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# It's More than a Tagline

**Patricia A. Petitto, SR/WA, R/W-RAC**



By now, I'm sure that most of you are familiar with IRWA's tagline: "Current. Credentialed. Connected." However, as an IRWA member, you may be wondering exactly how it applies to you.

Over the last few months, I have had the pleasure of visiting many different chapters and speaking at several meetings. I welcome the opportunity to meet members, and am curious to know what's happening in their careers and how they became involved with IRWA. In some of these conversations, I have been surprised by how many members have not taken full advantage of the membership opportunities available to them. Some are simply unaware of everything that's offered.

The Association provides many opportunities for us to invest in ourselves and our profession, and stay current, credentialed and connected.

## To keep you current:

IRWA's website offers right of way news from around the world posted online and updated every day. An updated version of Principles of Right of Way textbook contains key industry principles and is searchable online and downloadable for future reference. The Annual International Education Conference is jam-packed with educational opportunities designed to keep you abreast of the most relevant industry trends and best practices. And for those whose work is impacted by government regulations, the annual Federal Agency Update brings all the key stakeholders together to address timely issues. Right of Way Magazine is another resource to help you stay current. Authored by industry practitioners, articles are searchable online, and the digital edition can be shared with other users of right of way services as a marketing tool. Members also have access to IRWA's Leadership Institute training videos, which are available on YouTube and are designed to enhance your job skills.

## To help you become credentialed:

For those who want to be perceived as a consummate right of way professional, IRWA offers so many

opportunities to make that possible. One way to differentiate yourself in a competitive market is to have specialized knowledge and demonstrative skills in your particular field. Earning an IRWA certification or designation has proven to help boost career opportunities and salary potential.

The Right of Way Professional Career Path includes generalist and specialty certifications, all of which serve as a reflection of professional accomplishment in the right of way profession. Becoming credentialed not only increases your knowledge base, it enhances the value you bring to your employer and clients.

## To keep you connected:

IRWA gives members access to a network of industry experts and peers through meetings, seminars and events at the local, regional and international levels. An online directory of right of way professionals is searchable by name, location, designation or discipline. IRWA's Career Center offers exclusive access to up-to-date jobs available and projects requiring specialized right of way services. IRWA recently launched its Member Network, a social networking tool that enables members to connect, share information, post resources and schedule events within any chapter, committee or regional group. You can also friend us on Facebook, connect with us on LinkedIn, or follow the IEC and Headquarters staff on Twitter.

Members who are actively connected tell us that they have gained personal and professional rewards that far exceeded their expectations. So if you are looking for opportunities, I encourage you to get involved. Start by taking a class or volunteering to serve on a committee. Offer to write an article for your chapter newsletter or Right of Way Magazine. Take the plunge and start working on a certification or designation. Offer to sponsor an event or be a speaker at a meeting or seminar.

And if you're already taking advantage of the benefits of IRWA membership, I hope you'll share the rewards by inviting someone else to become a member.