

MEMO# 1520

November 9, 1989

JOINT COMMITTEE MEETINGS, JANUARY 17-19, 1990

November 9, 1989 TO: DIRECT MARKETING COMMITTEE NO. 35-89 MARKETING COMMITTEE NO. 28-89 PUBLIC INFORMATION COMMITTEE NO. 32-89 RESEARCH COMMITTEE NO. 32-89 SALES FORCE MARKETING COMMITTEE NO. 37-89 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 29-89 RE: JOINT COMMITTEE MEETINGS, JANUARY 17-19, 1990

The traditional joint meetings of the Institute's Direct Marketing, Sales Force Marketing, Research, Public Information and Shareholder Communications Committees will be held at The Pointe at Squaw Peak near Phoenix, Arizona on January 17-19, 1990. The purpose of holding these committee meetings jointly over a three-day period is to allow members of the various marketing-oriented groups to learn about the work of other closely related Institute committees and to foster synergy between the groups. All committee meetings will be open to attendance by members of the other committees and member presentations/discussions scheduled within a committee meeting are intended to inform a broader audience. In response to suggestions received after last year's meeting, we have reduced the length of the joint session on Thursday to allow more time for committees to meet with very little overlapping schedules. Thus, you will have much more opportunity to attend meetings of other committees than in past years. A schedule of the committee meetings and joint sessions, including a brief description of the agenda for those meetings is attached. You will be receiving in the near future more detailed notices with respect to the committee(s) on which you serve. Attached is information regarding The Pointe at Squaw Peak and airline transportation to Phoenix. Please make your hotel reservation by December 17, 1989 and return your meeting registration form as soon as possible to Ms. Claire Gurnee at the Institute. C. Richard Pogue Senior Vice President - Management Attachment