



**Region 3 Fall Forum  
October 11, 2017  
Embassy Suites St. Paul, MN  
175 East 10<sup>th</sup> Street  
St. Paul, Minnesota 55101**

**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.*

- **Call to Order**..... **Jake Farrell, SR/WA, Region Chair**
- **Role Call**
  - Ch. 5 – None
  - Ch. 20 – Mindy Leadholm SR/WA & Andy Girga
  - Ch. 37 – None
  - Ch. 41 – Carrol McCracken SR/WA & Jay Walton
  - Ch. 72 – Raymond Barchenger SR/WA, R/W-RAC & Vicky Severson RWP
  - Ch. 78 – Shelby Mayash & Stacey Kroeger SR/WA, R/W-RAC
  - 26 members in attendance
- **Approval of 2017 Region 3 Caucus Minutes/Treasurer Report – Dan Leshner SR/WA**
  - Region 3 Caucus Minutes
    - Motion to approve - Carrol McCracken & second by Stacey Kroeger
  - Treasurer Report
    - Motion to approve - Carrol McCracken & second by Stacey Kroeger

• **IGC Meeting Report Out.....Jake Farrell**

**Background:** The International Governing Council met Saturday, September 15, 2017 in Marina Del Rey, CA.

**Action:** Provide a summary of topics discussed and vote(s) taken.

- Purpose driven organization – What is the Association purpose?
  - New – We improve people’s quality of life
- There needs to be focus on the importance of our purpose and to pass that along to our Chapters.
- Moving forward the Region 3 Agenda will have a purpose discussion for members in attendance to discuss.
- Climb certification is a big focus at Headquarters. Adding more Climb classes for Members to take.
- Priorities moving forward –
  - Growing Membership – currently we are down 3%
  - Rolling out the IRWA to other countries. Spreading the growth of the IRWA worldwide.
  - Raising the bar for education – New class design to make classes even more valuable.
- Building leaders within the IRWA.
- Branding – New website that will be a lot more user friendly.
- Streamlining processes
  - Submitting expenses needs to be improved.
- Financials – IRWA financials are available for review.
- 140 certified climb instructors – Need to get more instructors, finding the right people for the right class.
- International relations group meeting in Mexico City – Spreading the word!
- Region 3 is looking for feedback about the agenda and format moving forward. Contact any Region 3 Board member with feedback. There is an emphasis on keeping the meetings interactive and discussion based.

• **Purpose Activity.....Jake Farrell & IEC Representative**

**Background:** On Friday, September 16, 2017 the IGC and guest met with Brian Chossek of Impact 7 Generations, to discuss IRWA’s Higher Purpose.

**Action:** Discuss IRWA Purpose and breakout for a Purpose exercise. “How do you Share The IRWA Purpose?”.

- We decided to have an open discussion with the Region about Purpose and to get a sense from the Region what Purpose was all about.
- People are looking for purpose at their jobs. Translates to IRWA.
- Commitment to purpose as we move forward.
- Prioritize – need to get onboard. This is important as we move forward.
- Emotions can push decisions.
- Purpose can mean very different things to different people.
- Retention – we need to constantly improve the IRWA and its education syllabus to make the industry better at what they do and to attract new people
- IRWA - Education, networking, credentialing
- Mentors – Great asset to other members
- Participation – Members and non-members. We need to be inclusive.

- **Region Vice Chair Report.....Penny Rolf, SR/WA, R/W-NAC, R/W-RAC, Region Vice Chair**

**Background:** Region Vice Chairs met September 22-23, 2017 in Chicago, IL.

**Action:** Discuss outcomes of this meeting with a focus on selecting the “Region Professional of the Year” and the 3 Commitments the Region Vice Chair made.

- Duties – Working with education chairs from all Region 3 Chapter
  - Helping with issues that come up
  - Help getting classes scheduled
- First conference call with Chapter Education Chairs
  - Classes coming up and issues
  - Creating a google calendar to share the Chapter classes on region website.
- Survey – Creating a survey to find out what classes members are looking for?
- Forms – Break even form. Helps to determine if a class is worth it or not.
- \$300 incentive to hold class in December, Jan
- Every chapter should submit for Region professional of the year.
- Every region should submit a candidate POTY.
- 3 commitments for Penny as a vice chair.
  - Travel to as many Chapter as possible
  - Create a calendar for classes
  - Hold conference calls with education chairs

- **Young Professionals Update.....Mindy Leadholm & Sarah Cook SR/WA**

**Action:** YP Region Rep presents a version of the YP presentation from the IGC meeting.

- YP’s started fall forum 2013
- Scholarships available- \$1500, \$1000, \$500 – Used for conferences
- Sponsorships – Thanks to all YP sponsors for MN
  - Liberty Core
  - JCG Land Services
  - Volkert
  - Chapter 20
  - Chapter 37
  - Chapter 41
  - Chapter 78
- Taskforce working on Edmonton 2018
- Looking for new people to join the YP group
- Great events in Alaska –
  - YP conference started a day early before the main conference
  - Facebook live – Carol Brooks SR/WA
  - Social event – Very popular!
  - Discounted registration at the conference for YP’s
  - Mentor/Mentee program signup
  - YP section in magazine
- Goals –
  - Working on Edmonton
  - Expand mentor program

- Fund raising for YPs to go to events
- **Forty for Forty & RWIEF Update.....Craig Poorker, SR/WA, R/W-NAC**

**Background:** New Scholarship program offered through RWIEF and IRWA.

**Action:** Highlight online application and discuss application requirements.

- Who is the RWIEF – Education funding mechanism for the IRWA
  - 501(c)(3)
  - Trustees hold 3 year terms
  - Include 2 YP's – Kasy Chambers SR/WA & Brett Farner SR/WA
  - Great foundation success in Anchorage
    - \$90k raised in Anchorage
  - Edmonton – Chapter hosting Monday night event
  - Forty for forty – Celebrating 40<sup>th</sup> anniversary
    - 40 individuals pursuing RWA or RWP
    - Criteria being developed by IRWA – IRWA gets applicants
    - 20 to Regions (2 from each region) and 20 to membership at large
  - Region POTY \$500 per year – Used for IRWA class or registration
  - \$260k committed for class development and an additional \$80 for more development
- **Other Business.....Jake Farrell**
    - **Past President Plaque – Lou Ann Dollar, SR/WA**
      - Lou Ann did not attend the forum
    - **Open Discussion**
      - **What are expectations for the forums?**
      - **What should the take-aways from the forums be?**
      - **Brainstorming**
        1. Ice breakers getting more interactive
        2. Customer service at HQ
        3. Chapter officer forms to list the incoming Chapter board
    - **Region News and Updates**
    - **INEC Report – Presented by Region 3 INEC Rep Michelle MacMillan ARWP**
      - Awards Forms – All on website
      - POTY – try and get back on track with submittal deadlines due by Dec 31st
      - Every other app is due Feb 1<sup>st</sup>
      - SARPA Scholarship – IRWA member or relative of an IRWA member
    - **Who is Chapter 20 Presentation and Discussion**
      - Presented by Chapter 20 President Mindy Leadholm
    - **Education**
  - **Purpose Revisit.....Jake Farrell**  
**Action:** Revisit “What does the IRWA Purpose mean to you?”.

- **Upcoming Meetings.....Jake Farrell**
  - **Spring Forum**
    - **Joint Forum – Denver, Colorado**
      1. UPDATE – More details to follow, room block etc.
      2. Pricing to follow soon
      3. Feb 28-Mar 3
- **Adjourn**
  - Motion to adjourn - Carrol McCracken & second by Stacey Kroeger