



Region 3 Fall Forum
October 18, 2021
Hilton Garden Inn – Aksarben Village
6737 Frances Street, Omaha, NE

Our Purpose: *We improve people's quality of life through infrastructure development.*

Mission: *We empower professionals by elevating ethics, learning, and a standard of excellence within the global infrastructure real estate community.*

Core Values:

- **Integrity:** *We are role models that embody the highest standard of ethical practice.*
- **Excellence:** *We constantly improve our products, our services, and ourselves.*
- **Flexibility:** *We embrace our continually changing environment to adapt to the needs of our stakeholders.*
- **Collaboration:** *We engage our members, partners, and other stakeholders to build a shared body of knowledge and experience.*
- **Leadership:** *We shape our future through courage, clarity, and transparency.*

1) Continental Breakfast 8:30 AM

2) Call to Order 9:00 A.M. – Carrol McCracken, SR/WA, Region 3 Chair

3) Housekeeping and Forum Events Review

4) Roll Call & Introduction of guest and first time attendees – Steve Grandon, SR/WA, Region 3 Secretary Treasurer

(v) = Virtual

- Chapter 5:** **Natalie Meighan (v), Joab Ortiz (v)**
Chapter 20: **Dan Leshner (v), Craig Poorker (v), Brian DePrez (v),
Matt Hagelin, Greg Cooley, Michelle MacMillan (v),
Ben Tozer (v), Joe Haefner, Penny Rolf**
Chapter 37: **Jody Harness, Chris Scharth (v)**
Chapter 41: **Brian Currie (v), Amanda Vande Voorde, Jay Walton (v),
Allyssa Myers (v), Deanne Popp, Amelia Carman,
Dana Blue, Ken Wunsch, Chad West, Greg Cagle,
Cliff Barker, Tyler Buckingham, Liz Van Zomeren,
Brenda Koppes**
Chapter 72: **Mickie Abell, Deanne Popp (v),**
Chapter 78: **John Borgmeyer, Jeremy Marlal, Stacey Kroeger,
Rob Latimer, Melissa Boldt, Brent Lundgren**

Guests:

- **Jamie Rose Tieu – IRWA Staff (v)**
- **Judy Jones – IEC Vice-President**
- **Jake Ferrell – IEC President**
- **Fred Easton – IEC Treasurer**
- **Tim Drennan – IRWA Executive Director**

1st Time Attendees:

- **Amelia Carman**
- **Robert Latimer**
- **Joe Haefner**

From Carrol - Thank you to:

- **Liberty Core for hosting the Happy Hour yesterday evening.**
- **Chapter 78 for hosting the forum.**
- **Dan Leshner for his service to the Region. Mindy delivered a plaque to Dan this week.**

5) Purpose Activity – Mindy Leadholm, SR/WA, Region 3 Vice Chair

Improve quality of life through infrastructure development.

Mindy - Had a recent landowner meeting as an example. The landowner has a daughter bound to wheel-chair who benefitted by the street improvement because of the sidewalk.

Stacey – Airport project in Columbus, NE. End result was a nicer home for the lady that was being relocated.

Amanda – Brigde project in Cedar Rapids which connected both sides of the city.

Background: Each IRWA meeting starts with a discussion on the IRWA Purpose and how it relates to the work IRWA members do every day.

Action: Discuss IRWA Purpose and how it impacts your career.

6) Approval of the 2021 Caucus Minutes & Treasurer Report – Steve Grandon

Motion: **Stacey Kroger**
2nd **Cliff Barker**

Motion approved

Region 3 Checking:	\$ 3,650.27
YP Account:	\$ 5,185.36
Money Market:	\$ 4,706.74
Total:	\$13,542.37

10/5: Call w/Rakhshan for quarterly balance of accounts in QuickBooks.

7) International Governing Committee Meeting Update – Carrol McCracken and Mindy Leadholm, SR/WA, Region 3 Vice Chair

Background: The IGC met September 24-25, 2021 to discuss, among other items, the strategic plan for the IRWA.

