

MEMO# 2115

August 14, 1990

RESEARCH SEMINARS: THE MUTUAL FUND MARKETPLACE S E C O N D N O T I C E

August 14, 1990 TO: BOARD OF GOVERNORS NO. 59-90 MEMBERS - ONE PER COMPLEX NO. 34-90 DIRECT MARKETING COMMITTEE NO. 22-90 MARKETING COMMITTEE NO. 19-90 OPERATIONS COMMITTEE NO. 19-90 PUBLIC INFORMATION COMMITTEE NO. 29-90 RESEARCH COMMITTEE NO. 20-90 SALES FORCE MARKETING COMMITTEE NO. 22-90 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 22-90 SMALL FUNDS COMMITTEE NO. 13-90 BROKER/DEALER ADVISORY COMMITTEE NO. 30-90 RE: RESEARCH SEMINARS: THE MUTUAL FUND MARKETPLACE S E C O N D N O T I C E

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@@@@@@@@@@@@@@@@@@@@@@@@@@@@ Institute members are invited to participate in a regional one- day seminar being offered during September and October by the ICI's Research Department in four major cities. The basic purpose of the seminars is to acquaint members with the main findings of the Institute's research on a variety of timely subjects and to demonstrate ways in which member firms can utilize the material in developing their own business strategies. Topics to be covered include the following: * overview of the current market environment for funds * the economic growth of the fund market in the 1990's * the size of the retirement rollover market and opportunities for mutual funds * overview of three European markets for funds * who buys mutual funds through banks * highlights of the industry's electronic data facility and benefits to members who use the FUNDS system * the Baby Boomer market and opportunities for mutual funds. The one-day seminars will begin promptly at 9:00 am. At specific points the meeting will be open to questions and general discussion of the research. A lunch will be provided for all attendees which will allow for additional informal discussion of the issues. We anticipate concluding the seminar no later than 3:00 pm. We encourage you to attend and to let your staff know of the seminars. For questions about the program call Sandy West, Director, Marketing Research at (202) 955-3509. R E G I S T E R N O W! Jacob S. Dreyer Vice President and Chief Economist