Date

Dear [First Name]:

Keeping up with the ever-changing dynamics of ag and food production has become increasingly difficult. With the increase of economic volatility, animal agriculture policy, and myriad of animal welfare advancements, it is vital that we throughout the food system, stay up-to-date and learn how to integrate and consider the perspective of the dairy farmer. A deeper understanding of these changes will position [your organization] as a leader. For this reason, I am proposing that I attend the 2018 PDPW Agricultural Professional Partnership (APPs) training, held on May 22-24, 2018 in Madison, Wis. and touring three dairy farms in southern Wisconsin.

The PDPW APPs Training will provide me with valuable, updated information on animal and dairy production and, most importantly, how to better serve our customers with this foundational understanding of modern dairy farming practices, methods and technologies – a comprehensive training and professional development opportunity that cannot be gained anywhere else.

I have identified the three sessions that I will have the opportunity to attend during the PDPW APPs Training:

[ref. BOA Worksheet or program flyer at <http://www.pdpw.org/library/event_brochures/1.APPsBrochure_2017.pdf>]

This small-group training experience brings food systems and allied industry professionals from across the country to attend the PDPW APPs Training each year to learn, network, and share ag and dairy production management practices. In addition to my peers, I will have full access to the Professional Dairy Producers® professional development organization, trainers, and on-farm resources including respected lenders, veterinarians, farmers, and industry experts, where I can ask specific questions and will serve as a trusted go-to resource moving forward. The PDPW APPs Training is far more comprehensive and delivered on farm and with the farmers themselves. I will also have the opportunity to learn about a myriad of topics surrounding consumer trust, immigration reform, global trade policy, and other challenges in rural America.

**The cost to send me to the conference is:**

Registration: $1,000 [member rate](http://pdpw.org/include/forms/inc_membership_opportunities.php) (or $1,500 non-member rate)

Airfare:

Hotel:

Meals:

**Total Cost:**

I hope you agree that the PDPW APPs Training is a good investment of time and resources that will benefit the [division name], [the organization], and our clients greatly. I’d like your approval to register today.

Thank you for considering this request.

[your name here]