

**MEMO# 17876**

August 6, 2004

## **AGENDA: SEPTEMBER 30, 2004 SALES FORCE MARKETING COMMITTEE MEETING**

[17876] August 6, 2004 TO: SALES FORCE MARKETING COMMITTEE No. 8-04 RESEARCH COMMITTEE No. 17-04 RE: AGENDA: SEPTEMBER 30, 2004 SALES FORCE MARKETING COMMITTEE MEETING A preliminary agenda for the September 30, 2004 meeting of the Investment Company Institute's Sales Force Marketing Committee is attached. As we previously informed you, the meeting will be held at the Institute offices at 1401 H Street, NW in Washington, DC. It will run from 9:00 am to noon and will be followed by an optional buffet lunch. An informal networking dinner for committee members will be held on Wednesday, September 29th at the restaurant Asia Nora, which is located at 2213 M Street, NW; Phone: 202/797-4860. The dinner will begin with cocktails at 6:30 pm. ICI President Paul Schott Stevens will provide a Washington Scene Update at the dinner and answer attendee questions. This will be a great opportunity for members to meet Mr. Stevens and learn about key regulatory and ICI initiatives—please make every effort to attend the dinner. A block of rooms has been reserved at the Rouge Hotel, which is located at 1315 16th Street, NW; Phone: 202/738-1202; [www.rougehotel.com](http://www.rougehotel.com)) for meeting attendees. Please call the Rouge Hotel directly to make your room reservation (mention that you will be attending an ICI meeting when making your reservation in order to receive the special room rate of \$249). Please book your hotel room soon because DC-area hotels will be especially busy the week of our meeting due to a number of major conventions. Also, please return the attached meeting registration form to the Institute. If you plan to attend the optional networking dinner on Wednesday, September 29th, please return a check for \$60 with your Institute registration form. Please also note that ICI's Research Committee will be meeting at the Institute from 10:00 am to 4:00 pm on Wednesday, September 29th. Sales Force Marketing Committee members are welcome to attend this meeting. 2 We look forward to seeing you at the September meeting. If you have any questions or suggestions for the meeting, please contact me at 202/326-5883; email: [brenner@ici.org](mailto:brenner@ici.org). Linda Brenner  
Director - Operations & Continuing Education Attachments (in .pdf format)