***Memo to management re: 2017 Accelerate! Conference, hosted by the Women In Trucking Association***

I am requesting your approval to attend the 2017 WIT Accelerate! Conference & Expo, which is hosted by the Women In Trucking Association. This conference is being held November 6-8 in Kansas City, MO.

The focus of this two-day conference is to provide education, practical ideas, and peer networking to better understand how gender diversity can positively impact my career and company’s success. It also will address the needs, challenges and opportunities faced by women in the transportation and logistics industry. Clearly there are some benefits for me to attend on behalf of our organization.

The Accelerate! Conference features:

* 30+ educational sessions to form strong skill-sets, strengthen productivity and business results through four segmented tracks: ***(Point out which track fits you)***
  + Operations
  + Leadership
  + HR/Talent Management
  + Sales & Marketing
* Best practices of what other organizations involved in transportation, logistics, and supply chain are doing effectively to recruit, retain, develop and support gender diversity in their workforce (ideas which ultimately could be incorporated into our own company approach)
* Peer-to-peer learning and networking opportunities – connections that ultimately could be invaluable to me as a professional in doing my job
* A comprehensive expo of providers – featuring hundreds of marketing, communications, sales, health and wellness, talent management, and operations-related products and services that provide valuable solutions

This conference is organized by the Women In Trucking Association, a non-profit organization with the mission to encourage the employment of women in the trucking industry, promote their accomplishments, and minimize obstacles they face, with membership actively involved throughout the transportation and logistics industry - representing motor carriers, 3PLs, manufacturers, retailers, truck driving schools, financial, insurance, health and fitness service providers, and more.

Sessions I plan to attend include: ***(Find session descriptions at www.womenintrucking.org)***

The company’s investment, including conferences fee, hotel and travel will be approximately $\_\_\_\_\_\_\_\_. ***(As part of your calculation, see conference registration at www.womenintrucking.org. You can receive discounted registration rates by becoming a member).***

Thank you for considering this proposal. If there is additional information you would like from me, please let me know.

Sincerely,