



**International Governing Council
Meeting Minutes**
Saturday, September 24, 2011
Marina del Rey, CA

Welcome and Call to Order: President, Randy A. Williams, SR/WA called the meeting of the IRWA Governing Council to order at 8:32am. Mr. Williams welcomed IRWA Service Committee Chairs to the meeting as regular participants, along with Mr. Ernest Grunewald, president of the new South African Right of Way Association, Chapter 83. Randy also shared a brief overview of the meetings that took place earlier in the week, noting that the new SARWA Chapter is planning for a full complement of IRWA qualifying education classes in the first quarter of calendar year 2012. President Williams also reported on the New IGC Member Orientation that he and President-Elect, Pat Petitto hosted for new members.

Roll Call: International Secretary, Wayne L. Goss, SR/WA conducted a roll call with International Governing Council members Randy A. Williams, SR/WA Patricia A. Petitto, SR/WA, Lisa R. Harrison, SR/WA, Lee Hamre, SR/WA, Wayne L. Goss, SR/WA, Eric R. Finn, Esq, Carolyn D. Banks, SR/WA, Steven M. Beck, SR/WA, Randy J. De George, SR/WA, David A. Wood, SR/WA, Mary Anne Marr, SR/WA, Bernard J. Ward, Patricia F. Thayer, SR/WA, Orest Rojik, SR/WA, Raymond Bennett, SR/WA, Karen Carswell, SR/WA, Janet I. Walker, SR/WA, Nancy L. Halvorson, SR/WA, Alan D. Wurtz, SR/WA, Ernest Grunewald, Mark Rieck, Barbara Billitzer, Valerie Fries-Wade, Fred Nasri, CPA and Daniel Stekol all present.

Approval of Minutes: The minutes from the June 2011 International Governing Council Meeting were presented and David Wood moved their approval as amended, seconded by Steve Beck. The motion carried as amended. The amended minutes will be posted in their entirety on the 2012 Board of Directors electronic packet in the Leadership Resources section of the IRWA website.

Finance Committee Report: Treasurer, Lee Hamre presented IRWA's July Key Measures and financial reports, noting that the IRWA, like a for-profit business has positive and negative net income months, depending on the time of year. July is budgeted as a negative net income month, due to the limited number of education classes held and new members recruited, although the IRWA is off to a strong start and anecdotal information for August includes 25 classroom classes and 174 IRWA online education participants, a new monthly record for the association.

Ben Ward moved and Lee Hamre seconded a motion to accept the financial reports as presented. The motion carried as posted.

Task Force Updates: The Experience, Specialty and Facilitator Task Forces all continue their work to establish uniform experience models, conduct market research and establish a new foundation for our Facilitator Clinics. Pat Petitto and Janet Walker shared that the experience task force members have provided one round of input regarding uniform experience standards that are being reviewed by our education committees and will ultimately be provided to chapter professional development chairs.

Lee Hamre reported that the Specialty Task Force recommendation to conduct an external market survey is well underway. A vendor has been selected and the criteria established to identify the entities most represented in each sector of a services matrix developed by the IRWA, and which entities actually utilize IRWA services and educational opportunities. This client list, organized by region, market sector, and entity, will also be used in the

development of a consistent format and strategy to identify in what regions, market sectors and entities the IRWA has market opportunities, guiding the development of contacts in those areas and providing demographics of IRWA's existing and potential partners.

Lisa Harrison reported that the Facilitator Task Force met over the summer and she and a subgroup consisting of IPDC leaders, Janet Walker and David Layne met last month to outline the development of two facilitator development classes. The first is a presentation skills module, which will be available to all IRWA members at the chapter level and may be used to self-select into consideration for the second module, which would qualify members to become IRWA facilitators. In the future, IRWA facilitators will largely be instructors who are subject matter experts in the discipline they are presenting, capable of presenting advanced course work and maintaining their own knowledge through continuing education.

Audit Report: The IRWA annual audit was conducted the last week of August by the accounting firm of Mann, Weitz and Associates, LLC. Members received the IRWA 2011 audit report in a videoconference with Mann-Weitz managing partner, Len Weitz, noting positive net income of \$21,224 and net assets in excess of \$2,000,000, an industry best practice.

Mr. Weitz complimented the association and its staff for its strong financial management and for providing leadership that has enabled the IRWA to maintain its membership and education programming each year, while other associations lost ground by an average of 8%. Mr. Weitz also commended the association for its vision to expand international membership and develop online programming for its members.

David Wood moved and Pat Petitto seconded a motion to accept the 2010-2011 audit as presented. The motion carried and the audit report will be posted on the 2012 IRWA Board of Directors page of the IRWA website, under Leadership Resources.

Strategic Plan: President Williams noted that as we work in the new economy, it is important to sharpen our focus and provide meaningful value to members, along with positioning the association for even more relevance in the industry. The IEC held a strategic planning retreat in July to develop a plan that reflects the above priorities and establishes a five year vision, mission and key objectives for the association from 2012 – 2017.

Vision: The IRWA creates awareness of and trust and confidence in right of way professionals, who contribute to building a better world.

Mission: The IRWA is the central authority of the right of way profession, serving members, users and the public.

Key Objectives:

1. **Membership:** Increase the value of IRWA membership.
2. **Professional Development:** Increase the impact of IRWA education and credentials.
3. **Marketing:** Increase the reach of IRWA marketing.
4. **Structure:** Strengthen the infrastructure of the association.

The draft strategic plan will be shared with IRWA committee leadership when it meets in February 2012, then opened to comment from the association before being finalized and approved by the IGC in June 2012.

