



HomeField Advantage

HEARTLAND CONFERENCE

SPEAKER PROFILE

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Kansas Secretary of
Transportation



Lenexa, Kansas



Take a drive through the Kansas Flint Hills



Public sector principles paired with private sector urgency



Red tape



DRURY
UNIVERSITY

KU

THE UNIVERSITY OF
KANSAS



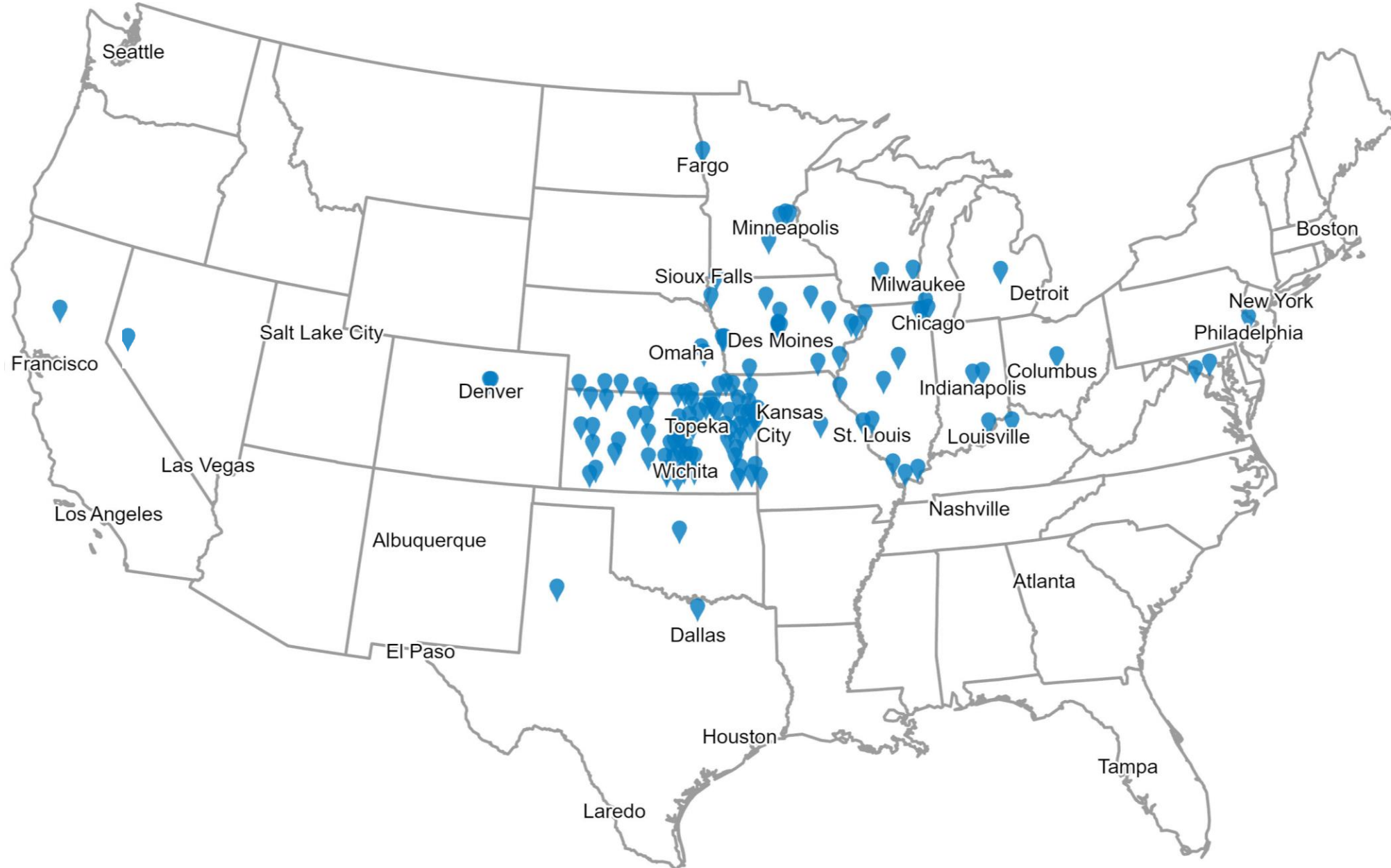
**HomeField
Advantage**

Shared Challenges & Opportunities

- + Emerging markets
- + Regional collaboration
- Lagging GDP & pop. growth
- Perceived lack of national influence
- + Today's ideas**



Today's Attendees – 380+ Participants



Multiple states, industries & sectors

AGRICULTURE



TECHNOLOGY



TRANSPORTATION

- ▶ **A little explanation needed**
- ▶ **Less jargon**
- ▶ **More questions & dialogue**
- ▶ **Historic event vs. long-term trends**
- ▶ **Having fun is okay**

Today's Mission & Overview



Input from the Ground

**Driving down
transportation cost ideas**

**New markets or
opportunities ideas**

CEO synthesis

Projects

