

MEMO# 4173

October 20, 1992

MINUTES FROM SEPTEMBER 17, 1992 MEETING

October 20, 1992 TO: SALES FORCE MARKETING COMMITTEE NO. 41-92 RE: Minutes from September 17, 1992 meeting _____

Enclosed for your review are the minutes of the September 17, 1992, Sales Force Marketing Committee meeting held at the Madison Hotel in Washington, D.C. I would also like to call to your attention the following two upcoming meetings: 1. Sales Desk Manager Roundtable meeting, December 9, 1992, 10:30 a.m. to 2:30 p.m., Investment Company Institute, Washington, D.C. This will be the pilot meeting for a newly formed group of mutual fund sales desk or wholesaler support telemarketing managers who have expressed interest in sharing information and ideas. Invitations will be sent to member employees on the attached list. If your fund group is not included on this list, please call me or Lanie Harvey to sign up a member of your staff for the December 9 meeting. 2. Joint Marketing and Research Committee meetings, January 12-15, 1993, Hotel del Coronado, near San Diego, California. You will be receiving a separate mailing on these meetings. Please note that, although the Sales Force Marketing Committee meets on Friday, January 15, related meetings of general marketing interest will be held Wednesday and Thursday. Specifically, you may be particularly interested in the Research Topics on January 14, which will probably include a briefing on the Institute's broker-dealer research, and the "Washington Scene" briefing at the January 14 joint luncheon. Of course, you also won't want to miss the joint reception and dinner that evening. Be sure to use the forms that you receive in a separate mailing to register. I look forward to seeing you on the beach in January! Barbara Levin Director- Sales Force Marketing and Financial Planning Services