



INTERNATIONAL RIGHT OF WAY ASSOCIATION

**Region 1 Forum Meeting
Agenda
March 20, 2010**

Best Western Hacienda Hotel
4041 Harney Street
San Diego, CA 92110
800-888-1991
La Palma Room

MEETING MINUTES March 25, 2010

Core Purpose: IRWA creates public awareness; trust and confidence in the right of way process build a better world.

Vision Statement: The International Right of Way Association will be the worldwide leader for innovation and excellence in the acquisition and management of right of way and public use infrastructure.

Major Strategies: IRWA has identified the following major strategies to achieve our vision and core purpose:

- **Education-** Increase the quality and quantity of our education products, with high impact offerings for members and new participants.
- **Membership-** Increase membership by 25% in two years, doubling our membership, within five years.
- **Designations/Certifications-** Increase professionalism and education within the profession with one-third of membership certified and/or designated, within five years.
- **Partnership Development-** Increase and strengthen partnerships within our core groups of public, private and international partner organizations.
- **Meetings and Events-** Execute two premier events for our public annually.
- **Structure-** Develop resources to execute and implement IRWA programming and initiatives.
- **Marketing/Branding-** Increase visibility and become known in the community within two years.
- **Leadership Development-** Create an active leadership program within two years.

1) **Call to Order**.....Chris Banks, SR/WA
Meeting called to order at 8:12 a.m.

2) **Roll Call**.....Renee Marruffo, SR/WA, R/W-NAC

3) **State of the Association**.....Region Chair Name
Enclosure: Key Measures and Financial Summary Documents

Background: The IRWA is a dynamic organization, focused on growing its membership and dedicated to providing education, certifications and designations for its members. A Key Measures report is provided for review at the forum. This report is updated monthly, emailed to IRWA Region and Chapter leaders and posted to the international website, under Leadership Resources.

Action: Review the state of the association. Re: Region Chair Talking points.

Minutes: Key Measures – Fiscal Year of July 2008 to 2009
Delivered at FAU
Reported on number of Members and Sr. Members as of 2009 and Courses held.

4) **Education Update**.....Renee Marruffo, SR/WA, R/W-NAC

Minutes: Region course offerings are down

- Working with Heather Morris to provide a current schedule monthly and Will make available on the Region website
- Chapters have worked well with each other in communicating potential conflicts
- Region 1 in cooperation with HQ collectively came up with a standard approval and education request process several years ago - Course scheduling and requests are on first come first serve basis
- Effort will be made to keep same courses 30 days apart from each other

OREA & CLE credits: California - Yoli Matranga, Chapter 27, is working with Heather Morris, H.Q.

- Reimbursement requests due on or before Nov. 15th
- Currently 403 & 803 are good to go

Chapter Assistance - Region 1 has \$3000 to be used for agency fees for certifying courses for continuing education credits. Each state in Region 1 is allocated \$1000, however, this can crossover if the money is not used.

Mark Rieck to look into the Appraisal Foundation reciprocity policy for courses

5) **Update from the International Executive Committee**.....Pat Petitto SR/WA

Background: The IEC has been active, establishing new partnerships, building a Right of Way Professional Career Path and moving the IRWA headquarters to a permanent location.

Action: Discussion on current IEC objectives.

Minutes: the Governing Council has been officially expanded this year to include the Region Chairs in decision making. This takes effect beginning the new fiscal year - September will be when the Region Chairs will have their first vote.

New Programs: Leadership Institute – Randy Pennington will present “Change” in Calgary

New Certification paths not complete yet but preliminary design:

5 year Career Path – will add 2 lower levels and 1 upper level to the Designations.
1st level will be Associate Right of Way Professional
2nd level will be Certified Right of Way Professional
Last level will be inclusive of management skills

Partnership Packages – focus on for-profit companies and corporations

Includes: membership, education offerings, conference attendance, at-large memberships, and other incentives:

3 package levels available
1st level is \$2,500
2nd level is \$5,000
3rd level is \$15,000
SEE ATTACHED.....

