

**MEMO# 3345**

December 16, 1991

## **JOINT WINTER MEETINGS**

December 16, 1991 TO: DIRECT MARKETING COMMITTEE NO. 42-91 MARKETING COMMITTEE NO. 48-91 PUBLIC INFORMATION COMMITTEE NO. 40-91 RESEARCH COMMITTEE NO. 26-91 SALES FORCE MARKETING COMMITTEE NO. 40-91 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 36-91 INDUSTRY STATISTICS COMMITTEE NO. 15-91 RE: JOINT WINTER MEETINGS \_\_\_\_\_ The Joint Winter Meetings of the Institute Marketing and Research-related committees are being held at the Disney Yacht Club Resort, Orlando, Florida during the period January 22-24, 1992. Generally, the committee meetings being held at that time are open to attendance by any of the other member representatives present in Orlando; however, there are several subcommittee or committee working sessions noted on the program that are limited to members of those groups. Attached are the following: 1. Schedule of events for the January 22-24 period. 2. Schedule for the joint sessions on Thursday, January 23. 3. Agenda for each of the open committee meetings. If you do not already have a hotel reservation, please contact Clare Glynn at (202) 955-3513. Dress for the daytime meetings is casual. Jackets are required of men at the dinner functions. C. Richard Pogue Executive Vice President

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