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March 30, 2011

Dear IRWA Leaders:

I am happy to report that the IRWA continues to perform well in all key areas of membership, education and credentialing. The second meeting of the new International Governing Council was conducted at the end of February in Los Angeles, along with a number of education committees, the Leadership Institute Team and the Specialty Task Force, which focused on the specialty certification needs of our diverse membership. Here is an overview of our progress from July 1, 2010 through December 31, 2010.

Membership: Member value and retention is a top priority for the association, with a goal of 90% of Regular and Senior members renewing their memberships, while maintaining membership in other categories and growing membership from public agencies. We have retained 88% of Regular and Senior members so far and have secured agreements with the following agencies: FHWA, NDR, GSA, VDOT, WVDOT and KDOT.

Membership Report December, 2010	
Regular and Senior Members:	8,205
Affiliates:	1,305
Members at Large:	42
Senior Members at Large:	7
Retired Members:	454
Agency Members:	155
Student Members:	51
Other Members:	33
Total:	10,252

Education: Education programming continues to hold its own with 171 classes held through December with a total of 2,825 participants. Online education remains a bright spot for the association as travel and education budgets tighten, with 18 classes producing 437 participants, an 86% increase over last year at this time.

Our classroom material delivery record remains strong, with a 97% overall accuracy rate through the 2nd quarter.

Classroom Delivery Report July - December, 2010							
	# CLASSES HELD	# LATE GOAL= Deliver at least 2 days before class start date when ordered on time	# WRONG OR MISSING MATERIAL* GOAL = Deliver correct & complete	# CONTENT ERROR Directly affecting Course presentation	# WRONG LOCATION GOAL = Deliver to address provided	% ERROR GOAL = <5%	% DELIVERED RIGHT PLACE, RIGHT MATERIAL, RIGHT ON TIME GOAL = > 95%
July	13	0	0	0	0	0%	100%
August	41	0	1	0	0	2.44%	97.56%
September	23	0	1	0	0	4.35%	95.65%
October	44	0	0	0	0	0%	100%
November	41	0	1	0	1	4.87%	95.12%
December	11	0	1	0	0	9.1%	90.9%
Overall total	173	0	4	0	1	2.89%	97.11%

The updating of our Right of Way Textbook is complete and the review of our classroom curriculum is ongoing. We have four new courses being developed for classroom and/or online use and a Facilitator Task Force has been commissioned for later this spring, chaired by Advisory Council Member, Jim Struble, SR/WA.

Credentialing: Our new IRWA Generalist Career Path is gaining interest and the overall count of designated and certified members is increasing.

Credentialing – Designated and Certified			
	December 2008	December 2009	December 2010
SR/WA	1681	1820	1966
R/W-AC	64	73	82
R/W-AMC	28	45	45
R/W-EC	37	41	41
R/W-NAC	248	340	371
R/W-RAC	245	269	291
R/W-URAC	0	0	6
Total Certified:	622	768	836

An Experience Task Force with representatives from each industry committee met in early December, to identify qualifying experience tasks. The goal of this task force is to develop uniform experience requirements for our certification and designation program. Task Force members will be asking their committees to review their lists of experience tasks for their respective disciplines. After receiving comments and input, a series of Webinar/Conference Calls will be conducted to finalize these lists and create guidelines for use by certification and designation candidates, Chapter Professional Development committees and IRWA staff.

The next key initiative related to professional development was the creation of a Specialist Career Path. The IRWA needs to consider the appropriateness of our current specialist certifications, if others are needed and an action plan for their development. A Specialty Task

Force was formed with representatives from each industry committee. A series of meetings was held from February 16-20, 2011 designed to expedite the process.

On the first day of meetings the industry committees developed ideas regarding the specialty career path related to their disciplines. On the second and third days representatives from the committees brought the information to the Task Force meeting and developed a recommendation that will complement our new Generalist Career Path. On the fourth day the IPDC and IEC met to review the recommendation and determined that further studies of both internal and external markets would be needed to best determine the needs of our members and the needs of the users of our services.

On the fifth day the IGC approved the general concept proposed by the Task Force plus funding for market research. We hope to have these studies completed within the next 6-8 months. Based on those findings a multiple year plan will be implemented for new course development and specialty certifications.

At the September 2010 IGC meeting a moratorium was placed on new Facilitator Clinics until the criteria for those clinics can be reevaluated. A Facilitator’s Task Force is scheduled to meet later this month to review and revise our Facilitator Clinic, chaired by Advisory Council Member, Jim Struble, SR/WA. We anticipate that a new Facilitator Clinic will be available later this year. However, if the Task Force determines that extensive revisions are necessary, requiring a longer time frame for implementation, they will consider offering a clinic with some minor revisions while also working on the complete revision.

