



How to convince your employer to send you to the ATA conference and Educational sessions

It's time to begin planning your trip to the ATA Conference and educational sessions. How can you convince your employer to send you?

Continuing education and industry connections are crucial to your success and the success of your industry whether you're a sod producer, lawn care professional, landscaping professional; maintain a golf course or sports facility. Here are some suggestions to help your employer understand how your attendance at the ATA Conference and educational sessions can add value to the overall operations of your business or facility. At the end of the article is a one page document you can present to your employer that outlines the costs and benefits of your attendance.

Educate yourself on the Conference and Educational sessions

- Provide an overview of the size and scope of the Conference. It may be helpful to give your employer a copy of the brochure. (The brochure will be ready in August).
- Pinpoint specific sessions you plan to attend, and tie their relevance to your Industry or facility.
- Highlight the trade show hours you plan to attend.
- Cite the suppliers and equipment manufacturers you plan to meet.
- Discuss the networking opportunities you will have with peers who share challenges similar to the ones you have.
- Detail the CEUs you will receive toward recertification.
- Explain how innovations in products, new research, and cutting edge management techniques continually change, and why it is important to stay abreast of those changes.
- Reinforce how the success of your industry ultimately depends upon the continued professional development of you and your staff.

Know the Cost

- Make a case for efficient and effective use of your companies training dollars. By attending the ATA Conference and educational sessions, you will be exposed to the most relevant education and technology available in one place, making it the most effective use of training dollars.
- Show how the conference registration fee includes almost all your meals.

Have an Action Plan

- Develop a plan for how operations will continue in your absence. Make sure you are accessible by phone or by pager to address any concerns that might arise in your absence.
- Promise to prepare and present a report on the information you learned and how you plan to put it into practice at your facility.
- Demonstrate how you will share the technical information learned with your staff for their continuing educational development.