

**MEMO# 23115**

December 9, 2008

## **Registration Now Open: February 12, 2009 Sales Force Marketing Committee Meeting**

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TO: SALES FORCE MARKETING COMMITTEE No. 5-08    RE: REGISTRATION NOW OPEN:  
FEBRUARY 12, 2009 SALES FORCE MARKETING COMMITTEE MEETING

The next meeting of the Investment Company Institute's Sales Force Marketing Committee is scheduled for Thursday, February 12, 2009, from 8:30 am to Noon at ICI's offices at 1401 H Street, NW, Washington, DC. A buffet lunch will be available immediately after the meeting. Agenda items will include:

- A panel discussion of evolving wholesaler coverage models
- Industry experts exploring ETF distribution trends and opportunities
- A presentation by ICI Chief Economist Brian Reid on how recent economic and market events have impacted mutual funds and ETFs
- An update on the Summary Prospectus rule

### **February 11 Subcommittee Meeting**

From 2:00 – 5:00 pm on Wednesday, February 11, interested members of the Sales Force Marketing Committee will meet in the 11th floor conference room at ICI to discuss compliance challenges. All committee members are invited to attend this meeting and may share this invitation with the compliance professional at their firm who works most closely with the sales organization.

## **Networking Dinner**

An optional networking dinner for meeting attendees will be held on Wednesday evening, February 11, at the District Chop House (reception at 6:30 pm and dinner at 7:00 pm). The District Chop House is located at 509 7th Street, NW, in Washington, DC. The restaurant's phone number is 202/347-3434, and the web address is <http://www.chophouse.com/>. The cost to attend the reception and dinner is \$85. Please note that if you cancel a dinner registration with less than three business days notice, the \$85 will NOT be refunded.

## **Meeting Registration**

Committee members and compliance professionals should register for the February 11 compliance subcommittee meeting, the February 12 Sales Force Marketing Committee meeting, and the networking dinner at <http://members.ici.org/reg/salesforce>.

## **Hotel**

A block of rooms has been reserved at the Hamilton Crowne Plaza for meeting attendees. The Crowne Plaza, which is located at 14th and K Streets, NW, Washington, DC, is a very short walk to ICI's office. To make your hotel reservation, please call the hotel directly at 800/263-9802 and mention your Investment Company Institute affiliation in order to receive the \$249 room rate.

## **Other**

Business attire will be appropriate for the committee meeting and business casual attire for the dinner.

If you have any questions about the February 2009 meetings, please contact me at 202/326-5883 (email: [brenner@ici.org](mailto:brenner@ici.org)). We look forward to seeing you in February.

Peter Jones  
President  
Franklin Templeton Distributors, Inc. Linda Brenner  
Director, Operations & Continuing Education  
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