Our SR/WA candidate recruitment has been nothing short of spectacular and we expect this accomplishment to drive education programming for the mid-term.

Credentialing – Generalist Candidates			
	December 2008	December 2009	December 2010
Generalist:			
SR/WA	155	294	929
RWA	0	0	1
RWP	0	0	0
ARWP	0	0	2
Total Generalist Candidates:	155	294	934

Credentialing – Specialist Candidates			
	December 2008	December 2009	December 2010
Specialist:			
R/W-AC	24	32	43
R/W-AMC	7	13	18
R/W-EC	5	9	17
R/W-NAC	54	93	123
R/W-RAC	23	23	50
R/W-URAC	0	8	66
Total Specialist Candidates:	113	181	317

Member Meetings: The 2011 Federal Agency Update was one of our best. It was focused on collaboration between agencies and the speakers were top-notch. We are glad this meeting is back in Washington, D.C. and that it no longer competes with our Annual Education Conference program.

A Young Professionals Event will be taking place at the end of the month, sponsored by the International Communications and Marketing Committee, which is chaired by Advisory Council Member Alan Wurtz, SR/WA. The Young Professionals Event presents an opportunity for our IRWA young members to form a peer group and build connections within the industry.

This year's Annual Conference will take place in Atlanta, GA on June 12 – 15, 2011, featuring internationally known key note speaker, Larry Winget and a full schedule of education sessions. Registration is now available online.

Leadership Development: The IRWA Leadership Institute is well underway, chaired by Advisory Council Member, Faith Roland, SR/WA and funded in partnership with our education foundations. Programming is being delivered live by our Institute partner, Randy Pennington, President of the Pennington Performance Group at the Annual Education Conference and three region meetings this year, in addition to training members of the Leadership Institute Team and region chairs to deliver programming at the region and chapter levels. A special session on meeting management was conducted for International Governing Council members at their

February meeting. Each Right of Way Magazine contains a leadership column and we are developing a Leadership Institute webpage of resources. In the third quarter of this year we will roll out video leadership development material for the entire membership.

Finance and Operations: We continue to operate in the black this fiscal year and reported a positive net income of \$39,263 at the end of December. Current Key Measures Reports, Financial Activity Reports and Balance Sheets have been shared with IRWA leadership and posted to the web on a monthly basis, since August of this year. The Finance Committee, expanded to include three region chairs and two international directors from the chapter level, continues to meet quarterly and presented a 2012 budget proposal to the IGC in February, for presentation at spring forums.

The IRWA database program has been upgraded and plans are underway to begin segmenting members for more targeted services, like education promotions for our 934 SR/WA candidates. An online roster has also been developed for IRWA course coordinators that will expedite processing of IRWA classroom course information for our participants.

Publications and Public Relations: *Right of Way Magazine* continues to thrive and members contributing articles is at an all-time high. The online version of *Right of Way Magazine* has also been very well received, particularly by our advertisers, who can now share the magazine with the users of right of way services as a marketing tool.

Strategic Initiatives: The IEC met in December in conjunction with the Experience Task Force, to continue focus on its strategic initiatives for the association. Here is an update on those initiatives:

- **Communication:** Increase communication across the association, with a focus on chapter engagement and recognition. Build improved website and make Right of Way Magazine available online. Link directly to sponsor websites and create a vehicle for sponsors to send Right of Way Magazine directly to their clients. Layer communications, partnering with region and chapter leadership to communicate with our membership, in addition to all member email blasts from HQ.
Status: Chapter president calls taking place and chapter recognition during the Conference Awards Program being expanded. Phase I of the improved association website is complete and ROW Magazine is now available online. A shareable electronic promotion piece has been developed for ROW Magazine's digital edition and our layered communication strategy has already been used for communicating with our chapters about 2010 taxes through the region chairs, education best practice webinars through the region vice chairs and membership renewal follow-up through chapter presidents.
- **Education:** Build IRWA body of knowledge, with industry white papers and Principles of Right of Way Text as a hard bound book. Continue online course development and review of IRWA classroom curriculum. Conduct Quality Summit within 18 months.
Status: Review of the ROW text is complete and the new and improved document will

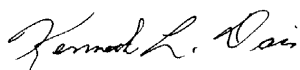
be available during the third quarter. Online course 100, 900, 602C and 803C are underway, underwritten by our two foundations and \$25,000 will be recommended for a Quality Summit in fiscal year 2012. \$50,000 will also be targeted for new curriculum development next fiscal year.

