To Whom It May Concern,

Re: CCJ Symposium 2017

I’m writing to ask for approval to attend the industry conference of the year, the 2017 *CCJ* Symposium, May 22-24, 2017, in Asheville, NC. The Symposium is two and a half days of learning; including networking opportunities with fleets from around the country, hearing from trucking industry disruptors and getting a fresh perspective on our industry from leaders of other industries. At a total cost of about $**1295**, with hotel, it's the most cost-effective way to ensure that we’re staying competitive in an evolving industry and should result in immediate ROI in the form of fleet improvement.

In particular, I’d like to focus on finding solutions that could benefit these aspects of our fleet:

• [add project or initiative]

• [add project or initiative]

• [add project or initiative]

In addition to 20+ content sessions led by industry experts, influencers and motivational speakers, I will also have the opportunity to interact with other fleet executives and work together to develop solutions to help our company, as well as the industry as a whole.

\*\*Registration fee includes all materials, accommodations, most meals and access to session recordings and PowerPoint slides post conference.

I can schedule a post conference meeting with you to provide you with a summary of all the major takeaways and tips I learned at the *CCJ* Symposium.  I can also share relevant information with key personnel throughout the company.

Thank you for considering this request. I look forward to your reply.

Regards,