

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:

_____ 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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