Day 1:

- Grow membership
- New member orientation
- Marketing & Membership Committee has been formed
- 5% increase in course attendance
- General focus on SR/WA
- Networking
- Forced Committee Membership
- Mandating quarterly meetings
- Partnership with Chapter meetings & Forums
- Conference – Maintaining and supporting the event
- Remote attendance for Forums, Meetings, etc.
- Location for Conferences
- Discounted rates for virtual attendance
 - Networking is an important component for the conference
 - Although virtual, there are still costs associated with accessing the conference info
- Member engagement
- Incentivizing chapter and Region leaders
- Branding
- Give new chapter members chores at meetings. Ex: Pass out name tags.
- Reviewed financials

Action: Review the approved 2021-22 plan.

Day 2:

- Pursued members that did not rejoin.
- **Jake:** Membership is down 800
- Looking at identifying groups that have been affected. i.e., company employees that no longer have corporate support.
- Reviewed IRWA funds. Looking at 40% stock/60% bonds.
- **Jake & James O.** looking at Chapter/Region committee reps.
- Reviewed International Committees
- Membership/Marketing Committee
- **Jake:** Introduced Tim Drennan as new Executive Director.
 - Jade Meador promoted to Deputy Executive Director.
 - Tim is identifying individuals for Education & Marketing Committees
 - Pushed transparency in the association. Implementing video messages with Denise Skinner.
- Will introduce a resolution at the BoD meeting in Cleveland to eliminate the CEO title.
- **Judy Jones:** Discussed the efforts by international to implement remote courses to allow income during pandemic.
- 2024 Annual Conference will be in Long Beach, CA
- What's the plan for future conference?
 - Costs.
 - Regional representation.
 - One chapter is bidding on 2025.
 - Omaha is considering bid for 2026.

- Addition to communication. Website, videos, leaders edge emails, weekly buzz
- Owls – International has 3
- Debate about pending member status. Chapters had sat on applications for months before responding to applicant. Motion was made to end the pending approval process. It passed. IRWA will get application, applicant will become a member immediately, but Chapter has 30 days to reject application.
- Discussed ease of finding membership application on IRWA website.
- Discussed incoming vice-chair to attend annual conference.
- Education committee: Several courses being updated. Motion was made to go digital copies. Discussed costs for black & white vs. color.
- Course 100 has not changed.
- Discussed cost increases for SR/WA program. Evaluating the current pathway to SR/WA.
- Reviewing suspending or dissolving chapters that have gone silent.
- Chase Bank Update:
- Looking at credit cards for chapters.
- Cody Godwin is candidate for Secretary of the IEC.

8) 2022-2025 Strategic Plan Exercise – Carrol McCracken

- 6 groups worked on 6 goals to come up with 3 initiatives.
- Details will come out soon.
- Marketing/Membership Leader on Staff
- Member Value
- Elevating Education
- Attendance for Chapter In-Person Courses
- Membership & Education is what funds the IRWA
 - 87% retention rate.

Enclosure: “Goals for Region Forums” (two formats: fillable PDF or Word)

Background: In support of developing the 2021-2024 Strategic Plan, IGC would like to gather input from chapter leaders on purposed goals.

Action: Answer the questions on the “Goals for Region Forums” document as individuals or as a collective group during the forum. Region Chairs can decide if they want to use the fillable PDF or Word version. Provide responses to IEC Secretary, Fred Easton, SR/WA.

Mention Goals and discussion at IGC in September:

9) Field Operations Update – Tim Drennan

Chapter Incentive Program

- Chapters are encouraged to grow membership and renewals.
- 5% net qualifies you for 3 memberships & conf registration
- 10% net qualifies 3 memberships and 2 conf registration.

Encouraging virtual courses

Chapters can choose to hold courses that are advertised at international that indicate “Instructor: TBD”

Membership Drive:

- Membership chair contacts international to schedule event on a certain date. International will support the event.

