



## **Region 1 Spring Forum Meeting Minutes**

March 5, 2011

Clarion Hotel Phoenix Tech Center (AZ048)

5121 E. La Puente Ave. I-10 & Elliot Rd., Phoenix, AZ,  
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**Vision: The International Right of Way Association creates public awareness, trust and confidence in the right of way process, to build a better world.**

**Mission: The International Right of Way Association will be the central authority for Right of Way Professionals, providing members with the tools they need to build and advance in their careers.**

**Key Objectives: IRWA has identified the following major strategies to achieve our mission:**

- 1. Maintain a Vibrant Membership – Retaining and acquiring high quality members.**
- 2. Provide Useful Tools – That help members build and advance in their careers.**
- 3. Enhance Systems and Support– Empowering and positioning the organization for relevance and growth.**

### **Major Strategies:**

#### **1) Maintain a Vibrant Membership – Retaining and acquiring high quality members.**

- Retain Current Members – By increasing the value of IRWA membership.
- Professional Development – Increase professionalism and education within the profession with one-third of membership certified and/or designated within five years.
- Meetings and Events – Execute premier International events for member and partner participation.
- Partnership Development – Increase and strengthen partnerships within our core groups of public, private and International partner organizations.
- Marketing/Branding – Increase visibility and promote the IRWA brand.
- Acquire New Members – Through chapter campaigns and outreach to agencies, companies and organizations.

#### **2) Provide Useful Tools – That help members build and advance in their careers.**

- Education – Increase the quality and quantity of our education products, with high impact offerings for members and new participants.
- Chapter Relations – Increase participation of chapters in the larger association, ramping up member communication and information regarding the importance of professional development.
- Industry Trends – Share current industry data with membership.
- Public and Private Sector Relations – Educate and Inform agencies, legislators and other users of ROW services.

#### **3) Enhance Systems and Support – Empowering and positioning the organization for relevance and growth.**

- Committee Structure – Create the needed structure to support association governance and business needs.
- Member Recognition – Increase visibility of IRWA leaders, within the association and in the marketplace.
- Leadership Development – Identify, promote and develop IRWA leaders.

- 1) **Call to Order, 8:00am**.....Chris Banks, SR/WA, Chair  
Meeting called to order 8:05 a.m.
- 2) **Roll call, 8:05am**.....Renee Marruffo, SR/WA, Vice Chair  
All chapters present
- 3) **Proposed Bylaw Resolutions 8:10am**..... Chris Banks, SR/WA, Chair  
*Enclosure: Bylaw Resolution Document*

**Background:** One bylaw resolution may be presented at the upcoming board of directors meeting, proposing the region rotation of our annual meeting and education conference. Comments will be reviewed prior to conference to determine if the Resolution will be brought forward for vote or postponed.

**Action:** Present proposed bylaw resolution for leadership review. Call for comments.

**Table – if have to vote “no”**

Moving the education conference to a rotation schedule after the 2015 in San Diego  
Problem to moving to this?

- Cost for chapter to present
- Drive hotel competition
- Eliminates the default

What happens if a region defaults? Rotated to next region

When will the selection process take place? Region to choose what city; some things still need to be worked out.

Possible to do on trail bases? Can it be reversed? Resolution

Concepts: many cities spend money that don't win where the money could be spent somewhere else.

- Smaller cities have more of a challenge given an opportunity without going deeply out of pocket.
- Pulls the chapters together within a region

Likes the chapter competition

Ex. Charleston bid 3 times for the conference utilizing resources to limit cost

The excitement is the competition helped make part of the conference fun.

If Region based, take it to the conference and show the competition at the conference.

Gives an opportunity for smaller chapters to host conference with the help of the region.

Change of dynamics from chapter level to region level.

Region costs

What has been the historical over the past 10 years of all the chapters giving a presentation? Let those that want to do it, do it.

Concept? Help others have a chance but do you want to give up the opportunity

Folks leaning towards “no” but see more information is required.

People to write down their questions on the resolution form and give back to Chris.

