[Month Date], 2022

Dear **[Name]**:

Between ever-present supply chain challenges, staffing shortages and the looming Child Nutrition Reauthorization Act, it’s more important than ever to motivate and redirect our school nutrition teams to think differently while continuing to focus on the critical mission of feeding kids.

The School Nutrition Association (SNA) is continuing to provide relevant educational content for these changing times with its annual **School Nutrition Industry Conference (SNIC)**, taking place from January 15-17, 2023, in San Diego, California. This year’s theme, “Fresh Ideas for School Nutrition,” focuses on innovative solutions to ongoing professional challenges, collaborative networking that leads to effective operational strategies and a deep dive into the trends that can increase school meal participation.

SNIC 2023 features a packed agenda of learning and networking opportunities with a lens on:

* **Fresh ideas and innovation:** From innovative ways to manage supply chain challenges to the latest trends in school nutrition, this is the conference where ideas start to become a reality.
* **Fresh perspectives on supply chain:** The school nutrition community has come up with some brilliant ideas to get ahead of the chain.
* **Cutting-edge culinary trends:** Trailblazing school nutrition chefs will discuss on-trend menu ideas working within supply chain constraints.
* **Sustainability solutions:** Conversations on minimizing food waste through “upcycling.”
* **Implications of expired free meal federal waivers:** Key information on the current state of school nutrition and participation trends, plus solutions to simplify barriers to growth.
* **Increasing participation in school meals:** Innovative practices from menu ideas to marketing to increasing a la carte sales.
* **Supporting employee well-being and mental health:** While acknowledging current staffing challenges, I’ll learn how to lead an effective team during challenging times.

I am asking for your approval to attend so that I can take advantage of this important training and bring valuable information and resources back to our district. Additionally, I will earn 8.0 CEU training hours required for USDA Professional Standards.

The opportunity to be better equipped for the challenges of leading in today’s uncertain times makes my participation in SNIC 2023 a worthwhile investment. I hope you share my enthusiasm for the lasting benefits it offers our school nutrition program.

Thank you for your consideration.

Sincerely,

**[Xxx]**

**[Title]**