



Dear Manager,

I've invited your GroupWise administrator to attend GWAVACon, the largest Independent Novell Technology Conference. The event is in January 2010 in Las Vegas. Every year I hear from my attendees that it is difficult to get permission to attend GWAVACon if we hold it in Las Vegas. There is a perception that Las Vegas is all about play and not about work.

This letter is my explanation to you about why I picked Las Vegas and why I would like you to consider allowing your employee to attend the conference.

Right now, if your organization is like nearly every other organization in the country, you are being asked to cut costs and reduce expenses everywhere possible. You were asked to do it last year in the depths of the recession and the pressure is still there. I realize this and have done everything I can to provide the highest level of quality training at the best price possible.

First, I chose Las Vegas because of travel costs. You can get a direct flight from nearly every city in the United States, reducing travel time. For example, currently from NYC, Boston, Chicago and numerous other cities, flight costs and hotel for the four days of GWAVACon are less than \$500 total. Food is covered at GWAVACon, helping keep your employee's costs to a minimum.

Second, I chose the Las Vegas Renaissance for specific reasons. One reason is the hotel does not have gaming of any kind. It is a convention hotel, off the strip and away from the distractions that Las Vegas can bring. Also, the hotel sits directly on the Las Vegas Monorail route, allowing your employees to travel between an inexpensive hotel and the event without the need to rent a car or use a taxi.

The last item is the first two days of GWAVACon are held over a weekend. Your employee is willing to give up his or her own personal weekend to be in training. That says a lot about their commitment to learning.

I appreciate your consideration in allowing them to attend GWAVACon 2010. If you have any questions or concerns, please do not hesitate to contact me.

Sincerely,

Richard Bliss  
Vice President Global Marketing  
GWAVA, Inc

P.S. If you have questions, please feel free to contact my personal mobile number at 1-408-821-5918 or email me at [rbliss@gwava.com](mailto:rbliss@gwava.com)