Dear INSERT NAME,

The [2017 Summer Conference](https://www.eiseverywhere.com/ehome/243307) is an opportunity for Goodwill® retail, marketing, information technology, finance, business services and development to engage in networking and learning opportunities. This conference provides CEU credits for the finance professionals. The conference also celebrates achievements of attendees during the awards event.

I plan to participate in the following sessions to strengthen my professional development and bring new ideas to our organization:

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Here’s how these conference sessions relate to my role, and how I think it will impact my performance:

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Here are the costs associated for attending the 2017 Summer Conference:

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| Airfare: |  |
| Hotel: |  |
| Registration Fee: |  |
| Miscellaneous (meals/taxi) |  |

This investment will pay off in more efficient practices, proven solutions, new insights and ideas. In addition, I can provide a report of my key takeaways and recommended actions to other team members. I appreciate your consideration for approval. I will work to make sure we get the full value of this conference.

Sincerely,

INSERT YOUR NAME