Background: Director of Field Operations, Tim Drennan, provided an update at the September IGC meeting.

Action: Tim Drennan will provide a status update on key initiatives, including ChIP, Education, and the Partner Program).

10) 2021 Region Vice Chair Meeting Recap & Region Education Update – Mindy Leadholm

Background: Region Vice Chairs are in charge of promoting education in their region. Meetings have been held and were led by International Vice President, Judy Jones, SR/WA.

Action: Report on topics discussed during the meetings and set region and chapter education goals (summary of meeting minutes can be found on the IRWA Member Network under the IGC Region Vice Chairs and Staff.

Suggestion: Use this time to discuss the Education Chair's role in Promoting Courses to chapter members. Submit chapter in-person CSMA's for 2022.)

- Region Vice-Chairs meet monthly with Judy Jones with a key goal of developing a 3-year course plan. Develop that into a 3-Year course plan for Region 3.
- Chapter 20 discussed holding 3 courses in the Spring and 3 in the Fall.
- Looking for a draft of a 3-Year plan for next Vice-Chair meeting on November 10.
- Mindy to set up meeting with Chapter PDC and Education chairs to review the plan in advance of the November Vice-Chair meeting.
- Looking at option to track courses for members.
- Develop system so individual members can easily track courses needed and courses taken.
- Concierge may need to be revised to be more user friendly.

11) Finance Committee Update- Carrol McCracken

Background: During the September IGC meeting, IRWA International Treasurer, **Fred Easton**, presented an updated financial report.

Action: Review and discuss memorandum.

Fred Easton

- Revenue is better than 2020.
- Online courses are behind.
- 26 courses held through August which is less than 2020
- Class participants are down
- Online participation is up from 2020
- Member Trend
- Last 5 years haven't been positive.
- As of October 1, 2021 – Membership is down from 2020
- Investment committee recommended changing the current investments to 40%/60, stocks to bonds.

12) Chapter Reports

Action: Chapters to provide reports on the current status of their chapters.

Chapter 5: Joab Ortiz –

- Struggling to get in-person events scheduled but does have a meeting scheduled for November 5.
- Trying to place an education chair.

Chapter 20: Matt Hagelin –

- 131 members. Down due to retirements. Will soon increase as Matt is hiring employees.
- Recognized Carrol McCracken as the grand prize winner of the baggo tourney at the recent Chapter 20 meeting.
- Had college outreach meeting in St. Cloud, MN. Offered 2 -\$500 scholarships.
- Trying to engage with Chapter members with a survey to provide feedback as to what they need from the IRWA. Create action items to assure member value.

Chapter 37: Jody Harness –

- Held in-person meeting to update bi-laws.
- Planning YP events.
- Class scheduled for December 9th.
- Working on Region 3 Spring Forum for 2022.

Chapter 41: Amanda Vande Voorde -

- Looking to schedule in-person event before the end of the year.
- Looking to in-person meeting in Spring of 2022.

Chapter 72: Mickie Abell –

- Have not had an in-person meeting since pre-Covid.
- The value of the IRWA. Mickie's company has seen the benefit and appreciates her growth within the company and plans to increase their support of the IRWA.

Chapter 78: Jeremy Marlar –

- Thanks to the group for attending the Forum.
- Spent the last several months planning this Fall Forum.
- Currently 88 members.
- 38 people attended the most recent in-person meeting.
- 213 being held tomorrow. Instructor is Penny Rolf.
- 1-year course plan is in place.

13) International Service Committees

a. Professional Education – Greg Cooley

Member of International PDC committee. Chapter PDCs need to be involved with members applying for certification. They are important to review and guide the candidate's application process. Review online information thoroughly. Call and talk to the candidate and review their application. Working to restructure pathway to SR/WA, to make the designation more meaningful.
Going back to a 1-track system.

b. Ethics – Mike Murray

Jake – Filled a vacancy on the Ethics committee

c. Nominations & Elections – Michelle MacMillan

Dec. 1 is deadline for IEC candidates.

