



The International GroupWise Technology Conference

Letter to Executives

Dear Manager,

I have invited your GroupWise administrator to attend GWAVACon, the largest independent Novell Technology Conference.

This conference will be held from January 21st through 24th, 2012 in Torrance, California. Throughout the past year I have received feedback that it is difficult for attendees in this financial climate to get permission to attend a training conference.

This letter is my explanation of why I would like you to consider allowing your employee to attend GWAVACon.

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 cost is the number one issue in this economy. Therefore, I have done everything I can to provide the highest level of quality training at the best price possible.

At GWAVACon, we offer over 120 technical training sessions for all technical levels. We provide an environment for administrators to interact directly with the individuals that write the code to individuals that are just like them. Only at GWAVACon can your administrator get extreme individualized attention and develop key relationships with other administrators that they can communicate with well after the conference is over.

With that said, I chose Torrance, California for many reasons, and the number one reason was to reduce your travel costs. The following are a few items we have focused on to do just that.

Your employees can get a direct flight to LAX from nearly every city in the United States, reducing travel time and cost. 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 to \$600 total.

At GWAVACon, we are known for our food. Your employee will enjoy the famous GWAVACon hearty meals and breaks that are included in the cost of the conference price, helping keep your costs to a minimum.

The Torrance Marriott South Bay is roughly 10 miles from the Los Angeles International Airport. The estimated taxi fare is \$25.00 one-way, shuttle service \$13-\$15, and bus service fee is \$3.50 one-way.

To top it all off, we are offering a conference Hotel Discount Room Rate of \$129.00 per night at the Torrance Marriott.

One last item I would like to note is that the first two days of GWAVACon are held over a weekend. When your employee is willing to give up his or her own personal weekend to be in training, it says a lot about their commitment to learning and improving your vital infrastructure.

I appreciate your consideration in allowing them to attend GWAVACon 2011. If you have any questions or concerns, please do not hesitate to contact me.

Sincerely,

Christina Bliss
Senior Director Global Marketing, GWAVACon Chair

GWAVA, Inc.

P.S. If you have questions, please feel free to contact my personal mobile number at 1-408-334-1122 or email me at cbliss@gwava.com

GWAVA Technologies
1175 South 800 East Orem, Utah 84906
Ph 1.866.464.9282 x302