

MEMO# 2042

July 26, 1990

RESEARCH ROAD SHOWS

July 26, 1990 TO: RESEARCH COMMITTEE NO. 17-90 RE: RESEARCH ROAD SHOWS

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attention. 1. The next Research Committee Meeting will be held on October 3, 1990 at the
Madison Hotel in Washington, D.C. You will receive an agenda and background papers in
due course. 2. Enclosed are copies of the program and registration forms for the Research
Road Shows being held this fall. THE MUTUAL FUND MARKETPLACE: September 12th -
Boston September 13th - New York October 10th - Chicago October 16th - San Francisco
ACTION REQUESTED! As a member of the Research Committee, we ask that you use the
copies enclosed to notify and encourage the participation of your senior and middle
managers and other interested staff to attend one of the sessions. New industry data
relevant to marketing issues will be discussed and we ask your help in making this event
known to your managers and department heads. Sandra J. West Director, Market Research