
Hello

Danny Rotert

BURNS McDONNELL


KC
Royals™

Congressman
EMANUEL CLEAVER

Mayor
SLY JAMES

2012
MLB
ALL STAR
GAME

1

Make it relatable

(people love stories)

THROUGH THE ROOF

WATER DAMAGE

BROKEN PIPES AND APPLIANCE FAILURES

Quick Fix: Replace failed supply hoses with PVC pipes - **$20**
Long-term: Install steel braided hoses on appliances - **$100**

OVERLOADED RAIN GUTTERS

Quick Fix: Clean your gutters - **$0**
Long-term: Get gutters cleaned professionally - **$175**

RAMPANT TREE ROOTS

Quick Fix: Use drain treatments to stunt growth near pipes - **$20**
Long-term: Professionally remove tree stumps - **$236**

$6,965
AVERAGE
COST OF DAMAGE

VS

$551
ESTIMATED
COST OF PREVENTION

2

It's about people

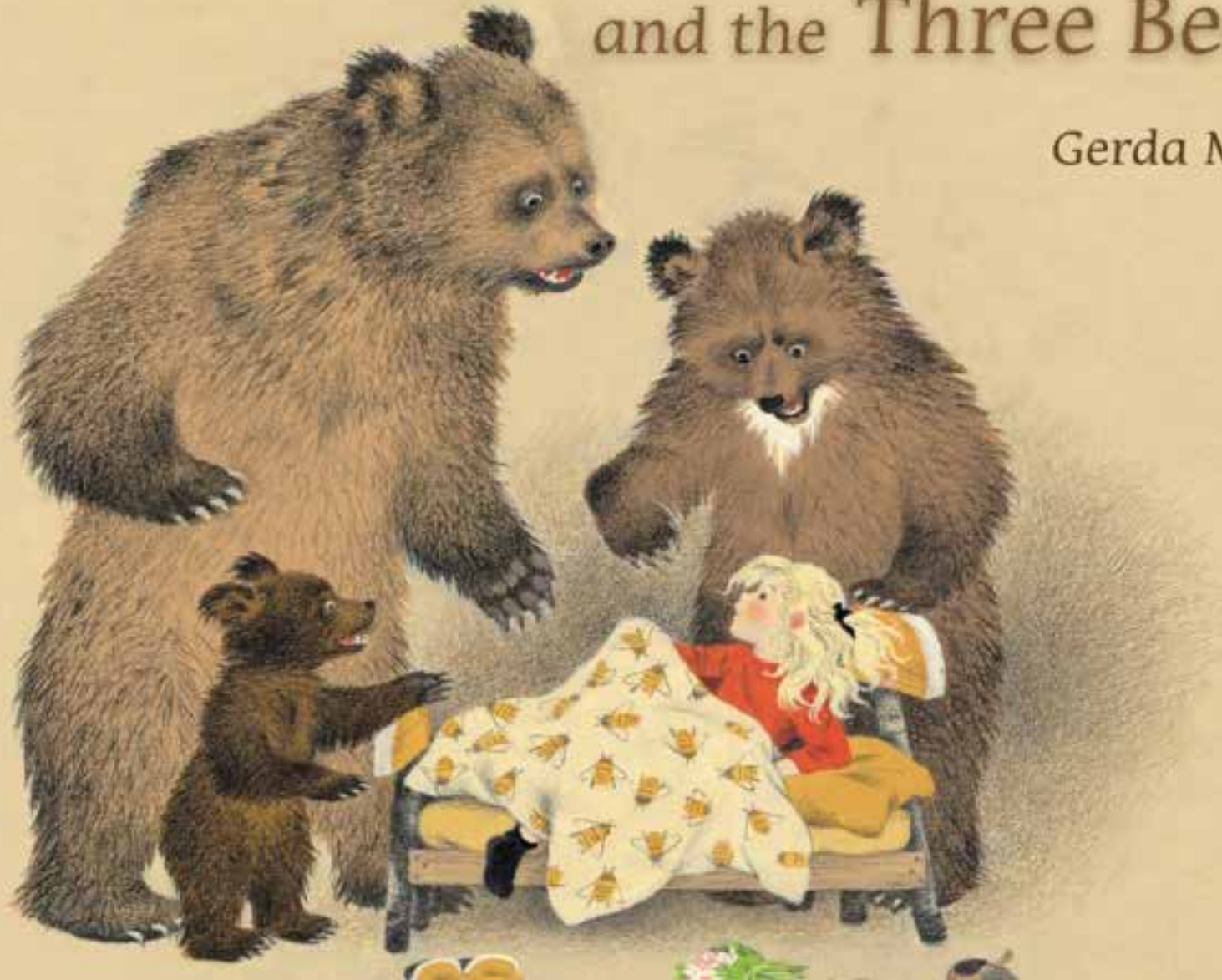
(not stuff)

