Subject: 2016 Adviser Academy – Professional Development Request

Dear <insert administrator name>,

I would like to attend Walsworth’s 2016 Adviser Academy July 11-14 in Kansas City. Adviser Academy offers three full days of classes, with the option to tour Walsworth’s printing facilities or attend advanced tech training in Online Design 2017 or Photoshop on the fourth day. This year, Adviser Academy is also offering the opportunity to take the Certified Journalism Educator (CJE) exam, which is an industry-recognized certification from the Journalism Education Association that demonstrates advisers’ knowledge of the basics in journalism advising.

The conference includes in-depth training based on experience level taught by award-winning yearbook experts, demonstrations of the latest technologies and personalized training to help improve our student publications to national standards. Probably the most exciting aspect of Adviser Academy is the opportunity to meet and brainstorm with advisers from across the country and leave with the support of an entire network and amazing resources. As you know, it’s often difficult to develop best practices at the local level because there are relatively few journalism teachers in our district.

I am seeking your support for the tuition and travel expenses, including hotel accommodations and meals, during my stay in Kansas City for the conference. The tuition for Walsworth Adviser Academy is $450, an incredible value considering the comprehensive array of topics, which you can review at [walsworthyearbooks.com/adviseracademy](https://www.walsworthyearbooks.com/adviseracademy).

Here is an approximate breakdown of the conference costs:

* Airfare: <add actual flight expenses; don’t forget baggage fees>
* Transportation: <estimated at $100 per person, roundtrip fare>
* Hotel: Discounted rate of $170.01 each night, taxes included; a three-night stay should be $510; a four-night stay: $680 at the Kansas City Marriott Downtown.
* Meals: breakfast and lunch included in cost of tuition; estimate $40/dinner each night Monday-Wednesday.
* Tuition fee: $450
* Total: <total>

Adviser Academy presents an opportunity to enhance my skills in scholastic journalism while strengthening contacts at the national level. My attendance at this conference will be a professional investment, supporting broader and deeper content knowledge for me and increasing our students’ 21st Century skills.

I look forward to your reply.

Sincerely,

<your name>