

**MEMO# 2626**

March 19, 1991

## **APRIL COMMITTEE MEETING SCHEDULE**

March 19, 1991 TO: MARKETING COMMITTEE NO. 12-91 DIRECT MARKETING COMMITTEE NO. 9-91 PUBLIC INFORMATION COMMITTEE NO. 10-91 SALES FORCE MARKETING COMMITTEE NO. 9-91 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 7-91 RE: APRIL COMMITTEE MEETING SCHEDULE

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The next meetings of the Institute's marketing/communications committees will be held in Washington in April. All four meetings will be held at the Madison Hotel, 15th and M Streets, NW. The schedule is as follows: Tuesday, April 23 8:00 a.m. Public Information Subcommittee breakfast meetings 9:30 a.m. Public Information Committee 12:30 p.m. Joint luncheon 2:00 p.m. Shareholder Communications Committee Wednesday, April 24 8:00 a.m. Direct Marketing Subcommittee breakfast meetings 9:30 a.m. Direct Marketing Committee 12:30 p.m. Joint luncheon 2:00 p.m. Sales Force Marketing Committee Agendas will be mailed to committee members in the near future. For your convenience, we have attached a list of nearby hotels. We have also reserved a block of rooms at the Madison Hotel at a special rate of \$155.00 per night. Please make your own reservations, and mention the Institute to obtain the special rate. As has been our practice in the past, we are arranging optional dinners on the evenings before each day of meetings. Unfortunately, due to budget constraints, we are reluctantly being forced to require participants to cover the costs of these dinners. It seems to us that the most efficient way to implement this new policy is by charging dinner participants a "dinner registration fee" of \$40 per person for each dinner attended. This fee should be sent to us along with the attached meeting response form. Please note that there continues to be no fee involved in attending the committee meetings or the joint committee lunches. To help us in planning, please return the attached form to Connie Creswell by mail no later than April 12. Best regards, Erick Kanter Attachments