MEMO# 9335

October 16, 1997

JOINT WINTER COMMITTEE MEETINGS JANUARY 14-16, 1998 IN NEW ORLEANS

[9335] October 16, 1997 TO: MARKETING POLICY COMMITTEE No. 29-97 DIRECT MARKETING COMMITTEE No. 22-97 SALES FORCE MARKETING COMMITTEE No. 22-97 PUBLIC INFORMATION COMMITTEE No. 27-97 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 14-97 RESEARCH COMMITTEE No. 18-97 INDUSTRY STATISTICS COMMITTEE No. 16-97 RE: JOINT WINTER COMMITTEE MEETINGS JANUARY 14-16, 1998 IN NEW ORLEANS

Winter Committee Meetings of the Institutes Marketing Policy, Direct Marketing, Sales Force Marketing, Public Information, Shareholder Communications, Research, and Industry Statistics Committees will be held January 14-16, 1998. The meetings will be held at the Sheraton New Orleans, which is located at 500 Canal Street in New Orleans, LA. Meeting Format Attached is a preliminary schedule of events. In addition to individual committee meetings, there will be several joint sessions, luncheons, and dinners. With the exception of the Marketing Policy Committee meeting, all committee meetings and joint sessions will be open to all attendees. Details regarding the joint session topics are under development, and will be sent to you next month. Agendas for the committee meetings will be sent to committee members as the meeting dates grow closer. Registration To attend the 1998 Joint Winter Committee Meetings, please register with the Institute and make your own hotel reservations. To register, complete and return to the Institute the attached registration form. There is a registration fee of \$150 for employees of Institute member firms (\$40 for a members spouse or guest) to help defray the cost of the dinners and lunches. Please attach a check with your completed registration form, and send both to the Institute by December 15, 1997. The Institute has arranged a special room rate of \$165 for a single and \$175 for a double (Club level is \$195 for a single and \$205 for a double) at the Sheraton New Orleans for members who make their reservations by December 15, 1997. Please make your room reservations directly with the hotel by calling 504/525-2500. To obtain the special room rate, please mention the Institutes name when making your reservations. Travel Information Airline discounts for this meeting are available from Delta Airlines (800/241-6760, reference number 106263A) and US Airways (800/334-8644; Gold File number 65160428). Approximate taxi fare from the airport to the Sheraton is \$21.00 (flat rate) for up to two passengers. A shuttle to the Sheraton leave from the baggage claim area. Shuttle tickets, which cost \$10 per person, can be purchased in the baggage claim area. Business attire is appropriate for all committee meetings and events. We look forward to seeing you at the 1998 Joint Winter Committee Meetings. Julie Domenick Larry Maffia Senior Vice President, Senior Vice President, Public Affairs Management Attachments

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