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## Your monthly update from ITS Heartland

**June 2013**

[www.itsheartland.org](http://www.itsheartland.org)

### **ITS America Report**

*A message from President Sarah Tracy*

I had the pleasure of attending my first ITS America meeting in April -- it was also my first time in Nashville. I've been to many conferences in recent years and have to say that it was one of the best I've attended. It was great to be able to network with other ITS professionals from across the nation. The conference included roundtables with top public and private sector leaders. I was particularly impressed with U.S. Undersecretary of Transportation for Policy, Polly Trottenberg. Polly spoke about greater public/private partnerships in the transportation industry.

I also attended the State Chapters Strengthening Workshop. I made note of things other chapters were doing that we may want to incorporate into ITS Heartland. I left the meeting feeling very confident that ITS Heartland has a lot of great practices already in place and is one of the stronger chapters in the nation.

Our planning for the August 2014 joint meeting with NRITS is underway!

### **Kudos Received on Annual Meeting**

*Comments from Durga Panda of ITS Minnesota on the*



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Matt Volz, ITS Heartland Treasurer, has accepted a position in Abu Dhabi in the United Arab Emirates. He will continue in his role as ITS Heartland Treasurer from afar.

## *ITS Heartland 2013 Annual Meeting*

1. Value to Vendors: The meetings and exhibits were collocated in the same room to maximize exhibit audience exposure and traffic volume. There was a session created just for the exhibitors (Vendor Showcase) which allowed each exhibitor to present an overview to all the attendees. There was a special newsletter for the exhibitors giving them promotional space in the final program handout.

2. Sponsored tour (adaptive control intersections) and lunch was a brilliant idea; it was informative for the attendees, showcase for the local agency (City of Topeka), and sponsored promotion for the local industry.

3. National speakers: The program had relevant speakers on a broad range from a broad geography (Illinois, Minnesota, Washington DC).

4. Your concept of Working Groups hosting symposiums is unique (I think). Having enough good volunteers to organize sessions on good topics year after year is very challenging and this Working Group concept seemed to me like a good organizational concept to meet that challenge.

5. Best of ITS Award: Creating these local-chapter level awards patterned after national-level awards seemed like a good idea.

6. Ice-breaker for networking was another very good idea.

7. Meetings Northwest did an excellent job planning and organizing the meeting, including prompt uploading of handouts. Well done.

[See the ITS Heartland Board of Directors List](#)

The ITS Heartland Board of Directors will meet in Kansas City on July 10 for a face-to-face meeting (one of two each year). Other monthly board meetings are held via conference calls.

## **Date change for 2014 NRITS**

*Join us at Chateau on the Lake*



ITS Heartland will host the 2014 NRITS (National Rural ITS) Conference in Branson, Missouri. Negotiations for a host hotel and conference center have necessitated a date change so (re)mark your calendar for August 24 - 27, 2014.



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