- **Credentialing:** Conduct Experience Task Force meeting in December, 2010. Conduct initial Specialty Task Force meeting, involving the IPDC and international education committees in February, 2010. Develop Valuation Cross Certification. Implement and market Generalist Career Path. **Status:** Meetings are taking place as planned and the Generalist Career Path is being direct marketed to fifty DOT managers, along with seventy-six Navy installations, in addition to general marketing through the website, magazine and external ads.
- **Energy Programming:** Develop oil and gas pipeline course(s) as an association priority. **Status:** Follow-up with the Pipeline Committee took place in January, 2011.
- **Structure:** Review IRWA committee structure, to ensure our ability to support the organization, our members and goals. Budget to include ICMC, INEC and IPDC chairs in IGC meetings, with voice but no vote, starting in September 2011. **Status:** A Specialty Task Force meeting took place in February, as the first step in this review process. Expanded IGC participation is reflected in the 2012 budget request.
- **Meetings:** New format for FAU in February, 2011. World Congress of Real Estate to take place in 2012. Present a resolution for region rotation of Annual Conference at the June, 2011 Board of Directors Meeting. 2013 FAU format will coordinate agency meetings for federal partners, providing an opportunity for IRWA members to access the users of our services. **Status:** A strong program was developed and outlined on the IRWA website for 2011 FAU, where planning for the 2012 World Congress of Real Estate took place. Proposed resolution language was reviewed during the IEC call in January and presented to the IGC in February.
- **International Outreach:** Develop programming for Australia, China, Mexico, Saudi Arabia and Thailand, with full membership and a focus on credentialing, using the Valuation Cross certification and Generalist Career Path. **Status:**
 - **Australia:** Key contacts in the South Australia Department of Environment, Infrastructure and Transportation are acting on our behalf, to introduce the IRWA to other parts of the country and other agencies. Next steps are to continue discussions toward establishing IRWA membership, education and credentialing in that country, leading to chapter/region development.
 - **China:** We have the opportunity to introduce IRWA programming during 2011, in conjunction with the Appraisal Institute, based on the work done to establish our Valuation Cross Certification.
 - **FIABCI:** The IRWA participated in the FIABCI business meeting in Brussels in December and has been asked to partner with FIABCI and the United Nations on a white paper designed to address Social and Affordable Housing as a global issue. The IRWA has reached out to HUD to partner on the project and Ana Marie Argilagos, Deputy Assistant Secretary, Office for International and Philanthropic Innovation at the U.S. Department of Housing and Urban Development has agreed to engage on the project, along with her staff.

- **Mexico:** The ASA Mexico Chapter is prepared to offer classes related to the Valuation Cross Certification, once final approval is achieved through the US ASA Board of Directors.
- **RICS:** The Royal Institute of Chartered Surveyors is considering IRWA Valuation Cross certification.
- **South African Right of Way Association:** Met last weekend to consider region partnership with the IRWA that will provide IRWA membership, education and credentialing opportunities through SARWA.
- **Saudi Aramco:** Has joined the IRWA with its top two real estate professionals serving as our first at large members in Northern Africa. Next steps are to gain approval for up to 20 additional members and create a calendar of education programming for later this year or early 2012.
- **Thailand:** We have been asked to co-host an international Valuation Conference in May 2011. Next steps are to determine the viability of offering IRWA education programming as part of the conference.
- **Leadership Development:** Develop three-year Leadership Institute Program, in partnership with the RWIEF and CRWEF. Leadership portal being developed, with professional development resources for all members. Specialty meeting for young leaders 30 and under being underwritten by the International Communications and Marketing Committee for March, 2011. **Status:** Plans for the Leadership Institute program are on track and a survey of IRWA leadership for future Leadership Institute programming has been conducted. The web portal will be developed in Phase II of our IRWA web design project.
- **Marketing:** Annual Project of the Year Program a tremendous success with electronic media. Increasing IRWA marketing to the users of right of way services, including 6,500 agencies this fall. New IRWA Online Store is open for business. **Status:** External marketing continues and \$35,000 was added to the 2012 budget request, for more promotion of IRWA credentialed members.

I hope you find this 2nd quarter report to be useful and as always, ask that you feel free to contact me with questions and concerns. I look forward to seeing many of you in Atlanta and will provide one more report for the 3rd quarter, prior to June.

Best personal regards,



Kenneth L. Davis, SR/WA
President

CC: International Governing Council Members