Fall Forum and Region Leadership Planning: EVP, Mark Rieck noted that the fall forum season is in front of us, with nine region forums taking place in September and October. A key proposed agenda item is to initiate dialogue, with the chapter issue forum topic of how chapters invest in our members. Given our focus on member value in the draft strategic plan, IRWA relevance will be based on how we deliver that value at all levels of the association.

Mark reported that there is also an opportunity to leverage region chair travel to chapters for officer installations, meeting with officers to discuss IRWA goal setting tools. An objective under consideration for fiscal year 2013 is to introduce an association-wide "Chapters of Excellence" program, which will incentivize and reward those chapters who meet a two-tiered program of member, education, credentialing and compliance with QuickBooks usage and tax reporting at the chapter level.

Members went on to discuss the new chapter goal setting tools, along with the merits of a chapter incentive plan. Business Development Officer, Daniel Stekol pointed out that the purpose of the goal setting tools is to provide a uniform framework for setting targets for membership, education, credentialing and marketing and could be used in conjunction with the chapter action agenda template that has been delivered through IRWA chapter president calls this summer, to create meaningful discussion at chapter board meetings and move the association forward as it grows, while also enhancing the use of QuickBooks Online at the local level for accounting and IRS mandated tax reporting at the local level.

It was pointed out that any new incentive program will need to be easily understood and implemented, in order to be successful. Association leadership will continue to look at models that can be developed to assist chapters with goal setting and rewards for accomplishment.

China and South Africa Report: Randy Williams informed members that a second visit to China in August has yielded a profitable return of meetings and IRWA classes, resulting in 14 new Chinese members and 8 R/W-AC certified members, with the promise of a three-year contract to provide year-round certification programming with the Chinese Institute of Real Estate Appraisers and Agents and the Central Government's Ministry of Land. Members viewed a film clip recorded during the class and Randy talked about the potential for new certified IRWA members in China.

Randy also called on Ernest Grunewald to talk about plans to build out a full chapter calendar in the new SARWA Chapter 83. Mr. Grunewald provided an overview of the new major infrastructure projects taking place in South Africa, including 7,000 miles of high voltage electric transmission lines, a nuclear power plant and two coal fired electricity generating plants, among other projects.

These projects will be particularly complex because they cross tribal lands and game preserves. An education program is being developed that will include IRWA education and certification supported by both government and private industry in South Africa, leading to accreditation from the South African government. Mr. Grunewald noted that the chapter is planning for its annual meeting next March 1-2, 2012 and by that time will have a chapter membership of over 100.

Leadership Weekend: Mark Rieck reported that the association has revamped its Leadership Institute program schedule and will be reinstating an IGC/Committee Chairs and Vice Chairs meeting in conjunction with the IGC meeting scheduled for February 2012 in Seattle.

Given the critical mass of leadership gathered in Seattle, the Leadership Institute is proposing a Leadership Weekend of activities that will include a lunch and/or dinner program on the Friday before our IGC meeting that Saturday, along with a Friday afternoon Leadership Institute workshop.

Members shared their thoughts on the proposed schedule and a general schedule was created that will provide for committee meetings on February 15-16, 2012, followed by a February 17 meeting for the IGC with committee chairs and vice chairs that morning, followed by Leadership Institute programming that afternoon and a reception and dinner that evening. The IGC meeting will take place on Saturday, February 18, 2012.

A key topic for the IGC/Committee Chair/Vice Chair meeting will be to review the structure of IRWA's Region Committee Representative program, to determine the best way to share information between committees and our regions, chapters and members.

Other Business: Service committee chairs have begun participating in IGC meetings and each provided updates:

- **INEC:** The International Nomination and Elections Committee is in the process of adding three new awards to the chapter awards program. They are Government Employer of the Year; Chapter Website of the Year (large and small chapter) and Facilitator of the Year. The INEC will meet in March 2012, to review all award nominees, for presentation at the Annual Conference in Seattle next June.
- **ICMC:** The International Communications and Marketing Committee is actively coordinating the associations Top 30 Campaign to partner with our regions and chapters to call on thirty new agencies, municipalities and companies this fiscal year, introducing IRWA education, certification and membership. The ICMC is also working on new internal and external IRWA ads that will be distributed and placed this fall, as well as monitoring and sharing current trends in the industry.
- **IPDC:** The International Professional Development Committee is working with education committee subject matter experts on a number of projects that include the revision of the IRWA Principles of Right of Way Textbook that will be published this fall as a hardbound edition. The committee will develop and execute a new facilitator's clinic in February 2012 and is providing oversight for the IRWA curriculum review project, which includes revision, reformatting and copy editing. The first disciplines being reviewed are the 900 series of Engineering courses and 500 series of Relocation Assistance courses. New product development includes Course 100 Principles of Land Acquisition and Course 900 Principles of Real Estate Engineering online, as well as Course 602C – Project Development and the Environmental Process and Course 803C – Expropriation Law Basics in Canada.
- **Ethics:** General Counsel, Eric Finn, Esq. reported that the Ethics Task Force has been increased to take on the task of reviewing IRWA's Ethics policy and program, along with its implementation. The task force and its subgroups will meet as needed this fiscal year and the updated program will roll out next summer.

Upcoming Meetings: The International Governing Council is scheduled to meet three times this fiscal year and the Finance Committee is meeting quarterly. We also have been in discussion with our federal partners regarding the World Congress of Real Estate next spring and determined that the world economy will not support a meeting of this magnitude and duration, at this time. IRWA federal partners are still interested in conducting a one-day Federal Agency Update next spring in Washington, D.C., providing an opportunity for our federal partners to share information and network with IRWA leadership and other interested partners.

Adjourn: With no further business, the meeting was adjourned at 4:55pm.

These minutes prepared by EVP, Mark Rieck, for presentation by Secretary, Wayne L. Goss, SR/WA at the next regular meeting of the International Governing Council.