

**[Date xx]**, 2019

**[Name]**

**[Title]**

**[Address]**

**[City, State Zip]**

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

I realize that our Facility, like many others, is looking for ways to reduce costs, promote efficiencies and quality while ensuring that the resources we are appropriating to accomplish these aims must be carefully scrutinized. As such, I respectfully present the prospect of attendance at the upcoming Association for Healthcare Foodservice (AHF) Annual Conference & Vendor Showcase, being held August 6-8, 2019, in Scottsdale, AZ, as a wise investment for our Institution and its Food, Nutrition and Dining Services caliber of offerings.

Educational Sessions slated for the 2019 Conference will focus on ideas and best practices that will identify methodologies to increase Patient Satisfaction while creating improved financial returns for our Food & Nutrition, Clinical, and Retail food service programs. Additionally, content addressing recruitment and retention, leadership development, culinary trends, new Dietary regulations, and more will be highlighted.

Attendees will also be introduced to the latest food products, equipment, and technology innovations designed specifically for healthcare food service environments via the 100+ exhibitors at the Annual Vendor Showcase. For more information about the Conference, networking opportunities with fellow Industry peer leaders, educational content, and benefits of attendance that would assuredly provide a positive impact on our Operation, please visit http://connect.healthcarefoodservice.org/2019conference/home.

The knowledge that I hope to gain at the 2019 AHF Annual Conference 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]**