of December. We have also been working on two new Canadian Courses, 602C – Project Development and the Environmental Process, a one day classroom and online course; as well as 803C – Expropriation Law Basics in Canada, a two day classroom and online course. This new material has been very well received through the classroom pilot phase. For U.S. members, we are working on Course 100 – Principles of Land Acquisition, a 32 hour online course and Course 900 – Principles of Real Estate Engineering, a 16 hour online course.

In addition to new course and online development, we have been working with subgroups of the Surveying and Engineering and Relocation Committees to review and revise existing IRWA courses within their disciplines. Revisions are underway and new material should be available to our members before the end of this fiscal year. The association has contracted with a copy editor who now reviews all IRWA course material for grammar and comprehension and a professional designer is providing the layout for all print material.

On the international front, our new Chapter 83 in South Africa will be creating localized regulations and measures modules to add to existing IRWA course content, so they can be taught in that country, and we have been asked to bring more IRWA classes to China next calendar year. I will be meeting with the Compulsory Purchase Association leadership in London in December, to continue to explore education opportunities with that group as we build on the Memo of Understanding we signed during Conference back in June.

**Credentialing:** The IRWA Generalist Career Path continues to generate participants and the overall count of designated members is increasing.

<b>Credentialing - Designated &amp; Certified July 2011 – September 2011</b>	
<b>SR/WA</b>	<b>1,997</b>
RWA	12
ARWP	5
RWP	1
R/W-AC	80
R/W-AMC	44
R/W-EC	38
R/W-NAC	360
R/W-RAC	284
R/W-URAC	10
<b>Total Certified:</b>	<b>2,831</b>

The Experience Task Force continues its work, that will be reflected in the creation of an automated designation module for our members to use to track their course history, determine their eligibility for IRWA credentials and apply for those credentials, all online. The Specialty Certification project is well underway and a third party vendor is developing a list of users of right of way services who are not IRWA member companies and agencies. Those contacts will be surveyed for feedback on the usefulness of IRWA certifications for disciplines they employ. Ultimately that information will be used to determine

whether or not existing specialty certifications are needed and if new specialty certifications should be created.

The Facilitator Task Force has been active and is developing a one-day Presentation Skills Class that will be open to any IRWA member interested in considering becoming a facilitator. That program is currently being reviewed by an outside expert and should be ready to pilot in February 2012, as part of a series of meetings taking place in Seattle. A full Facilitator Program, which will include both the Introductory Course and the Facilitator Clinic will be scheduled for presentation in June.

**Member Meetings:** The 2012 Federal Agency Update has been scaled back to a one-day meeting, hosted for our federal partners and members seeking access to our federal partners. Travel restrictions have impacted our original plan to create a World Congress of Real Estate and through a series of meetings with our partners, we have been able to establish their business need, which is primarily an opportunity to talk to each other, comparing plans and priorities related to their right of way real estate programs.

This year's Annual Conference will take place in Seattle, WA on June 10 – 13, 2012, featuring Opening Sessions keynote speaker, Joe Calloway and SR/WA Breakfast speaker, Michael Josephson, along with a full schedule of education sessions. A call for topics went out to all IRWA education and service committees in October and the IRWA Conference Oversight Committee will review their submissions in December. We expect the Seattle Conference to be well attended.

**Leadership Development:** The IRWA Leadership Institute, chaired by Advisory Council Member, Faith Roland, SR/WA and funded in partnership with our education foundations, continues to add content for our members. Programming was delivered live during fall forums this year by Leadership Institute members and our Institute partner, Randy Pennington, President of the Pennington Performance Group. A Leadership Weekend is being planned for International Governing Council members, along with education and service committee chairs and vice chairs, and will take place during the series of committee and IGC meetings in February 2012. We have begun producing short training videos on topics like delegation and recognition that are being made available to all members. Each *Right of Way Magazine* contains a leadership column and the articles are also being placed on the IRWA website for easy retrieval by members.

**Finance and Operations:** Overall net income is tracking close to budget and current Key Measures Reports, Financial Activity Reports and Balance Sheets continue to be shared with IRWA leadership and posted to the web on a monthly basis. The expanded Finance Committee includes three region chairs and two international directors from the chapter level and continues to meet quarterly to review IRWA's overall financial performance and business strategy.

**Publications and Public Relations:** *Right of Way Magazine* is our flagship publication and continues to evolve in new directions while highlighting important chapter efforts, such as college outreach programs and the launch of our newest chapter in South Africa. The online version of *Right of Way Magazine* is being widely distributed and has become a key marketing tool for new business development. The promotion of our Annual Project of the Year has quickly become a highlight for the association and a huge media draw, with over 60,000,000 electronic impressions again this year.

**New Business Development:** With an increased marketing budget, we are beginning to partner with our chapters to promote the association and drive increased membership, education and certification. A prime example is the promotional project developed around Texas Senate Bill 18, requiring all Texas towns and municipalities to follow the Uniform Act for relocations and many acquisitions. We developed a direct marketing postcard, purchased a list of 1,900 contacts from the National League of Cities and will mail them three times in November and December, inviting contacts to learn more about the act and visit a special IRWA website with IRWA education offerings. Similar resources are being developed for oil and gas programming in the Dakotas, Montana, Pennsylvania and New York.

We are partnering with a subgroup of the IRWA Pipeline Committee and the Federal Energy Regulating Commission, which created a two hour Pipeline Personnel Right of Way Training Program that will be piloted this December in Denver, then rolled out to all the chapters at no cost. We are also continuing to advertise in *Government Engineering Magazine* and will appear on their website in the future as well.

Finally, we have been connecting consultants with the California High Speed Rail Program, which promises to be the largest new infrastructure real estate project built since the 1950's. In November we participated in the National League of Cities Congress of Cities and Exposition and in December, we will begin refreshing our print ads and add a new round of marketing material to the chapter tool kit, available to all our chapters through the IRWA website in the third quarter of this fiscal year.

I hope you find this update to be useful and as always, ask that you feel free to contact me with questions and concerns. I wish you and your families all the best in the New Year.

Best personal regards,

A handwritten signature in black ink that reads "Randy A. Williams". The signature is fluid and cursive, with a long horizontal stroke at the end.

**Randy A. Williams, SR/WA, MAI, FRICS**  
*President*

CC: International Governing Council Members