**[Date]**

To: **[Decision-maker’s name and title]**

From: **[Your name and title]**

Subject: 2018 Pioneer Network Conference

Dear **XXX**,

I would like to attend the [2018 Pioneer Network Conference,](https://www.pioneernetwork.net/conference/) August 12-August 15, 2018 at the Sheraton Downtown Denver Hotel in Denver, Co. It is the nation’s largest conference dedicated solely to person-centered care and culture change. The event brings together people who are implementing person-centered care practices and transforming the culture of care and support for elders, e.g., executives and others from nursing homes, assisted living communities, home care and other providers of long-term services and supports; consumers, policymakers, surveyors, ombudsmen, researchers, educators and consultants. It’s a place to learn from the experts as well as from those individuals who are doing the work every day, guiding us in finding the pathways to success.

The following quote from a past conference attendee sums up the importance of attending this conference:

*The Pioneer Network conference is* the *conference to attend. Of them all, that's the one to be at because culture change holds the key to everything that’s important to people: true home, quality of life and work life, making money and saving money, and compliance with requirements. The Pioneer Network conference is the place each year to learn, be inspired, ask questions and keep your journey moving along.*

For nursing homes, person-centered care practices are now an integral part of the new regulations issued by the Centers for Medicare & Medicaid Services; and for assisted living, adult day and home care, person-centered care planning is an integral component of the Home and Community-Based Settings regulations. Consumers looking for any level of care and residence are increasingly demanding person-centered care and supports. These are the practices and policies presented at the Pioneer Network conference.

I can also reserve a hotel room at the [conference hotel](https://www.pioneernetwork.net/conference/conferenceconferenceconferencelocation-hotel/) using the Pioneer Network group rate to ensure that I’m staying in the center of the action and taking advantage of networking opportunities.

The opportunity to attend this conference and network with and learn from others providing person-centered care and changing the culture of their organizations for the benefit of residents/clients, their families and the staff is a wise investment for **<your organization>**.

I look forward to meeting with you to further discuss this opportunity.