

Request to Attend the IFDA Learning Exchanges

Dear [Decision Maker Name],

The IFDA Learning Exchanges summer meeting, taking place June 24-25 in New Orleans, LA, is where foodservice distribution professionals get together to discuss actionable solutions, creative problem-solving ideas, and best practices around operations, technology, HR, and finance issues. The meeting is a truly unique and fully interactive experience that facilitates peer-learning and invaluable networking. If I attend, I’ll receive:

 **Small-group meetings with peers from similar foodservice distribution businesses.** The participant base is generally mid-level management and discipline-specific leaders to focus discussions on tactical, practical and concrete solutions to everyday problems faced by many distributors. Participants also discuss and recommend products and services that can help enhance business functions and processes.

 **Networking in an intimate setting to build relationships for peer-learning throughout the year.** Because of the small-group format, all attendees get to know each other. Participants are encouraged to reach out to the group for guidance at any time after the meeting with questions and recommendations, creating a lasting learning environment.

 **Brainstorming and problem-solving around our own specific challenges, learning from others who have faced similar ones**. The meeting agenda is structured so that each attendee will lead discussions around their own specific challenges and opportunities for peer feedback and experience-sharing. Practical solutions cannot always be learned from a book or an expert, but oftentimes a fellow foodservice distribution professional can share creative solutions and recommendations based on their business experience.

As part of my attendance, I commit to sharing what I learned with my colleagues and implement the learnings in my daily responsibilities. I believe the insights gained by participating in this event will pay myriad dividends. The cost of registration is a small price to pay for actionable intelligence to help our business thrive. Thank you for your consideration.

Regards, [Your Name]