



To Production Accountants' Managers:

Re: Why your PAs should attend the CAPPA Conference October 23, 2018

After a hiatus of three years due to the difficult economy, the CAPPA Conference is back! This letter serves to assist the Production Accountant, and similar roles, to justify why they should have the day to attend and the nominal fees paid.

Conferences are important to many different roles, in and outside our industry, but for Production Accountants, Revenue Accountants, Royalty Accountants and Analysts and similar job functions these events support and enhance their specific skills and careers in so many ways.

We have two keynotes, speaking to timely topics that will inspire and motivate attendees. We have selected 16 breakout sessions on relevant topics important to CAPPA members and guests.

This is an opportunity for conference attendees to:

- Connect with fellow colleagues
- Dialogue with Industry vendors & experts
- Gain inspiration from speakers & fellow attendees
- Learn important updates & skills to support their work

It is also an opportunity to:

- Be a role model to those coming up
- Have fun while learning

Continuing Professional Development (CPD) is critical to the important role PAs and others serve to contribute to your organizations and bottom line. Supporting your PAs in their interest to attend is valuable in so many ways.

Need more information? Contact us at <https://cappa.org/events/conference/> or office@cappa.org or 403.265.1533.

Ready to register your team now? Go online at <https://cappa.org/events/conference/registration/> or call us at 403.265.1533.

We look forward to Conference 2018: The New Landscape – Evolving with our business and hope you do too!

Sincerely,

CAPPA – *Your* professional association