

**[Date xx], 2021**

**[Name]**

**[Title]**

**[Address]**

**[City, State Zip]**

Dear Mr. / Ms. **[Name]**:

I realize that our **[Facility],** like many others, is looking for ways to recover lost revenue, find new revenue streams, reduce costs, while ensuring that the resources we are appropriating to accomplish these aims are carefully scrutinized. As such, I respectfully present the prospect of participating in the upcoming Association for Healthcare Foodservice (AHF) Annual Conference & Exhibit Hall August 23-26, 2021. I believe this will be a wise investment for our Institution and its Food, Nutrition and Dining Services caliber of offerings.

Educational sessions slated for the 2021 Conference will focus on ideas and best practices that will identify ways to increase customer satisfaction while creating improved financial returns for our Food & Nutrition and dining programs. Additionally, the conference theme is Playbook for Success, providing attendees real world take-aways that can be brought directly back to our operations. The conference program will address labor challenges, leadership development, culinary trends, technology, operations, innovations, and more. Furthermore, participation at this event will assist me in retaining my certification(s) as it is accredited for ANFP, AND and ACF for approximately 16 hours of CEUs.

Participants will be introduced to the latest food products, equipment, and technology innovations designed specifically for self-operated healthcare food service environments via the 70+ exhibitors at the annual vendor showcase. For more information about the Conference, networking opportunities with fellow Industry peer leaders, educational content, and benefits of participation that would assuredly provide a positive impact on our Operation, please visit [www.ahfconference.org](file:///C%3A%5CUsers%5CLeahReily%5CDownloads%5Cwww.ahfconference.org).

The knowledge that I hope to gain at AHF 2021 will allow me to improve our Institution’s bottom line and maximize our resources, while continuing to improve upon the quality of foodservice within our Facility and to our greater surrounding community. I am happy to communicate the insights gathered, new products discovered, and worthwhile connections made to my fellow colleagues in the form of a presentation and/or my notes for reference. Thank you for your consideration.

Sincerely,

**[Xxx] [Title]**