

MEMO# 2656

April 1, 1991

AGENDA FOR UPCOMING MEETING; DATE OF NEXT SUBCOMMITTEE MEETINGS

April 1, 1991 TO: DIRECT MARKETING COMMITTEE NO. 10-91 RE: Agenda for Upcoming Meeting; Date of Next Subcommittee Meetings

The next meetings of the Direct Marketing Committee's subcommittee discussion groups will be held during a breakfast meeting at 8:00 a.m. on April 24 at the Madison Hotel in Washington, DC. These subcommittee meetings will be followed by the previously-scheduled meeting of the entire Direct Marketing Committee, which will be held at the Madison Hotel at 9:30 a.m. After the initial meetings of the Telemarketing, Retirement Plan Marketing, and Relationship Marketing in Florida last January, participants seemed to feel that one of these subcommittees, Relationship Marketing, did not generate enough useful discussion to justify further meetings (see the minutes of the Direct Marketing Committee's January meeting). As a result, only the Telemarketing, Retirement Plan Marketing and Fulfillment Issues Subcommittees will meet, simultaneously, on April 24. This will be the first meeting of the Fulfillment Issues Subcommittee. All members of the Direct Marketing Committee, as well as those substituting for a member, are welcome to participate in any one of the subcommittees. However, if you do plan to attend, we ask that you notify Mary Collins at your earliest convenience. She can be reached at 202/955-3537. As always, you are welcome to call me at 202/955-3536 if you have any questions or comments. Best regards, Stephanie Brown Marketing Director Attachments