

MEMO# 1545

November 28, 1989

MARKETING COMMITTEE MEETING, JANUARY 22, 1990 AT THE BOULDERS, CAREFREE, ARIZONA

November 28, 1989 TO: MARKETING COMMITTEE NO. 29-89 RE: MARKETING COMMITTEE MEETING, JANUARY 22, 1990 AT THE BOULDERS, CAREFREE, ARIZONA

The next meeting of the Marketing Committee will be held at 2:30 p.m. in the Chairman's Residence - Board Room at The Boulders, Carefree, Arizona. The timing of this meeting is scheduled to accommodate a number of committee members who will be attending the Board of Governors meeting on January 23-25 at the same location. All persons attending the Marketing Committee meeting are also invited to attend the Board of Governors meetings over the following three days. Please call Dick Pogue at the Institute for further information about the Board meetings. Since The Boulders is a very popular resort, we are asking you to complete your room requests early to help ensure your accommodations. Please keep in mind that if you make any changes to the reservation after January 5, 1990, such as a complete cancellation or early departure, the hotel will assess charges for your first and last night. United Airlines and Delta will be offering a special rate for our group to fly into the Phoenix Sky Harbor Airport. From that point, it is about a forty-five minute drive by rental car to the hotel. Also, The Boulders van service is available at the Baggage Claim Area for a fee of \$23 per person each way. More detailed transportation information will be sent to you soon. The principal purpose of our meeting will be to review the marketing and distribution portions of the Institute's Planning For The 1990's Study. Heidi Fiske, the Institute's consultant for this project, will make a presentation regarding her findings and recommendations for Institute activities in the marketing field. Following review by the Marketing Committee, the study's conclusions will be presented to the Board of Governors at its meeting on January 25. This is an important opportunity for member organizations to help shape the agenda for the Institute in the marketing area for several years in the future. I hope you will be able to participate. Attached is information on The Boulders and a meeting registration form. We will make your hotel reservations with The Boulders if you desire to stay there before or after the meeting. If you have already made a reservation with us for the Board meeting and do not need to change your arrival date, indicate on your registration form. Please complete the attached room reservation form and return it to the Institute. The Boulders will not take reservations over the phone. Please note that high season does not begin until January 22; therefore, anyone arriving before January 22, will have a lower rate for those nights. The rate for January 22 through January 28 will be the following: Single Occupancy Cassita (MAP) \$320 Double Occupancy Cassita (MAP) \$395 Please return your meeting registration form to Ms. Sheilah Henderson at the Institute as soon as possible. James S. Riepe Chairman Attachments

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