

**MEMO# 8205**

September 5, 1996

## **SEPTEMBER 26, 1996 COMMITTEE MEETINGS**

September 5, 1996 TO: DIRECT MARKETING COMMITTEE No. 27-96 SALES FORCE MARKETING COMMITTEE No. 30-96 RE: SEPTEMBER 26, 1996 COMMITTEE MEETINGS

Attached are the agendas for the September 26, 1996 meetings of the Institutes Sales Force Marketing Committee and Direct Marketing Committee. As you are aware, these meetings will be held in the David Silver Conference Room on the 12th floor of the Institute offices at 1401 H Street, NW, in Washington, DC. The Sales Force Marketing Committee will meet from 9:30 am to 12:30 pm and the Direct Marketing Committee will meet from 2:00 pm to 4:00 pm. A joint luncheon for the two committees will begin at 12:30 pm. The luncheon will feature a report by Institute President Matthew P. Fink on current legislative and regulatory issues. As you will note from the agendas, the Institutes communications themes for fiscal year 1996-1997 will be discussed at both committee meetings. Accordingly, please review the attached information about the themes prior to the meeting. If you plan to attend the committee meetings and have not yet returned the meeting registration form that was sent to you under a separate cover, please do so as soon as possible. If you have any questions about the September meetings, please call Stephanie Brown at 202/326-5869 or Linda Brenner at 202/326-5883. We look forward to seeing you in September. Stephanie Brown Assistant Vice President, Training and Marketing Linda Brenner Director, Sales Force Marketing and Financial Planning Services Attachments