Table the resolution

- 4) **IRWA Leadership Institute Session 8:30am**.....Chris Banks, SR/WA, Chair  
*Handout: Participant Manual*

**Background:** The IRWA Leadership Institute is dedicated to the professional development of our members at all levels of the association. A workshop on *Leaders*

*Pursue the Best* will be presented by **Randy Pennington**, from the Pennington Performance Group

**Action:** Leadership Institute workshop (90 minutes).

Is the easiest the best?

What would be distinctive?

What is the fundamental purpose?

What is the value?

You might not make it right all the time, but you make it right at the right time.

Pursuing the best is a way of thinking about every aspect of your business.

Sometimes the best is the easiest

Is your value short term or long term

It's better to a few things exceptionally well, than a bunch of things mediocre

Ideas: "Leadership is about influence"

Think – remembering is not thinking (good place to start but not a great place to get started from).

Change your language – instead of saying "why can't we" say "how can we". Change you're thinking when you change your language

Create a process or system, then measure your performance. Repeated every single time. You can use measures as an improvement tool or a report card.

Create an environment that promotes open communication and telling the truth about expectation and performance. Create trust

Rebound from performance lapses: the best don't want to create habits of doing wrong and they rebound quickly by not thinking about the wrong; evaluate for the next program

#### **10:05am COMFORT BREAK 15 MINUTES**

#### **5) Region Minutes and Reports 10:20am..... Renee Marruffo, SR/WA,** *Enclosure: Fall Forum minutes, action items and reports*

**Background:** Fall Forum held in October 2010.

**Action:** Review and approve minutes and reports.

Minutes approved

#### **6) State of the Association 10:30am.....Chris Banks, SR/WA, Chair** *Handout: 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.

Introduction of IEC candidates and their presentations

Mary Anne Marr, SR/WA Chapter 7, Region 5

Wayne Goss, SR/WA Chapter 75, Region 2

#### **7) Proposed 2011/12 Association Budget 10:45 am..... Chris Banks, SR/WA, Chair** *Enclosure: Budget Presentation and Narrative Documents*

**Background:** The proposed association budget for next year has been developed by the Finance Committee and reviewed by the International Governing Council. 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 Atlanta, GA, USA.

Concern over the Leadership Institute Training costs and the commitment  
Concern of the struggle with chapters and education revenue being down  
Concern

Request for limiting the Region Forum meetings to one annually and doing a conference call or alternative for the second meeting or not at all. Some chapters possibly will not be able to send representation to the forums and/ or the Education Conference.

**8) WORKING LUNCH. Time TBD Newsletter awards and introduction to IEC candidates .....Chris Banks, SR/WA, Chair**  
*Handout: ballots*

**Background:** Annually, two awards are presented - one to the Chapter with more than 100 members and one to the Chapter with less than 100 members. Winners are chosen by vote of chapters’ international directors.

**Action:** Distribute 2 ballots per chapter, collect and determine results. Award certificates are sent by mail after the Forum.

**9) Region Education Plan 30 minutes..... Renee Marruffo, SR/WA**  
*Handout: Region education plan documents*

**Background:** We are operating in a new economy, with limited budgets and travel restrictions. The IRWA has rolled out a new, member centric education plan, designed to empower local chapters to provide targeted education, based on the specific education and credentialing needs of its members, starting with a member survey. An education plan has been drafted, using statistics from the Course Interest Survey, which was sent out to all members and non-member class participants.

**Action:** Review region education schedule and discuss potential marketing strategies to meet chapter member education and credentialing needs.

Questions concerning online course costs and revenue back to H.Q.  
Reports Heather Morris promised in past meetings to be posted online  
IRWA had determined a need for a “Chapter-Centric” focus to meet the needs of local members. Region Vice Chairs responsibilities still include overseeing the Region Schedules on an annual basis; however, HQ Staff will be the point of contact for schedule changes (keeping the RVC in the loop). HQ Staff has created a new database which allows for both micro and macro analysis. Once education gaps are identified, HQ Staff will be able to work directly with the chapters to fill those gaps. RVCs will be consulted as needed.