New Certification – URA (Uniform Relocation Act)

Test curriculum to be online in September
Relocation Committee has come up with a checklist for the Chapter Professional Development Chairs to use when a member is submitting their application.

Concern: does this mean the Professional Development Chair (PDC) will have the responsibility of approving/determining the applicant's relocation experience.

Response: this checklist is a tool only for the purpose of providing the Relocation Committee information when considering the applicant for approval of their application. The PD Chair does not make the determination of who is eligible or not.

Concern: currently you can only hold two (2) Certifications in addition to your SR/WA Designation. Lisa Harrison, IEC Member (International Executive Committee) and member of the Relocation Committee will look into this concerning the URA

Networking – IRWA has a Facebook page

Working with an international networking group of The International Real Estate Federation (FIABCI) with 22 international chapters, 148 countries with 2 million in membership – link to the website.

<http://fiabci.connectedcommunity.org/FIABCI/FIABCI/Home/>

6) IRWA Leadership Institute Session.....Chris Banks, SR/WA

Handout: Participant Manual

Background: The IRWA has developed a Leadership Institute, dedicated to the professional development of members at the international, region and chapter levels. A video workshop on Making Change Work will be presented by Randy Pennington, from the Pennington Performance Group, facilitated by your region chair.

Action: Leadership Institute presentation.

Minutes: Condensed version of the full presentation shown during the forum with Chris facilitating

7) Proposed 2010-2011 Association Budget.....Chris Banks, SR/WA
Enclosure: Budget Presentation and Narrative Documents [Mark Rieck spoke specifically to the budget](#)

Background: The proposed association budget for next year has been developed and reviewed by both the IEC and Region Chairs. This budget will provide for the continued development of tools and programming for our members, in addition to support for our association at all levels.

Action: Preview of next year's budget, to be presented at the board of directors meeting in June at the Annual Conference in Calgary, AB, Canada.
Approved in March by IEC.

Minutes: Core Objectives - ORGANIZATION FOCUS IS ON RETENTION – EDUCATIONAL OFFERINGS – CERTIFICATION & DESIGNATION VISIBILITY & VALUE

Organization changed with a 3 year education cycle to "Zero Based" budgeting – meaning each year starts with a zero balance as opposed to a percentage increase or decrease from the previous year.

Previous expenses do not necessarily have to be spent currently or in future.

HQ departments have to defend their budgets

Income

Focus to align practice to Fiscal year – not a requirement by chapters to follow

Benefits – Better data for budgeting, moved from 6 months of data to now having 12 months of data.

Education: recognized fewer courses & participants (down 15 to 16 per course). This is beginning to look up

- Continue with online course production: currently there are 10 courses online
June 30th goal to have total of 15 courses online
Dec. 30th goal to have total of 20 courses online

Concerns: *Loss of mentoring and human interaction*

Response: *Meeting customer demand for:*

24/7 access, no travel, save money, "right now" product delivery

H.Q. provides the marketing tools.

Direct marketing needs to be at local chapter level outside the organization.

Not all courses will be available on line, more advanced will occur in a classroom environment.


To entice new members to continue education after online introduction

Assets: organization purchased a building at a lower expense rate than leasing by 9%.
This will be for a long term investment for a projected 1 to 2% increase in market value.

Merchandise: Online merchandise has been reduced to apparel.

Membership: recognize the economic impact on membership especially agencies

Focusing on: Smaller attrition
Member retention
Value to the industry



Larger Strategy

Providing incentives, membership & education packages to for-profit companies, agencies, government jurisdictions - Currently have 27 public agencies on board

Seminar & Conferences: Participation less than forecasted prompted reassessment with the following outcome:

The Federal Agency Update (FAU) will be moved back to Washington, D.C. and a change in format to have more of an informational impact by using a smaller general meeting format instead of lecture sessions. This change in format and location will reduce expenses and will change the contractual obligations for facility rental.

