



INTERNATIONAL RIGHT OF WAY ASSOCIATION

## CHAPTER REPORT FORM

CHAPTER NO. / NAME / LOCATION

**San Diego Chapter 11**

CHAPTER INITIATIVES / SEMINARS / PROJECTS

1. Holding this Spring Forum
2. Promoting a chapter bid to hold the 2015 IRWA annual International Education Conference here in San Diego
3. Converted to fiscal/administrative year system
4. Restructured our committee system
5. Currently updating our bylaws to reflect above changes and conform to new IRWA model
6. Holding bi-annual Eminent Domain Update Seminar on April 30, 2010
7. Holding or held the following classes:

### **February 16, 2010**

[103 Ethics and the Right of Way Profession 02.16.10 San Diego, CA](#)

This course combines lecture and practical learning exercises as a means of exchanging ideas and solutions to ethical conflicts and acquaints the IRWA Member with the Rules of Professional Conduct and Disciplinary Procedures.

### **March 17 & 18, 2010**

[800 Principles of Real Estate Law 03.17.10 San Diego, CA](#)

Principles of Real Estate Law” is designed to build on the basics of real estate law provided by Course 100, “Principles of Land Acquisition”, and to assist right of way agents in collaborating with property owners and attorneys on the

subjects of contract law, specific contracts relating to real estate, tort law, specific torts relating to real estate, land use controls, environmental matters and the laws applicable to condominiums and common ownership communities

### **March 19, 2010**

#### **[602 Project Development and the Environmental Process 03.19.10](#)**

##### **[San Diego, CA](#)**

#### **THIS CLASS HAS BEEN RE-WRITTEN -- THIS IS THE PILOT CLASS!!!!**

“Project Development and the Environmental Process” covers the environmental review process, and related issues and challenges facing companies and agencies preparing environmental impact statements. Become familiar with documents and reports used in environmental analysis under the National Environmental Policy Act (NEPA). Gain increased awareness of environmental laws and regulations, and the role of stakeholders involved in the preparation of Environmental Impact Statements and Assessments.

This course focuses on the history of the environmental review process under the NEPA, the right of way professional’s role in the project development and environmental review process, facility planning design; right of way acquisition, construction, operation and maintenance; and mitigation of environmental impacts.

### **April 26 & 27, 2010**

#### **[203 Alternative Dispute Resolution 04.26.10 San Diego, CA](#)**

Dispute Resolution for Right of Way Professionals - “Solving Problems”  
This full discussion of mediation, arbitration and “Getting to Yes” is full of solutions for most situations. What do you do to get landowners to the table and reach fair and equitable settlements?

### **April 28, 2010**

#### **[213 Conflict Management 04.28.10 San Diego, CA](#)**

Effective conflict management can open doors to healthier workplace relationships and more productive working relationships with property owners and the general public. “Conflict Management” presents specific methods for reaching collaborative solutions and minimizing negative aspects of conflict while maximizing benefits of resolving conflict.

### **May 10 & 11, 2010**

#### **[400 Principles of Real Estate Appraisal 05.10.10 San Diego, CA](#)**

This course introduces the principles of real estate and real property valuation to the participants. It is also a refresher course for the experienced right of way professional who would like to enhance his or her appraisal abilities.

At the conclusion of this two-day course, participants will be able to express an understanding of basic real estate terms and principles, demonstrate a basic knowledge of the valuation process and its components, discuss the definitions of and steps in each of the three approaches to value (cost, sales comparison and income capitalization), solve problems that show an understanding of the three approaches to value, In addition, two case studies (residential and commercial) will be utilized throughout the course.

### **June 21, 22 & 23, 2010**

#### **[201 Communications in R.E. Acquisition 06.21.10 San Diego, CA](#)**

This is the second course in a comprehensive program developed specifically to train professionals in the communications and negotiation skills used in the right of way profession. It offers extensive individual participation in self-learning exercises and role-playing sessions. Using video cameras, the participants take part in simulations of actual acquisition interviews. These video demonstrations are then replayed, allowing the participants to see themselves "in action."

