

**MEMO# 5560**

March 4, 1994

## **APRIL COMMITTEE MEETING SCHEDULE**

March 4, 1994 TO: DIRECT MARKETING COMMITTEE NO. 5-94 PUBLIC INFORMATION COMMITTEE NO. 8-94 SALES FORCE MARKETING COMMITTEE NO. 6-94 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 5-94 RE: APRIL COMMITTEE MEETING SCHEDULE

The next meetings of the Institute's marketing and communications committees will be held in Washington, DC in April. Please note that the meetings will not all be held in the same location. The Public Information and Sales Force Marketing Committee meetings will be held at the Renaissance Hotel, Ninth and K Streets, NW, Washington, DC (202/898-9000). The Shareholder Communications and Direct Marketing Committees will meet in the David Silver Conference Room at the new Institute headquarters -- 1401 H Street, NW (202/326- 5800). The schedule is as follows: Wednesday, April 13: Noon-1:30 pm Public Information Committee Luncheon, Renaissance Hotel Meeting Room 3 1:30-4:30 pm Public Information Committee Meeting, Grand Ballroom North 7:00 pm Optional Dinner National Press Club Fourth Estate Dining Room 14th and F Streets, NW Thursday, April 14: 9:30 am-12:30 pm Shareholder Communications Committee Meeting, David Silver Conference Room (12th Floor) 12:30 pm- 1:30 pm Joint Luncheon 1:30 pm- 4:30 pm Direct Marketing Committee Meeting David Silver Conference Room (12th Floor) 7:00 pm Optional Dinner Gary's Restaurant 18th & M Streets, NW Page Two APRIL COMMITTEE MEETING SCHEDULE Friday, April 15: 9:30 am-12:30 pm Sales Force Marketing Committee Meeting, Renaissance Hotel- West A 12:30 pm- 1:30 pm Sales Force Marketing Committee Luncheon, Meeting Room 3 Agendas for each meeting will be mailed to committee members in the near future. The Institute has reserved a block of guest rooms at the Renaissance Hotel for our members at a rate of \$127.00 single/ \$147.00 double. To receive this special rate, call the hotel directly at 202/898-9000 and mention the Institute in connection with your reservation request. The deadline for registering at this rate is March 18. We have enclosed a list of other hotels in Washington, which you may prefer to the Renaissance (which is 5 blocks from the Institute). As has been our practice in the past, we are arranging optional dinners in the evenings. The dinner registration fee is \$45 per person for each dinner attended. (The actual cost is higher, but we will cover the difference.) This fee should be sent to us along with the attached meeting response form. If you decide to attend at the last minute, you may pay later. Please note that there continues to be no fee for attending the committee meetings or lunches. The fees are only for those choosing to participate in the optional dinners. To help us in planning, please mail the attached form to my assistant, Rebecca Bentley, no later than Friday, April 8. You may reach her at 202/326- 5861 with any questions about meeting times and locations. We look forward to seeing you in April. L. Erick Kanter Vice President, Public Information and Marketing Attachments

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