

**Spring Forum Report
Chapter 11, San Diego
April 4, 2009**

Strengths: (internal)

- Number of Members
- Occupational Diversity (of members)
- Employer Support
- Membership Involvement
- Networking Opportunities
- Education Program (one of the most active)

Weaknesses: (internal)

- Lack of Recognition
- Public Agency Participation (could be better)
- Negative Associations (taker of property)
- Name (unknown and confusing)

Opportunities: (external)

- Untapped Resources (GIS)
- Green Movement
- Project Funding (economic stimulus)
- College Involvement (SD has a large number of major colleges & universities)
- Elected Officials
- Market Downturn (Realtors looking for new work)

General Condition of Chapter: Excellent

- Membership 236 (as of 2/3/2009) (according to IRWA 2009 paid roster)
- Luncheon Attendance: 55+ average
- Scheduled Classes for 2009: 13
- Credentialed Members:
 - SRWA- 70 with 3 Associate Members
 - 13 Candidates
 - Certified- 9 w/ 1 Associate
 - 4 Candidates
- New Website
- Monthly Newsletter (Consistency was a problem last year.)
- Strategic Planning Session held in March (last one- 2007)
- Working on organizational restructuring
 - Adding new level of managers- Managing Directors (oversee similar committee activities)
 - Full complement of committee chairs, many newer members