3

One size never fits all

Goldilocks and the Three Bears

Gerda Muller



4

It's not about the numbers

(but they are cool)

$$|D(T,\varepsilon,a,b)| \le 2$$

$$\varphi(\sigma_1 t)\varphi(\sigma_2 t) = \varphi\left(\sqrt{\sigma_1^2+\sigma_2^2}\,t\right)$$

$$\sum_{k=1}^{r}\int_{b_k\nu}^{x+b_k\nu}\left(\int_0^t \psi_k^*(\tau)\,d\tau\right)dt - x\int_0^{b_k\nu}\psi_k^*(\tau)\,d\tau = \frac{x^2}{2}B(\nu) + \int_0^x (x-u)\sum_{k=1}^{r}\psi_k^*(u)\,du \qquad A(\nu)=\sum_{k=1}^{r} b_k$$

$$l(\alpha) = \frac{\sum_{k=1}^{r} p_k^{\alpha}\log_2\frac{1}{p_k}}{\sum_{k=1}^{r} p_k^{\alpha}} \qquad c_{ik}\sigma_k^2 = \lambda_i c_{ik} \qquad \eta_1 = \sum_{k=1}^{n} a_k \xi_k \qquad \log\varphi(u) = -\frac{\sigma^2 u^2}{2}$$

$$i^2 := -1;\ j^2 := -1;\ k^2 = -1$$

$$y = \phi(x) = \frac{1}{\sqrt{2\pi}}\int_{-\infty}^{+\infty} e^{-\frac{t^2}{2}}\,dt \qquad S(\alpha,\tau) = \frac{2}{\pi}\int_0^{\pi}\frac{\sin\alpha t}{t}\,dt \qquad P(\eta_\infty < x) = F(x) \qquad \lim_{n\to\infty}\frac{\binom{2n}{n+c}}{\binom{2n}{n}}$$

$$W_k = \binom{n}{k}p^k(1-p)^{n-k} \qquad P(\eta<y\mid\xi=x) = \sup_{y'<y,\,y'\in\mathbb{R}} P(\eta<y'\mid\xi=x)$$

$$f(t\mid y) = \frac{2e^{\frac{y^2}{2}}}{\sqrt{2\pi}}\int_{\frac{y}{\sqrt{t}}}^{+\infty}\frac{e^{-\frac{u^2}{2}}\,du}{\left(1-\frac{y^2}{u^2}\right)^{\frac{3}{2}}} \qquad \Delta N =$$

$$S_n = A_n \cup \pi A_n$$

$$|A_n| = \frac{n!}{2}\left|\int_{|x|>A} f(x)\log_2\frac{1}{f(x)}\,dx\right| < \varepsilon \qquad g^{-1}\cdot g = e$$

$$\zeta = \sqrt{\frac{\lambda_n}{\nu_n}}\left(\frac{\eta_{\lambda_n}}{\sqrt{\lambda_n}} + \frac{\eta_{\nu_n}-\eta_{\lambda_n}}{\sqrt{\lambda_n}}\right)$$