Expenses

Focus on reduction of expenses and still provide quality customer service

Education: producing fewer materials (online class offerings) and size reduction in course Packaging;
Material production vendor partnering in keeping costs low

Building: new line in on expense statement
Offset in rent savings (brand new building) by 9%

Payroll & Benefits: projecting a 28% increase in health care costs
Focus on retention of 21 staff members to 10,000 thousand members
Travel costs to remain the same

- IEC (International Executive Committee) moved to monthly teleconference meetings
- IPDC (International Professional Development Committee) adding teleconferencing
- Reduction in meetings
- Exploring different options for meetings through video conferencing and other technologies.

Administrative Expenses: looking at efficiencies
Other technologies
Balanced budgets

8) Proposed Bylaw Resolutions.....Pat Petitto, SR/WA

Background: Three bylaw resolutions will be presented at the upcoming board of directors meeting, changing IEC titles, updating the current bylaw on meetings and clarifying member use of IRWA certifications and logo.

Action: Present proposed bylaw resolutions for leadership review.

Minutes:

1. Change the title of the elected International Executive Committee

Currently	Change to
President	President
President Elect	President Elect
Vice President/ Treasurer	Vice President
Secretary	Treasurer
Member	Secretary
2. Clean up language of the Board of Director's Meeting of the location being the same for the meeting as the Education Conference.
3. Use of Designation & Certification after name
 Currently Reads – BOD (Board of Director's) will approve of the use
 Change defines where logos, etc., can be used and eliminates "and other such uses"

9) Governance Actions and Updates.....Chris Banks, SR/WA

Background: Region chairs and IEC members have been working on a number of governance items designed to support our chapters and help the association achieve its goals. They range from the need to take separate votes for chapter officers and international directors to our fiscal year and bylaw initiatives. We also need to elect region officers for next fiscal year.

Action: Provide governance updates and conduct region officer voting.

Minutes: Chris D. Banks elected to Region 1 Chair by acclamation
Renee Marruffo, SR/WA, R-NAC elected to Region 1 Vice Chair by acclamation

1) Chapter/Committee Reports Roundtables).....All

Background: Our gathering presents an opportunity to discuss issues, opportunities and best practices affecting our chapters and members, in order to better serve all. Participants will be given time to break into small groups, discuss issues of importance to our chapters, then share feedback with the whole forum.

Action: Conduct chapter roundtable discussions. [Two excerpts below](#)

Minutes: Chapter & Committee reports are available online at Region 1 website

Chapter 44, Joe Freeman provided a justification letter to his management concerning the value of the IRWA - other chapters and the organization want to have a template of the letter

Education Foundation – Mike Pattison, Chapter 27, Sacramento IEF Rep.
- IEF Provides the funding for education to IRWA

currently has \$1.2 mil and has given \$1.6 mil to the organization thus far for courses.
- Provided the funding for an additional 7 online courses

11) Other Business.....Chris Banks, SR/WA

Action : Introduce Lee Satterfield Hamre, SR/WA, R/W – RAC, Chapter 6 Denver – candidate for IEC 2010

Minutes: Terrence F. Gamble, SR/WA, Chapter 65 New Brunswick also is a candidate

Action: Preview of San Diego’s bid for 2015 Conference

Action: Winner of Region 1’s Professional of the Year presentation

Minutes: Winner is Sandra Durbin, SR/WA, Chapter 11 San Diego

Action: Region 1 Newsletter of the Year vote

Minutes: Winners

Chapter 50, Fresno (Small Chapter under 100 members)

Chapter 11, San Diego (Large Chapter over 100 members)

Action: Election of Region Chair and Vice Chair. Call for nominations or vote by acclamation.....**Carolyn Carrica**

Minutes: Carolyn “Chris” D. Banks elected to Region 1 Chair by acclamation
Renee Marruffo, SR/WA, R-NAC elected to Region 1 Vice Chair by acclamation

Action: Other business should be presented at this time.

Minutes: this information was brought up during the budget discussion but is relevant from a Region standpoint.