### **July 20, 2010**

#### **[600 Environmental Awareness 07.20.10 San Diego, CA](#)**

Become familiar with environmental issues and problems facing companies and agencies acquiring or managing real property and rights of way. Learn various environmental issues and the mitigating measures used to decrease environmental impacts. Gain increased awareness of environmental laws, regulations and associated regulatory agencies. Basic principles of ecology, history of the environmental movement, a review of federal/state/local environmental legislation, the right of way professional's role in the environmental process, and mitigation of environmental impacts are discussed in this course.

### **July 21, 2010**

#### **[604 Environmental Due Diligence and Liability 07.21.10 San Diego](#)**

This course will provide the right of way professional with an understanding of the environmental due diligence process and the liabilities associated with purchasing property.

### **August 9 & 10, 2010**

#### **[209 Negotiating Effectively with a Diverse Clientele 08.09.10 San Diego, CA](#)**

Participants in this course will increase their cultural awareness and sensitivity; learn intercultural communication skills for resolving conflicts; and will be

exposed to collaborative negotiation for reaching mutually satisfying agreements with people of diverse backgrounds.

### **September 29 & 30, 2010**

#### [215 Right Of Way Agent's Development Program 09.29.10 San Diego, CA](#)

This comprehensive course emphasizes areas of pipeline right of way acquisitions that benefit both executive and entry level professionals. Participants will receive sample checklists, charts, forms, reference lists, facts sheets, glossary of pipeline related words, and sample correspondence letters all designed to help the pipeline professional.

### **October 25 – 29, 2010**

#### **C401 -- The Appraisal of Partial Acquisitions**

This advanced course for the experienced appraiser deals with the special problems of the valuation of partial acquisitions, both fee and easement. The participant will learn various accepted appraisal methods in order to best determine the approach that is needed in any particular situation.

### **November 08, 2010**

#### [901 Engineering Plan Development & Applications 11.08.10 San Diego, CA](#)

The purpose of this course is to enable participants to improve their plan reading skills in order to perform their jobs more easily, effectively and efficiently. The course was designed to enable participants to improve their skills in using engineering plans and drawings.

### **November 09, 2010**

#### [902 Property Descriptions 11.09.10 San Diego, CA](#)

This course provides participants with a working knowledge of plotting and interpreting property descriptions. The course has been designed to provide “hands-on” experience in working with property descriptions.

## **CHAPTER GOALS FOR THE YEAR**

## **Strategic Plan Summary 2009-2011**

**Background** – In March of 2009, members of the Chapter’s Executive Board attended a ½-day planning session to develop a two to three year strategic plan to

guide the organization during that period. From the outcome of that session and further refinements, this plan was created.

**Future State – Our “Future Vision” exercise identified the following desired states:**

We will regularly attend job fairs or real estate or professional organization expos at local campuses, partner with college real estate departments, and hold meetings on campuses intermittently to engage students, support student IRWA chapters, and provide scholarships and sponsorships.

We will periodically provide free lunches for Board members as an incentive for their time and work.

We regularly use IRWA's annual survey as basis for expanding educational offerings.

We will target specific industries and partner with professional organizations to offer programs through joint committees.

We will make clear and incentivize succession planning for leadership at the local level and inform members how this can lead to leadership at the national and international level.

We will market IRWA branding at the local level as much as possible.

We will offer educational opportunities as incentives to bring in new members, e.g. free one day class for new members or for those about to receive professional designations or credentials.

We will offer free lunches as incentives also.

We will have developed an overall marketing strategy. Our communications systems will be superior.

We will have hats, polo shirts etc with logo/brand of IRWA available for purchase on our website and in our newsletter.

We will regularly advertise in industry and public publications to attract attention and provide knowledge of our organization to large agencies or targeted businesses.

We will hold a campaign to familiarize public officials with IRWA including inviting them as guests or speakers to our lunches.

We will target specific members for outreach, e.g. students, realtors, elected officials, attorneys, surveyors, engineers, title representatives, etc.

We will start a local “we make life better” campaign.

We will maintain contact with international at all times to ensure our voice is heard.

We will create and solicit “light duty/easy assignments” on committees to engage more members and get them more involved.

