

MEMO# 7704

March 13, 1996

MARK YOUR CALENDARS: APRIL 19, 1996 SALES FORCE MARKETING COMMITTEE MEETING

March 13, 1996 TO: BROKER/DEALER ASSOCIATE MEMBERS No. 4-96 SALES FORCE
MARKETING COMMITTEE No. 9-96 RE: MARK YOUR CALENDARS: APRIL 19, 1996 SALES
FORCE MARKETING COMMITTEE MEETING

As you are aware, the next meeting of the Institutes Sales Force Marketing Committee will be held from 9:30 a.m. to 12:30 p.m. on Friday, April 19, 1996 in the David Silver Conference Room on the 12th floor of the Institute offices at 1401 H Street, NW in Washington, DC. You should have already received a registration form for this meeting under separate cover. Please return your registration form as soon as possible to ensure that you do not miss this meeting, which will feature several timely and interesting presentations, including: Mary McAvity, a consultant with Cerulli Associates, Inc., will explore the state of the fee-based financial advisor industry, and a panel of industry experts will provide the futurists view of mutual fund and variable annuity distribution in the year 2010. The Committee meeting will be followed by a luncheon, which will provide you with additional networking opportunities. If you have any questions about the meeting, or if have not yet received your registration form, please call my assistant, Darlene Eberhardt, at 202/326-5868. We look forward to seeing you in April. Linda Brenner Director, Sales Force Marketing and Financial Planning Services

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