

**MEMO# 11850**

May 1, 2000

## **JUNE 28, 2000 MEETINGS OF THE SALES FORCE MARKETING COMMITTEE AND THE DIRECT MARKETING COMMITTEE**

[11850] May 1, 2000 TO: DIRECT MARKETING COMMITTEE No. 9-00 SALES FORCE  
MARKETING COMMITTEE No. 9-00 RE: JUNE 28, 2000 MEETINGS OF THE SALES FORCE  
MARKETING COMMITTEE AND THE DIRECT MARKETING COMMITTEE

\_\_\_\_\_ The  
Investment Company Institute's Sales Force Marketing Committee and the Direct Marketing  
Committee will meet on Wednesday, June 28, 2000 at the Investment Company Institute  
offices at 1401 H Street, NW in Washington, DC. The Sales Force Marketing Committee  
meeting will run from 9:00 am to 12:15 pm. A joint luncheon with the Direct Marketing  
Committee will immediately follow the meeting. The Direct Marketing Committee will meet  
from 1:30 to 4:00 pm. Meeting agendas will be sent to you shortly. An optional networking  
dinner for both Committees will be held on Tuesday, June 27th (restaurant TBD). The dinner  
speaker will be Brian Reid, a Senior Economist with the Institute's Research Department.  
Mr. Reid will discuss mutual fund assets and flows and gathering assets in a maturing  
market. The dinner will begin with cocktails at 6:30 pm. A block of rooms has been reserved  
at the Crowne Plaza Washington (14th and K Streets, NW; Phone: 202/682-0111) for  
meeting attendees. To obtain the special room rate of \$165 per night at the Crowne Plaza,  
please make your reservation by May 26, 2000 (mention that you will be attending an  
Institute meeting when making your reservation). Also, please return the attached  
registration form to the Institute. If you plan to attend the optional networking dinner on  
Tuesday, June 27th, please return a check for \$65 with your Institute registration form.  
Please note that the Institute's Public Information and Shareholder Communications  
Committee meetings will be meeting on June 27th at the Institute offices. Members of these  
Committees will receive information about these meetings in separate mailings. We look  
forward to seeing you at the June 2000 Committee Meetings. If you have any questions  
about these meetings or suggestions for agenda items, please contact me at  
202/326-5883; email: brenner@ici.org. Linda Brenner Director, Operations and Training  
Enclosures Sales Force Marketing Committee Direct Marketing Committee Investment  
Company Institute June 28, 2000 \_\_\_\_\_ I will attend the Sales Force Marketing Committee  
meeting on June 28, 2000. \_\_\_\_\_ I will attend the Direct Marketing Committee meeting on  
June 28, 2000. \_\_\_\_\_ I will attend the optional dinner at 6:30 pm on Tuesday, June 27, 2000  
and have enclosed a check for \$65.00 made out to the Investment Company Institute.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail

Address: \_\_\_\_\_ I would like to have the

following topics discussed at the meetings:

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I would like to make a presentation/lead a discussion on the following topic: Topic:

\_\_\_\_ Please return this form to:  
Tamara Braggs Investment Company Institute 1401 H Street, NW Washington, DC 20005  
202/326-5866 (phone) 202/326-5853 (fax) \_\_\_\_ Please check here if you need special  
services due to a disability.

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