We will maintain a member “bring a prospect” program including a possible free lunch for the quest.

Our website will have an active blog, chat room, bulletin board to electronically share learning and ask for or share information.

We will promote the use of International’s blog/Q&A program.

We will review the Strategic Plan annually before new a President takes office, and committee members will present actions on Strategic Plan accountabilities at Board Meetings.

We will make it a point to communicate to the international IRWA organization on legislative issues we think IRWA should weigh in on, or educate on.

We will always strive to maintain and improve the quality of luncheon speakers by inviting local community leaders, leaders in individual disciplines making up the right of way profession, and authorities on timely subjects that will appeal to our membership.

We will expand some luncheon presentations into mini-seminars to qualify for recertification credits.

We will develop an orientation for new members and an ongoing program to connect with new members intermittently during their first year.

We will use Facebook, Linked–In to connect to members, especially younger ones.

We will incentivize the publication of articles by members.

We will contact or survey all members annual to get feedback.

**Strategy – The Chapter Executive Board created the following goals, strategies and initiatives to achieve our desired Future State and guide the organization for the next two to three years.**

**Reorganization – Under the direction of the President and Executive Committee,**

1. Update our committee system to reflect current divisions at the international organization level, current capabilities of communications systems, and changing demands of the membership at large, as well as to generally increase organizational effectiveness and responsiveness.
2. Create a new level of management positions to oversee groups of related committees, or those with similar or common missions or goals, to more closely

match objectives of the international organization and provide a more effective local organization. Recommended operating officer positions would included:

Communications & Marketing Director

Industry Committee Director

3. Develop job descriptions, specific responsibilities and goals for each Executive Board position including elected officers, operating officers and committee chairs.
4. Revise Chapter Bylaws to reflect changes to the organizational structure.
5. Develop and implement a strategic plan.
6. Post changes and documents in newsletter and on website.

**Education – Under the direction of the Treasurer and Education Chair,**

1. Maintain an education program offering 10-12 classes per year.
2. Hold seminar type events at least bi-annually.
3. Recruit a Coordinator Coordinator to coordinate the activities of class coordinators.
4. Recruit an Assistant Education Chair to help the Education Chair and understudy the position.
5. Promote on-line IRWA classes.
6. Promote on-line management and leadership offerings partnered by IRWA and available on the IRWA website.
7. Survey membership annually to determine educational needs and desires.

**Membership – Under direction of the President and Membership Chair,**

1. Survey new member's expectations and desires from IRWA membership.
2. Follow up with new members to ensure they are being incorporated into the chapter.
3. Create an orientation program for new members including an organization chart of the governance of IRWA locally and nationally, and duties of the local Executive Board.
4. Identify for all members the opportunities and succession plan for Committee and Board leadership and how they are linked to or interrelated with the IRWA world organization.
5. Expand membership within targeted industries and organizations.
6. Work with local colleges in recruiting student members and sponsoring or helping establish student chapters at the schools.
7. Work with the Communications & Marketing Group in marketing & recruiting efforts on campus, within related industry and realtor groups, and in fostering on-going relations with member agencies.
8. Increase overall chapter membership by 6% per year.

**Luncheons – Under direction of the Vice President and Luncheon Committee Chair,**

1. Expand at least three luncheon presentations per year to 50 minutes in order to offer 1 recertification credit hour for the event.
2. Invite local political and industry leaders to speak.
3. Offer incentives to increase attendance and to return profits back to members.
4. Increase average luncheon attendance by 10% per year.

**Communications – Under the direction of the Communications & Marketing Director and respective group Committee Chairs,**

1. Update our communications systems to reflect current technological capabilities.
2. Provide a consistent newsletter to address timely coverage of monthly chapter news and activities. Guarantee a monthly circulation of 250 newsletters.
3. Develop a website for 24/7 global accessibility to chapter information and provide an on-line message center and blog so members can actively provide input to chapter leaders. Achieve a visitor count of 10,000 hits per year on the website.
4. Develop guidelines for instantaneous email communications within the chapter.
5. Coordinate the activities of the Newsletter, Advertising, Historian and Website Committees into a unified communications system.
6. Keep members informed of achievements and activities of the local organization and the regional and international groups.
1. Communicate the value of IRWA membership to existing and potential members, key decision makers and other stakeholder in the right of way profession.
2. Communicate current local job opportunities within the industry.

