

Email 3: Be Part of Something Big [Board or Directors, Advisory Council, Chapters, Attendees]

Subject: Let's Shape What's Next

Body:

Dear [First Name],

As your colleague, I hope you will join me at RCon™, November 12-15, in Columbus, Ohio, to help shape the future of waste as a resource. More than 1,500 of your colleagues will be there, and I hope you will too.

The new conference by SWANA will attract key leaders in the waste and resource management industry. This new experience will offer unique opportunities to learn the latest happenings in the industry and grow your network. There will be a variety of topics ranging from [insert topics here]. I'm so excited to learn more about [insert topic].

I'm looking to find fresh solutions, and the show floor gives me access to more than 130 companies in one place. Having access to so many experts and firsthand demonstrations saves me time and the ability to find new ideas to improve my operations back home.

If you're like me, [topic] is one of those hot topics where I can always use more information. [topic] will cover [insert your own language here].

I hope you join me in Columbus this November, so we can advance waste as a resource. We need the whole community to be part of experience, and you are an important part of it.

Here's a link to the registration: <https://swana.org/events/rcon2025/registration>. Let me know if you can make it to RCon.

Best regards, [Your Name]
[Your Contact Information]