



International Executive Committee Meeting
Minutes: Thursday, September 23, 2010
IRWA Headquarters, Gardena, CA

Welcome and Call to Order: The meeting of the IRWA International Executive Committee was called to order at 9:06am by International President Kenneth L. Davis, SR/WA.

Roll Call and Minutes Approval: Secretary, Lisa Harrison, SR/WA acknowledged that Ken Davis, SR/WA, Randy Williams, SR/WA, Pat Petitto, SR/WA, Lisa Harrison, SR/WA, Lee Satterfield-Hamre, SR/WA, General Counsel, Eric Finn, Esq. and Mark Rieck, EVP were all present for the meeting.

The minutes from the June 25, 2010 IEC meeting were presented to the officers and Randy Williams moved and Pat Petitto seconded their approval. The motion carried with a unanimous vote. Minutes from the July 1, 2010 IEC meeting were also presented and accepted by unanimous vote, following a motion to accept by Randy Williams, seconded by Pat Petitto.

Audit Review: The IRWA annual audit was conducted in August, 2010 by Mann, Weitz & Associates, LLC. Managing partner, Len Weitz presented the audit report and management letter in a teleconference with the officers and was very positive about IRWA's management through a challenging year. Mr. Weitz was also upbeat about the future, having maintained membership at 91%, while other client organizations lost up to 30% of their membership in some instances.

The association ended the fiscal year with a \$43,000 positive net income, thanks to a very successful annual conference and the release of an uncollected attrition reserve from the 2008 Federal Agency Update meeting in Dallas, TX. The IRWA maintains a six month operating reserve and made significant gains toward reducing travel expenses in 2009-2010.

Mr. Weitz noted that HR and Finance has developed an even more effective tracking system for allocation of staff time, which accounted for the change in expense lines in the audit report. IRWA officers accepted the audit on behalf of the association and will present it to the Governing Council at its September meeting. Staff will then release the report to the Board of directors through Leadership Links and post it to the 2011 Board of Directors Online Meeting Packet at www.irwaonline.org.

Following the audit presentation, Treasurer, Pat Petitto presented a request that committee overages from the 2009-2010 budget be paid from this year's budget. Pat's motion was seconded by Randy Williams and approved by the IEC. Pat will contact committee chairs to communicate the need to manage committee travel within the 2010-2011 budget this fiscal year.

Strategic Planning: IRWA's strategic plan is a dynamic document that we review and build on annually, then use throughout the year, aligning our budget, products and

services, meetings, regions, chapters and staff activities to support it. This spring, a task force that included Pat Petitto, Lisa Harrison, Mike Pattison, Brian Taylor and Mark Rieck updated the plan to include major initiatives related to professional development, new partnerships in North America and beyond, facilitator development, committee structure and chapter relations. IEC members reviewed the plan and identified a number of key initiatives that will be further developed through task forces this fiscal year and budgeted for in future years.

IRWA Key Initiatives:

- **Communication:** Increase communication across the association, with a focus on chapter engagement and recognition. Build improved website and make ROW Magazine available online.
- **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.
- **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.
- **Energy Programming:** Develop oil and gas pipeline course(s) as an association priority.
- **Structure:** Review IRWA committee structure, to ensure our ability to support the organization, our members and goals.
- **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.
- **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.
- **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.
- **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.

Position Descriptions: A task force comprised of Wayne Goss, SR/WA, Cynthia Gan, SR/WA, Randy Pennington and Mark Rieck worked over the summer to complete model position descriptions for both region and committee chairs. The documents were distributed to the IEC, region and committee chairs for comment and much of the feedback was incorporated into the finished product. Particular attention was given to the qualification sections of the position descriptions.

Following review and full discussion of the task force's recommendations, the IEC will support the position descriptions as written, for presentation to the full International Governing Council at its September meeting. Following IGC review and approval, the final draft of each description will then be used as a model for building vice chair and committee representative descriptions.

IRWA Generalist Career Path: The IRWA Generalist Career Path has been finalized and a pricing guide developed, for implementation on October 1, 2010. A marketing plan is being created that includes internal and external advertising and IRWA credentialing will be featured on the new IRWA website home page.

The IEC identified four key audiences for target marketing:

1. Individual Members
2. Member Employers
3. Member Employer Clients
4. Public Agencies

In addition to internal lists, the IRWA has purchased 6,500 names of public agency real estate managers, who will receive credentialing marketing materials from the association in October.

IRWA Specialist Career Path: The next key initiative related to professional development is 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. Pat Petitto and Lisa Harrison will establish the project's scope and lead the effort to include the IGC, IPDC and committees meeting in Los Angeles in February 2011, rather than during FAU in Washington, D.C., to work on the specific task of reviewing committees and certifications and presenting a recommendation to the International Governing Council.

International Outreach: International President Elect, Randy Williams reported that the IRWA has been actively developing international relationships since its Annual Conference in Calgary, including follow up meetings and interactions with Australia, China, FIABCI, Italy, Mexico, RICS, Saudi Aramco and Thailand, resulting in new IRWA memberships and the renaming of the IRWA International Task Force to the IRWA International Collaborative.

Randy also provided an overview of a Valuation Cross Certification, developed by the International Valuation Committee for presentation at the IGC meeting that will provide a path to IRWA membership and valuation certification for designated members of a number of appraisal organizations, once they approve the program.

Moratorium on Facilitator Clinics: As an additional business item, Lisa Harrison recommended that the association place a moratorium on new facilitator clinics, until the criteria for facilitator candidates can be reevaluated. Following discussion, the IEC agreed to take the recommendation to the IGC for consideration.

Committee Review Task Force/Summit: One of the key initiatives in the IRWA strategic plan is to review our committee structure and determine how we should be structured to support association governance and business needs. The IEC agreed to consider a summit meeting at some point in the future, following the work of the Specialty Certification Task Force.

Next Meeting Date: The International Governing Council is scheduled to meet three times this fiscal year and the Finance Committee is meeting quarterly. The IEC determined that it will once again conduct monthly officer calls for strategic initiatives updates, with an IEC meeting in early December, in Chicago, IL.

Adjourn: The meeting of the IEC adjourned at 12:07pm on Friday, September 23, 2010.

These minutes prepared by EVP, Mark Rieck, for presentation by Secretary, Lisa Harrison, SR/WA at the next meeting of the International Executive Committee.