**Marketing – Under the direction of the Communications & Marketing Director,**

1. Work with the International Communications & Marketing Committee in developing new branding and programs to increase and retain membership, educational and networking opportunities. Develop a local program that supports the following goals and objectives of that committee:
  - a. Market IRWA membership among appropriate right of way stakeholders with a special emphasis on recruiting new members and retaining existing members
  - b. Market IRWA courses, seminars and other educational programs among appropriate right of way stakeholders
  - c. Market the IRWA annual education conference and other meetings such as the Public Real Estate Education Symposium among appropriate right of stakeholders
  - d. Market IRWA designations and certificate programs among appropriate right of way stakeholders
  - e. Communicate the value added of IRWA membership to existing members and potential members and key decision makers in the right of way profession
  - f. Communicate the achievements and activities of IRWA and its members to appropriate right of way stakeholders
2. Identify priorities for group for 2009 and beyond by developing strategies and tactics, develop metrics to evaluate its progress, and report back to the Board on status of committee membership, recruitment and defining the role of the group.
3. Advertise within large public or private agencies where IRWA representation is weak.
4. Increase sponsorship opportunities.
5. Partner with related organizations to form mutually beneficial alliances and hold joint social and professional activities including networking mixers, classes, and seminars.
6. Establish a campaign to familiarize public officials with IRWA, having elected officials as luncheon guests or speakers.
7. Outreach to local colleges and universities including supporting the formation of on-campus student chapters of IRWA, and providing IRWA presence at job fairs and professional and organizational expos on campus, while offering sponsorships and scholarships, etc.

8. Create a program to outreach to young professionals who might be seeking a career change, for example, out of real estate brokerage. A larger goal of recruitment of young professionals and college students is to bring in younger members to IRWA.
9. Communicate the achievements and activities of IRWA and its members to appropriate right of way stakeholders.

**Special Events – Under the direction of the Vice President and Special Events Chair,**

1. Offer two social events per year.
2. Offer two community service activities per year.
3. Assist the Communications & Marketing Group in the coordination of events of mutual interest to both organizational units, and the Chapter as a whole.

**Professional Development – Under the direction of the Professional Development Chair,**

1. Develop a coaching or mentoring program for new members and new board members.
2. Offer scholarships to potential emerging leaders.
3. Increase the number of Designations and Certifications by 15% per year.

**Industry Committees – Under the direction of the Industry Committee Director and respective group Committee Chairs,**

1. Focus on issues impacting the disciplines and industries associated with the right of way profession.
2. Provide advice and assistance to the Chapter on proper procedure and performance of the various industry committees.
3. Develop a common job description including responsibilities and goals for the group.
4. Provide on-going guidance for the committee chairs
5. Monitor performance of individual group committees.
6. Report progress/ status to Executive Board on regular basis.
7. Work with the Communications & Marketing Group in promoting IRWA to industry organizations and disciplines.
8. Each group committee or chair will produce one project per year in the form of a newsletter or Right of Way magazine article, luncheon presentation, a class, seminar, tour, or other project of interest and benefit to the chapter organization.

HENCEFORTH, PROGRESS REPORTS ON PLAN ACCOMPLISHMENTS WILL BE MADE A STANDARD ELEMENT OF THE MONTHLY EXECUTIVE BOARD MEETING AGENDAS.

**NEW IDEAS FOR MEMBERSHIP RETENTION AND GROWTH**

1. Offer scholarship to local college & university real estate department students.
2. Work career days at the colleges.

3. Continue providing services and value to members
4. Maintain active communications systems with the membership including email blasts, newsletter and website. Let them know we are active, alive and well and providing services to them.

### RECOMMENDATIONS TO SHARE

All the above

### CHAPTER NEEDS

1. Increased membership is an on-going need.
2. Vote for our 2015 bid for the International Education Conference here in san Diego.