Chapters who still conduct business on the calendar year:

In process of changing to fiscal *

Chapter 1, Los Angeles *

Chapter 50, Fresno

Chapter 42, San Jose

Chapter 44, Las Vegas

Chapter 73, Tucson *

Chapter 57, San Bernardino/Riverside *

During chapter reports a discussion concerning the NHI and IRWA relationship. The organization is in relations with NHI. Lisa Harrison, IEC, has a main contact with Arizona

2) Upcoming Meetings.....Chris Banks, SR/WA

Enclosure: IEC/Region Calendar

Minutes: This calendar was sent out by email to chapter leadership prior to forum

Background: Let’s plan ahead and get our 2010 Fall Forum date and location on the calendar.

Action: Identify Fall Forum date and location.

Minutes: Chapter 27, Sacramento President Gretchen Hildebrand provided tentative dates of October 1 & 2 at the Sheraton, in Sacramento, CA

3) **Adjourn** 4:36 p.m.

ACTION ITEMS:

Fall Forum – to be hosted by Chapter 27, Sacramento

- Continue planning, confirm dates and provide information to Region leadership
- Work with Region Chair on meeting needs

Board of Directors Meeting at Edu Conference –Chapter leadership

- Chapters to read the Board of Directors packet when it arrives by email from H.Q.
- Read the packet
- Chapters determine who the voting directors are by the chapter bylaws
- Chapters to complete the Alternate Voting form (available online at IRWA) if the designated Board of Director member cannot attend.
- Send Designated Board of Director's form and Alternate Voting form (if required) to Bonnie Gray, Manager Member Services, at H.Q. by **MAY 1ST**

Education

Renee Marruffo – work with Heather Morris on providing a monthly update of the Region 1 education schedule and provide on line at the Region 1 Website

Yoli Matranga - work with Heather Morris on obtaining any OREA or other continuing education credits for California.

Chapter Edu Chairs – in California - work with Yoli to obtain these credits. Nevada and Arizona will apply for recertification only if classes are being held or renewal is required

Mark Rieck, Executive V.P. and **Lisa Harrison**, SR/WA, IEC Member will look into reciprocity issue with the Appraisal Institute

Membership – Joe Freeman, Chapter 44

- will provide letter template of membership justification to Mark Rieck



Partnership Packages

Partnership Package I - \$2,500

- Includes five (5) At-Large Memberships for **designated senior** personnel
- Two (2) complimentary registrations to the Annual International Education Conference held in June
- Priority consideration of article placement in Right of Way Magazine*
- **Information exchange with key IRWA Leadership at the Annual International Education Conference**
- Members or staff of your organization can join as individual members with the application fee waived
- Web Link on the IRWA website

Partnership Package II - \$5,000

- Includes eight (8) At-Large memberships for **designated senior** personnel
- Four (4) complimentary registrations to the Annual International Education Conference held in June
- Priority consideration of article placements in Right of Way Magazine*
- One (1) ¼ page advertisement in Right of Way Magazine*
- **Information exchange with key IRWA Leadership at the Annual International Education Conference**
- Members or staff of your organization can join as individual members with the application fee waived
- Web Link on the IRWA website
- Sponsorship opportunities at select national and international events*
- **Reduced rates** on IRWA Professional Development and Education programs*

Partnership Package III - \$15,000

- Includes ten (10) At-Large Memberships for **designated senior** personnel
- Six (6) complimentary registrations to the Annual International Education Conference held in June
- Priority consideration of article placements in Right of Way Magazine*
- Two (2) ½ or one (1) full page advertisement(s) in Right of Way Magazine*
- **Information exchange with key IRWA Leadership at the Annual International Education Conference**
- Key International Executive Committee and/or Executive Staff will travel to one (1) annual event by your organization
- Members or staff of your organization can join as individual members with the application fee waived
- Web Link on the IRWA website
- Sponsorship and speaking opportunities at select national and international events*
- **Reduced rates for one (1) On-Site - IRWA Contract Course or Professional Development seminar***

**Certain conditions apply*