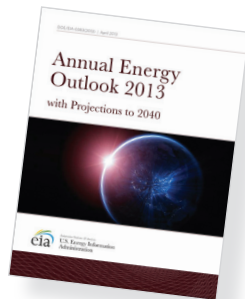


Sharpening Our Industry Focus

MARK RIECK, IRWA EXECUTIVE VICE PRESIDENT

World energy consumption is projected to increase by 56 percent in the next thirty years, according to a recent report, Energy Outlook 2013, prepared by the U.S. Energy Information Administration (EIA). The EIA projects increased consumption of all fuel sources through 2040.



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Fossil fuels are expected to continue supplying much of the energy used worldwide, with renewable energy and nuclear power as the world's fastest-growing energy sources, each increasing 2.5 percent each year. Recognizing that this will accelerate the growing demand for trained right of way professionals to serve this important sector, IRWA is sharpening its industry focus.

One way our members can be better prepared for this growth is through education and training, and IRWA has been actively enhancing its courses. IRWA's 900 Engineering Series was recently

updated with input from both instructors and participants. In addition to new content, thirty new engineering drawings were added, making it more relevant than ever. In addition, Course 215-Right of Way Agent's Development Program has been recently updated and will be scheduled in several chapters in the coming months.

To meet the needs of the electric utility industry, a core group of subject matter experts recently completed the content for a new course, Course 218-Right of Way Acquisition for Electric Utility Projects. This course will be assigned to an instructional designer and should rollout as a pilot program in the spring of 2014. Course 213-Conflict Management has been produced in a Video Enabled Interactive Technology format, designed to make the online experience feel more like a classroom. Watch for it to be launched this fall.

By sharpening our industry specific focus, we are positioning IRWA to meet the needs of the users of our services. And we will support this effort with an advertising campaign in several industry publications, including Civil Engineering, Midstream Business and Oil & Gas Investor, starting later this year. A key message will be to encourage employers to hire IRWA members for their right of way projects.

Member value and industry relevance are the drivers of IRWA's value proposition: Current- Credentialed-Connected. And we continue to deliver. ☺



For a full listing of IRWA classroom courses click Education on the IRWA homepage or Calendar Events on the IRWA Member Network.

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