TO:

FROM:

RE: NC Nursery & Landscape Association’s Green & Growin’ 25

I am writing to request approval to attend the Green & Growin' 25 Educational Conference, hosted by the North Carolina Nursery & Landscape Association (NCNLA) in Greensboro, NC, from January 13-17, 2025. This premier event presents a valuable opportunity for professional development, networking, and industry insights that align directly with our company’s goals and my role.

**Conference Overview:**

Green & Growin' offers a dynamic mix of educational sessions, workshops, and networking events specifically designed for professionals in the nursery, landscape, and horticulture industries. Topics will include sustainable landscaping, innovative plant care, efficient equipment use, and leadership strategies that are essential to staying competitive in our field.

**Proposed Workshops and Sessions:**

Here are some workshops and sessions I would plan to attend, which will provide actionable insights and skills relevant to our projects:

1. **[Session/Workshop Title 1]**: [Brief description or intended outcome, e.g., "Gain insights on sustainable irrigation techniques to improve resource management."]
2. **[Session/Workshop Title 2]**: [Brief description or intended outcome]
3. **[Session/Workshop Title 3]**: [Brief description or intended outcome]

My **Top Three Reasons for Attending:**

1. **Skill Development**: Green & Growin' provides specialized training on industry best practices, new technologies, and innovations. These insights will directly enhance my skill set and allow me to implement more efficient processes within our team.
2. **Valuable Networking**: With over 1,500 professionals attending, this event provides a unique chance to connect with industry peers and explore partnerships that could benefit our organization.
3. **Resource Exploration and Cost Savings**: By attending the Green & Growin' Marketplace, I’ll be able to connect with suppliers and evaluate products that could lead to cost savings and increased operational efficiency.

**Return on Investment:**

The estimated total cost, including early bird registration, travel, accommodations, and meals, is approximately $ By registering before December 13, we can take advantage of the discounted early bird rate. This will provide the best value and minimize our expenses before rates increase; attached is the registration form with all conference offerings.

I am confident that my participation will contribute to our team’s success and provide new perspectives for operational improvements. Thank you for considering this request. I am happy to further discuss the potential benefits of attending and will share key takeaways with the team upon my return.