**10) Industry Trends and Issues 45 minutes.....Committee Representatives**

**Background:** Representatives from our education committees monitor trends and issues in our industry, helping members stay current and connected, within the profession. Reports are distributed in advance, for discussion at spring forums.

These reports are available on line at the Region 1 website

<http://region1.irwachapter46.org/pages/>

**International Committees:**

Reports presented at the Forum were given by the International Committee reps:

**Environment** Carolyn Carrica

**IPDC** – Peggy Barnes – re: call out for facilitators and turning in evaluations

**Local Public Agency** Bill Busch: Bill also discussed an information item on the role and responsibilities of international Committee membership. This item followed release of a task force recommended IC job description. Some committees have requirements that go beyond the "minimum".

**Relocation** Michelle Folk

**Surveying** Todd Rakstad

**Transportation** Jerry Colburn

**Utilities** Mike Burns

**Nominations & Elections**

**Asset Management**

**Education Foundation**

**Pipeline**

**Valuation**

**Action:** Share key trends and issues with region forum attendees.

**11) Chapter Issue & Report Forum 1 hour 15 min.....Chapter Leaders**

**Background:** The IRWA is positioned to grow again, as the economy slowly continues to improve. Chapters need to develop their strategies for increasing membership, course participation, the number of credentialed members and for making their chapter programming relevant to their community of right of way professionals.

**Action:** Discuss strategies for growing the IRWA in the new economy, capturing outcomes, for further discussion and consideration by the larger association. Share key trends and issues with region forum attendees.

Continued challenges for most chapters in earning revenue and presenting a successful class because of attendance and costs (facilitator, room, etc)

Two chapters can't stop earning revenue, Chapter 11 and Chapter 28. Trying different ideas to give back to the membership and not charging for some events.

**COMFORT BREAK 15 minutes**

**12) Election of Region Officers 30 minutes..... Chris Banks, SR/WA, Chair**

*Handout: ballots*

There were only two candidates, Renee Marruffo – Chair, Vivian Howell – Vice Chair.  
SEE NO. 13 BELOW>

**Background:** The region elects a new region chair and vice chair every

two years.

**Action:** Present candidates for the 2011-2012 fiscal year, for election by region and chapter leadership.

**13) Other Business 45 minutes..... Chris Banks, SR/WA, Chair**

**Action:** Region 1's Professional of the Year presentation  
James Anthony, SR/WA – Chapter 11 San Diego

**Action:** Region 1 Newsletter of the Year vote  
Large San Francisco Bay Area/Santa Rosa - Chapter 2  
Small Las Vegas – Chapter 44

**Action:** Election of Region Chair and Vice Chair. Call for nominations or vote by acclamation.....**Chris or Renee**  
Just after item no. 2 Roll Call:

**Region Chair 2011 - 2012 Renee Marruffo/ SR/WA**, by Acclamation  
**Region Vice Chair 2011- 2012 Vivian Howell, SR/WA**, nominated by Carolyn Carrica, SR/WA, second by Michelle Folk, SR/WA, R/W-RAC. Both nominees are elected by Acclamation CONGRATULATIONS!

**Action:** Other business should be presented at this time.

**14) Upcoming Meetings 15 minutes.....Chris Banks, SR/WA, Chair**

*Handout: IRWA Meeting Calendar*

**Background:** Let's plan ahead and get our 2011 Fall Forum date and location on the calendar and IRWA website.

**Action:** Chapter 42 San Jose, CA Identify Fall Forum date and location.  
October 8<sup>th</sup>, Windham Hotel, free wi-fi, parking, shuttle. On site restaurant  
Wyndham Hotel  
1350 N. 1st Street  
San Jose, CA 95112  
(408) 453-6200 main  
(408) 437-9558 fax  
[www.wyndham-san-jose.pacificahost.com](http://www.wyndham-san-jose.pacificahost.com)

The hotel has quoted a room rate of \$89 single or double per night for October 7, 2011. In addition, they have extended the \$89 room rate for 3 days prior (October 4<sup>th</sup>) and 3 days beyond (October 10<sup>th</sup>) for any individual that would like to book an 'extended' stay.

**15) Adjourn**

Adjourn at 4:05 p.m.