

MEMO# 11044

June 8, 1999

FINAL NOTICE: JUNE 30, 1999 COMMITTEE MEETINGS

[11044] June 8, 1999 TO: DIRECT MARKETING COMMITTEE No. 11-99 SALES FORCE
MARKETING COMMITTEE No. 11-99 RE: FINAL NOTICE: JUNE 30, 1999 COMMITTEE
MEETINGS

Attached are final agendas for the June 30th meetings of the Investment Company Institute's Sales Force Marketing Committee and Direct Marketing Committee. As we previously informed you, both meetings will be held at the Institute offices in Washington, DC. We will also hold a joint luncheon for members of both committees from 12:15 to 1:30 pm. Julie Domenick, Executive Vice President of the Institute, will present a "Washington Scene Update" during the luncheon. Attendees of the Sales Force Marketing Committee should note that a new discussion topic has been added to the agenda, "The Internet's Growing Role in Mutual Fund Sales." To ensure that this discussion is as valuable as possible, please come to the meeting prepared to discuss your firm's Internet experiences. You may also contact me in advance of the meeting if you have any specific Internet-related issues that you would like to have addressed. Committee members are invited to attend an optional networking dinner at 6:30 pm on Tuesday, June 29th at the restaurant Vidalia, which is located at 1990 M Street, NW, Washington, DC (Telephone: 202/659-1990). A senior member of the Institute's research staff will provide an overview of recent Institute research at this dinner. Although there is no charge to attend the Committee meetings or joint luncheon, there is a \$50 fee to attend the dinner. To register for the dinner, luncheon, and Committee meeting(s), please complete and return the attached registration form as soon as possible. If you plan to attend the optional dinner, please enclose a check for \$50. A block of rooms has been reserved at the Washington Capital Hilton (16th and K Streets, NW; Phone: 202/393-1000 or 800/HILTONS) for meeting attendees. Please make your reservations by calling the hotel directly and mention that you will be attending an Institute meeting when making your reservation. If you have any questions about the meetings, please call me at 202/326-5883 or send an email message to brenner@ici.org. We look forward to seeing you at the meetings. Linda Brenner Director, Operations and Training Enclosures INVESTMENT COMPANY INSTITUTE Sales Force Marketing Committee Direct Marketing Committee Washington, DC June 30, 1999 Registration Form Name :

y : _____ Company Telephone: _____

I will attend the:
Sales Force Marketing Committee Meeting (June 30, 9:30 am - 12:15 pm) _____ Direct
Marketing Committee Meeting (June 30, 1:30 - 4:15 pm) _____ Joint Luncheon and
"Washington Scene Update" (June 30, 12:15 pm - 1:30 pm) _____ Optional Dinner at
Vidalia (June 29, 6:30 pm; please enclose \$50 registration fee) _____ Please check here
if you require special services due to a disability. _____ Please return this registration

form to: Carlos Gomez Investment Company Institute 1401 H Street, NW Suite 1200
Washington, DC 20005-2148 202/326-5866 (Phone) 202/326-5853 (Fax) gomez@ici.org

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