

MEMO# 3702

April 16, 1992

SPEAKING OPPORTUNITIES AVAILABLE

April 16, 1992 TO: DIRECT MARKETING COMMITTEE NO. 11-92 PUBLIC INFORMATION COMMITTEE NO. 13-92 SALES FORCE MARKETING COMMITTEE NO. 11-92 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 10-92 RE: SPEAKING OPPORTUNITIES AVAILABLE

Through its Speaker Referral Service, the Institute has been helping consumer groups and college classes find fund industry executives to provide generic educational presentations on the benefits of mutual fund investing. Speakers are identified from a list of members who have volunteered to do such talks, which must be kept completely generic in nature (i.e. speakers may not mention specific funds in any form of a sales "pitch"). Most of the speaking dates arranged by the Institute's Speaker Referral Service have been under one hour in length. Recently, though, we have received requests for speakers who are willing to develop half and full-day educational workshops on mutual fund investing. We are interested in knowing if any of our members are interested in taking advantage of these or similar opportunities. There are two speaking dates for which we are currently seeking speakers: 1) The Army Community Services Department at Fort Monmouth, which is located in southern New Jersey (near Asbury Park), is looking for a speaker for a half or full-day workshop on mutual fund investing for 50 to 100 Army officers and enlisted personnel. The date of the workshop is somewhat flexible, though the weeks of May 18 or May 25 have been suggested. 2) Monterey Community College, in Monterey, CA, is interested in having a speaker develop a three to four-hour workshop on mutual fund investing for 30 to 35 community college students. Our contact at the college would like to offer the workshop during the fall semester--in September, October, or November. If anyone at your fund group is interested in speaking before either of these two groups, please call me at 202/955-3536 as soon as possible. Stephanie Brown Marketing Director