Nominations & Elections awards deadline is Feb. 1, 2022.

- d. **Finance – Vacant**
- e. **International Relations – Vacant**
- f. **Young Professional – Amanda Vande Voorde**
 FaceBook page has been created.
 Also anyone young to the profession, regardless of age.
 1st official committee meeting last month. Amanda’s personal goal is to help any YP member that wants to attend the conference. Help with registration, travel, etc.
 Emails will be sent to update the Region.
 Have any new YP candidates

14) Industry Committees

- a. **Electric & Utilities – Brian Currie**
 The committee has met monthly, via MS Teams, since the last International Conference. We are currently on track to sponsor an IEUC Symposium with next year’s Region 2 Spring Forum in Little Rock, Arkansas at the Marriott Downtown on March 10, 2022. Among other subjects, we hope to have a session on Drones / GIS / Digital Mapping. More details soon.
- b. **Public Agency – Allison Bennett**
 No Report
- c. **Oil & Gas – Steve Grandon**
 TX HB 4107:
 New requirements for entering property to survey
 (Sept 1, 2021)
 TX HB 2730:
 Continuing ed for ROW agents
 -and-
 Info required to be included in Initial Offer Letters
 (Jan 1, 2022)
- d. **Transportation – Roger Osthoff**
 No Report
- e. **Relocation – Stacey Kroeger**
 Committee has been meeting online. Working to improve relocation courses. Adding color, more relevance, etc.
 Kristin Bennett is on the committee and involved in the teaching/instructor requirements.
 Go online and sign up for email distribution list.
- f. **Survey & Engineering – Chad Johnson**
 No Report
- g. **Valuation – Joel Walker**
 No Report
- h. **Asset Management – Vacant**
- i. **Environmental - Vacant**

15) IRWA Foundation Report – Carrol McCracken

Background: During the September IGC meeting both the RWIEF and CRWEF provided an update.

Action: Review RWIEF/CRWEF updates provided during September 18, 2021 IGC meeting.

Craig Poorker:

2021 Annual Conference

\$22K Golf Tourney

\$52K Monday Night Event

2022 Monday Night Event at Rock & Roll Hall of Fame

Exclusive use of the R&R HoF

Golf outing is StoneWater Golf Club

RWIEF Scholarships

Leaders Light the Way Scholarship (\$2500) for education courses

Foundation supports it with \$170K

Qualify: RWA or RWP designation

Essay of 300 words

Apply by 2/1 2022.

Use within 2 years

40 by 40: Just closed out

20 by 20: All scholarships were awarded.

Looking at new Finish Line Scholarship to help those pursuing their SR/WA

16) Missing remaining Conflict of Interest forms

Still missing Conflict of Interest forms from some Chapters.

Enclosure: "CoI Report" (contact Tim Drennan for current report prior to forum date)

Background: Each year IRWA chapters are required to submit Conflict of Interest forms to IRWA HQ. Many times the forms are not submitted prior to the deadline.

Action: Identify any officers who have not submitted their forms and discuss the process for submitting them.

17) Region Professional of the Year – Mindy

Background: Each year IRWA regions identify a Region Professional of the Year.

Action: Review qualifications and deadlines for the award.

Applications are due February 1st, 2022.

Each Chapter in Region 3 needs to submit their candidate for Region Professional of the Year by December 31. Please get nominees to Carrol in time to review the applicants. Don't wait til December 30.

18) Upcoming Meetings

Action: Identify Spring Forum date and location (in-person vs virtual).

Chapter 37 is donating \$250 to RWIEF in lieu of a raffle basket.

19) Adjourn approx.: 2:00 PM

20) Educational Session to follow: 2:00-4:00 PM

Presentation by Rob Latimer

- The Decade Long Experience Working on the KXL Pipeline