**Subject: Request for approval to attend NAA Cultivate**

I am hoping to attend NAA Cultivate this September 26-27 in Austin.

Cultivate is the only event in the multifamily industry that brings senior-level leaders together for open discussions and cooperative problem-solving on issues we are currently facing. It is fairly new – this is its second year – and last year’s inaugural event received excellent reviews from attendees. Some called it the best conference they had ever attended.

I am interested in attending for a few reasons:

**Networking and collaboration.** This is a unique opportunity to hear directly from my professional peers, discuss current issues and work collaboratively on solutions. The event is designed to create a sense of community among competitors, for us to work toward common goals—for example, attracting new talent to the industry.

**New perspectives on leadership.** I believe that, as a leader, it is important for me to get outside my personal bubble, to have discussions that challenge my assumptions, help me see my blind spots and make me think more creatively and holistically about leadership issues.

**New, actionable strategies.** Cultivate promises to keep discussions grounded so that we leave with real-life, implementable strategies from each session. For example: underwriting skills to drive NOI, more effective communication skills and strategies for fostering a culture of growth, inclusion and innovation that leads to increased revenue.

**Return on investment.** I am convinced that the potential benefits of attending this conference far outweigh the associated costs. The knowledge and connections I will gain can lead to improved processes, a more productive, positive company culture and enhanced business outcomes.

Cultivate is taking place at the JW Marriott Austin. The estimated cost for attendance, including registration, travel and accommodations, is [total amount], broken down as follows:

* Registration: $1,495
* Accommodations: $
* Airfare: $
* Food: $

Thank you for considering this request.