$$\int_{-\alpha_k}^{+\alpha_k} dG_k(x) \ge \frac{1}{2}\sum_{k=-\infty}^{+\infty} e^{-\frac{k^2\pi^2}{\lambda^2}} = H(k) \qquad \prod_{k\le b}\ \bigcup_{i=1}^{n-1} M_{i;j}\ \bigcap_{n=0}^{\infty} X_n \qquad f_n(t) = \frac{\lambda^n t^{n-1}e^{-\lambda t}}{(n-1)!} \qquad H_r(x) = \frac{G_{1r}(x)}{1+G_{1r}(x)}$$

$$f_{n-1}(t) = \int_0^t f_n(u)f_1(t-u)\,du = \frac{\lambda^{n+1}t^n e^{-\lambda t}}{n!} \qquad \lim_{t\to 0}(\varepsilon t) = 0 \qquad \lim_{u\to+\infty}\frac{\xi(u)}{u} = P_k \qquad R = \int_{-\infty}^{\infty}\varphi(t)\,dt \qquad U_n^{+}(x) = \binom{2n}{n} - (\ )$$

$$\log\varphi(t) = i\gamma t - c|t|^{\alpha}\left[1+i\beta\frac{t}{|t|}\omega(t,\alpha)\right] \qquad B(\nu) = \sum_{k=1}^{r}\psi^*(b_k\nu) \qquad c_{i\nu} = \sum_{j=1}^{n} a_{ij}b_{j\nu} \qquad \left|\frac{\sin th}{th}[\varphi(t)e^{-itx}\right.$$

$$\lim_{n\to\infty} P\left(\frac{\xi_{n+1-k(n)} - \log\frac{1}{q}}{\sqrt{\frac{1-q}{q}}}\right) \qquad C_n(\alpha) \ge \frac{n!}{\prod_{k=1}^{r} n_k(\alpha)!} \qquad \frac{n}{m}\varphi(t) = \psi(c($$

$$\int_{-\infty}^{\infty} e^{-\frac{u^2}{2}}\,du = F(x)\left(\frac{1}{\sqrt{2\pi}}\right)^{-1} \qquad |\psi_\xi(t)| = \left|\int_{-\infty}^{\infty} e^{itx}\,dF(x)\right| \le \int_{-\infty}^{\infty} e^{-vx}\,dF(x) = \varphi_\xi(iv)$$

$$q_k(\alpha) = \frac{p_k^{\alpha}}{\sum_{j=1}^{r} p_j^{\alpha}}$$

$$\Gamma_m = \Gamma_r\Gamma_{m-r} \qquad g^{-1}Ng = \{g^{-1}ng \mid n\in N\} \qquad Q = F^{-1}(\varphi)$$

$$|X\cup\Psi| = |X| + |\Psi| - |X\cap\Psi| \qquad \lim_{n\to\infty}\frac{1}{\sqrt{n}}h_n\left(\frac{x}{\sqrt{n}}\right) = \frac{1}{\sqrt{2\pi}}e^{-\frac{x^2}{2}} \qquad P_n(k) = P_{jk}^{(n)} \qquad P\left(\lim_{n\to\infty}\sup\frac{|h_n|}{\sqrt{2n\log\log n^2}} \le 1\right) = 1 \qquad (\varphi(t) = 1-$$

$$f: X\to X\cap W$$

$$Q(A) = \int_A \chi(\omega)\,dP \qquad l'(\alpha) = -\log 2\left(\frac{\sum_{k=1}^{r} p_k^{\alpha}\log_2^2\frac{1}{p_k}}{\sum_{k=1}^{r} p_k^{\alpha}} - \left(\frac{\sum_{k=1}^{r} p_k^{\alpha}\log_2\frac{1}{p_k}}{\sum_{k=1}^{r} p_k^{\alpha}}\right)^2\right) \qquad fg(u_i) = f\left(\sum_{j=1}^{\dim V_2} a_{ji}v_j\right) = \sum_{j=1}^{\dim V_2} a_{ji}\left(\sum_{k=1}^{\dim V_3} b_{kj}w_k\right) \qquad \frac{\binom{2k}{k}}{2^{2k}} \approx$$

