

Leveraging Our Brand

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Change is all around us these days; first the economy, then politics, now the environment. It can be overwhelming. I'm not sure many of us appreciate this much change, but smart money is on learning to adapt.

Over the last two years, we have leveraged our branding initiative to create a new look and approach for IRWA. While we continue to be an education-focused organization serving a broad constituency of members, we have also concentrated on professionalism and professional development as the ultimate outcome, positioning IRWA as the central authority for the right of way profession. These efforts have proven successful. Today, agencies and organizations – both inside and outside of North America – are coming to IRWA on a regular basis in hopes of forming new relationships and alliances with us. They are actively seeking an information exchange, education and now certification, the engine for organization growth.

Change is nothing new for IRWA. We are in a constant state of change. The pace has definitely picked up and expectations have risen to a new level. Members and partners expect our Association to look and be current, which is why we have invested in online education, leadership development and advertising for the SR/WA and our certifications, all objectives that were laid out in the 2006 Education Summit report. It is also why we will be reviewing our classroom offerings, top to bottom,

throughout this fiscal year. Through these efforts, IRWA is viewed as a relevant organization, with current information, focused on best practices for its members. Right where we want and need to be.

The final step in our positioning, as called for in our Brand Strategy, was to update our logo, create a tagline and reformat our website, giving IRWA a current look and enhanced functionality. No small task. Last fall, we surveyed members for input on our Association name. You said we need to keep it, so we did.



Many members suggested we create a new logo, one that would help us to promote our tagline of Learn. Lead. Advance. So we listened. Using IRWA's in-house resources (design firms were cost prohibitive), we created a new logo and tested it with leadership attending the Federal Agency Update in January. They recommended some modifications, so we made revisions. Then we surveyed a group of young potential IRWA leaders in the "30 and under" category. More changes followed until an overwhelming consensus was achieved.

We are now positioned to launch the new logo. Partly based on the past and partly based on focusing forward, this new logo visually connects all of our programs, products and services to form an attractive and consistent brand for the Association. Our website is going to look good, too. The world is ready for IRWA and IRWA is ready for the world. Let's go!

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