

MEMO# 3350

January 7, 1992

MEETING NOTICE, FRIDAY, JANUARY 24, 1992

January 7, 1992 TO: MARKETING POLICY COMMITTEE NO. 1-92 RE: MEETING NOTICE, FRIDAY, JANUARY 24, 1992 _____ A meeting of the Marketing Policy Committee has been called for 11:00 am Friday, January 24, 1992 at the Disney Yacht Club, 1700 EPCOT Resort Blvd., Lake Buena Vista, FL 32830. Please note that the name of the Committee has been modified to reduce confusion within the membership as to the nature of our committee's work. A preliminary agenda for the meeting is attached. Please advise me (212) 323-0777 or Dick Pogue at the Institute if you have any questions or want to add other items to the agenda. Also attached are the minutes from the September 4, 1991 meeting, revised budgetary information discussed at the last meeting, and a memorandum on the proposed research panel of mutual fund shareholders. Lunch will be served and we expect to conclude the meeting at 3:00 pm. The Marketing Policy Committee plays a very important role in the oversight of the Institute's activities in the marketing, public information and research areas, so I hope you will make every effort to attend. Please indicate in the space provided below whether or not you plan to attend the meeting and return the form to the Institute. Jon S. Fossel Chairman

Attachments ----- Please detach and return to Sheilah R. Henderson, Investment Company Institute, 1600 M Street, NW, Suite 600, Washington, DC 20036 or fax (202) 659-1519. YES NO MARKETING POLICY COMMITTEE FRIDAY, JANUARY 24, 1992 DISNEY YACHT CLUB 1700 EPCOT Resort Blvd. ____ Lake Buena Vista, FL _____ (Please Print Name) MARKETING POLICY COMMITTEE Preliminary Agenda January 24, 1992 Tentative Agenda 1. Approval of Minutes of September 4, 1991 meeting 2. Review of budgetary data format 3. Report on work of the ICI Yield Enhancement Task Force 4. Discussion of issues raised by recent use of non-monetary sales incentives 5. Proposal for development of secondary school education program by ICI Education Foundation 6. Recommendation re: Creation of panel of shareholders for longitudinal research 7. Committee chairperson's reports a) Direct Marketing b) Industry Statistics c) Public Information d) Research e) Sales Force Marketing f) Shareholder Communications 8. Update on statistical data collection project

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