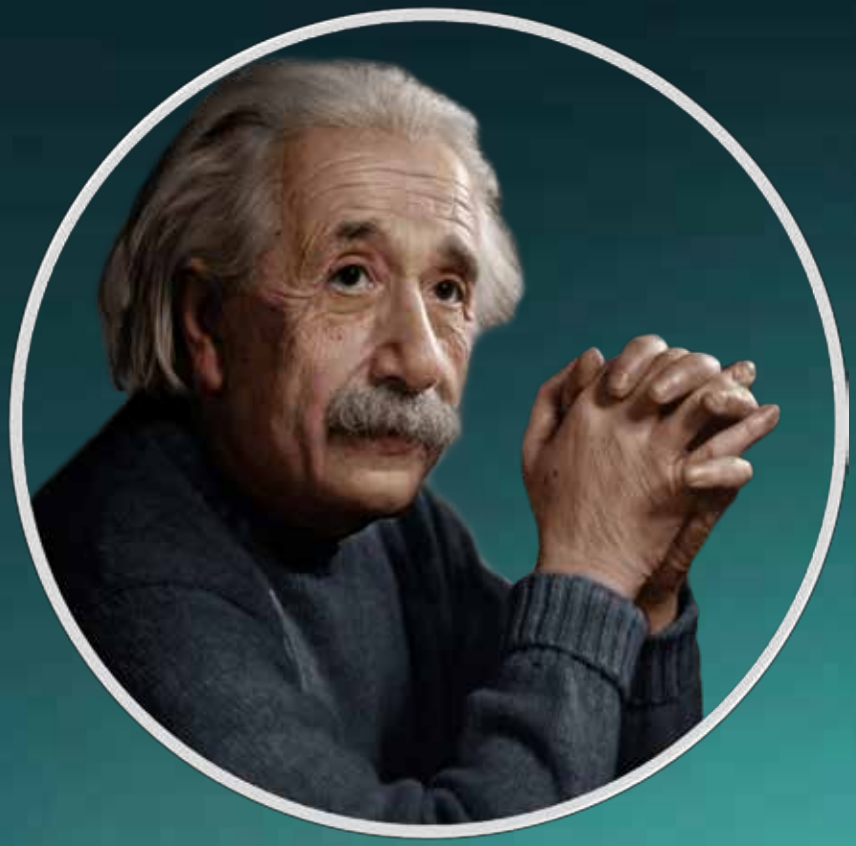
$$q_1\left(c^{-x}\sqrt{\frac{1-q}{nq}} - 1\right) = -x\sqrt{\frac{q(1-q)}{n}} + o\left(\frac{1}{n}\right) \qquad P_{jk}^{(m)} = \sum_{e=0}^{\infty} P_{je}^{(r)}P_{ek}^{(m-r)} \qquad \frac{1}{2\pi}\int_{-\infty}^{\infty}\mathrm{Re}\left\{\varphi(t)\frac{e^{ita}-e^{itb}}{it}\right\}dt$$

$$\prod_{k=1}^{r}\left[g_k\left(\frac{t}{\sqrt{N_0}}\right)\right]^{N_0\alpha_k} = e^{-\frac{t^2}{2}} \qquad P(|\Delta N|)\ge\varepsilon$$

$$\liminf_{N\to\infty}\int_{-\infty}^{+\infty} f_N(x)^{\alpha}\,dx \ge \int_{-\infty}^{+\infty} f(x)^{\alpha}\,dx \qquad \lim_{N\to\infty}\int_{-1}^{+A} f_N(x)\log_2\frac{1}{f_N(x)}\,dx = \int_{-A}^{A} f(x)\log_2\frac{1}{f(x)}\,dx \qquad N_{\varepsilon_n\cdot\varepsilon_k} = \binom{2n}{n+kc}$$

$$M(|\delta_j - 1|^s) = \int_0^{\infty}|x-1|^s e^{-x}\,dx$$

$$D^2(f_n) \le \frac{K}{n} + 2K\left(\frac{1}{k}\sum_{k=1}^{n} R(k)\right) \qquad \det(M') = \det(M) + \det(M^*) = \det(M) \qquad h(x,y) = \frac{1}{2\pi}\left[\left[\sqrt{2}\,e^{-\frac{x^2}{2}} - e^{-x^2}\right]\right] \qquad |M(\varepsilon_n,\varepsilon_m)| \le C_2$$



“Any intelligent fool can make things bigger and more complex... It takes a touch of genius - and a lot of courage to move in the opposite direction.”

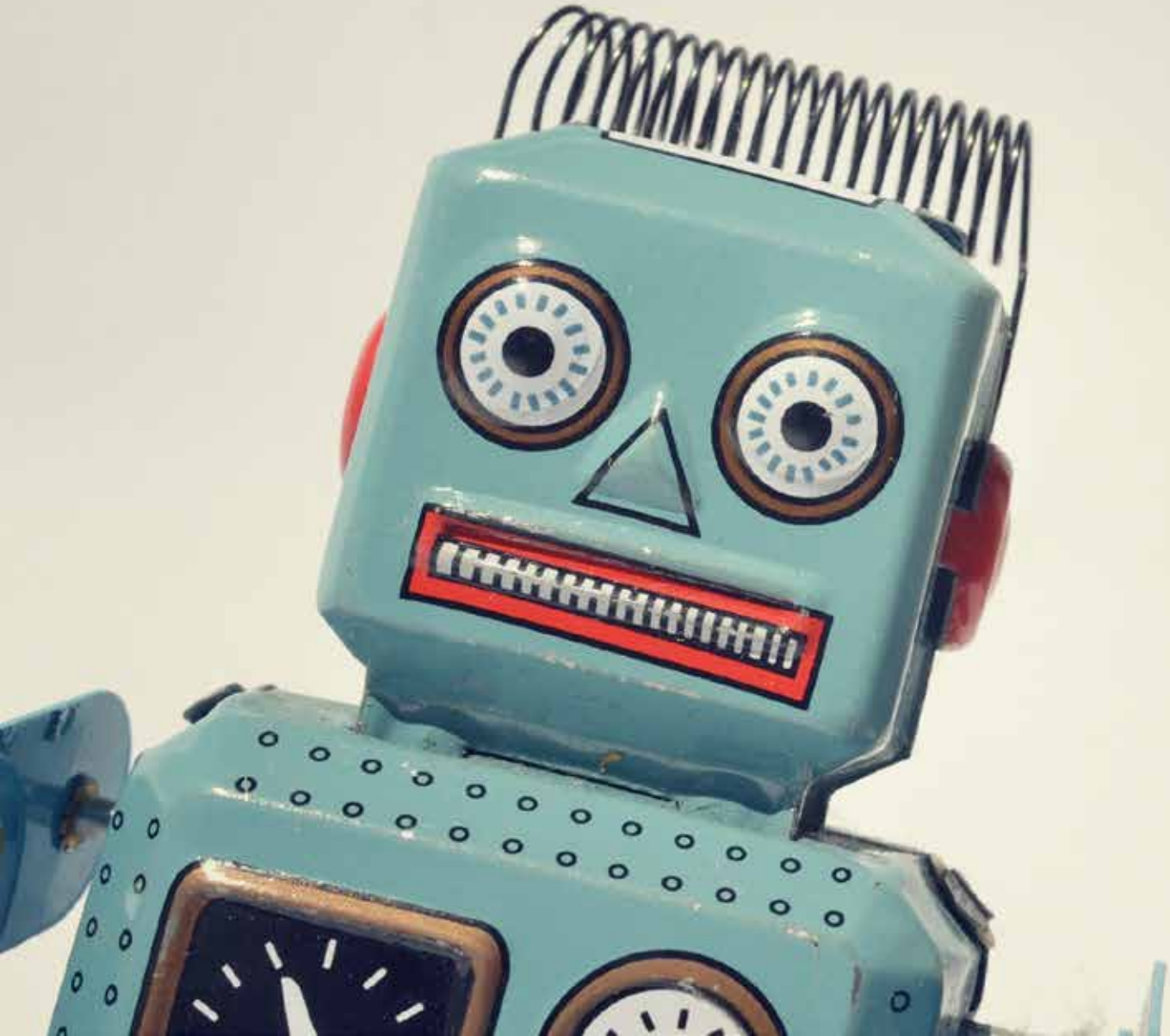
Compliance

Aspiration

1

Be human

(its tech...but be real)



2

It's interactive

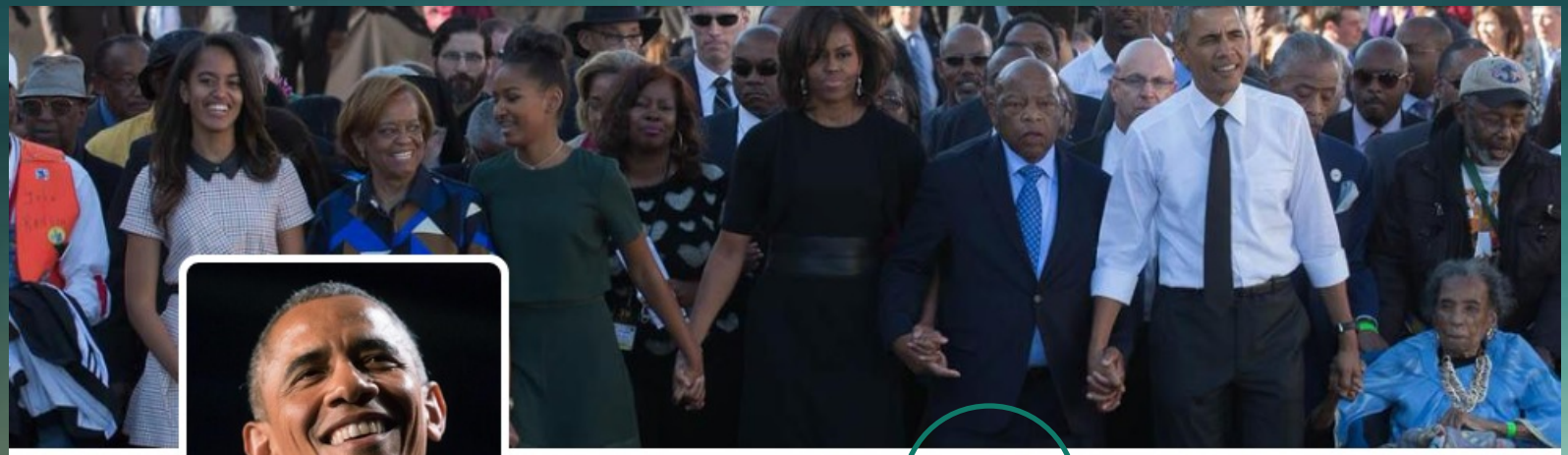
(so....interact)

3

It takes time...

(but happens fast)


Barack Obama @BarackObama
6 Nov
Four more years. pic.twitter.com/bAJE6Vom
Hide photo
Reply
Retweet
Favorite
Pocket
815,648
RETWEETS
297,602
FAVORITES



TWEETS 4 | FOLLOWING 65 | FOLLOWERS 2.29M

President Obama
@POTUS

Dad, husband, and 44th President of the United States. Tweets may be archived: wh.gov/privacy.

Washington, D.C.
WhiteHouse.gov

Photos and videos

Tweets | Tweets & replies | Photos & videos

President Obama @POTUS · May 20
An honor to address the Coast Guard class of 2015. Confident they'll help us meet big challenges like climate change.

4

Have fun

(and dont be afraid to be funny)

Mass. Transportation
@MassDOT
Follow

"Use Yah Blinkah!"

7:11 AM - 9 May 2014

459 RETWEETS **329** FAVORITES


Thank you!

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TAKE
THE CROWN
Royals
TM