

MEMO# 2605

March 12, 1991

ICI INDUSTRY RESEARCH PROGRAM FOR FY 1992

March 12, 1991 TO: MARKETING COMMITTEE NO. 11-91 RE: ICI INDUSTRY RESEARCH PROGRAM FOR FY 1992 Each year the ICI's Research Committee develops a number of possible research projects of interest to the majority of ICI members. This process of selecting topics for research is about to begin for the 1992 fiscal year and I wanted to both bring you up-to-date on how the process works and solicit your thoughts on research proposals which might be considered for inclusion. The Institute's process to develop research projects first involves the Planning Subcommittee of the Research Committee. Members collect and screen project ideas prior to discussion by the full Research Committee in June. The subcommittee is selected to represent the major types of member organizations, methods of distribution and so forth. This group will meet on April 30, 1991 with the objective of producing a short list of the most promising projects. Research Committee members will review this list of projects prior to the June 6th Committee meeting, where discussions will take place. Following the discussion, revised project descriptions will be sent to each Research Committee member for preference ranking of projects. The results will be tabulated and the resulting list will guide the ICI in establishing research priorities in the ICI's budget proposal for next year. YOUR ROLE IN THIS PROCESS We are anxious to identify your ideas on important topics for research projects prior to the subcommittee's meeting on April 30, 1991. Please contact any of the subcommittee members listed below with your suggestions or requests. Bridget Macaskill, Chairman, (212) 323-0600 Bruce Bedford, Flagship, (513) 461-0332 Maureen Behning-Doyle, Prudential, (212) 214-4796 Gordon Evans, MetLife, (617) 348-2027 Mary Ann Gillen, MFS, (617) 954-6201 Russ Haskell, Keystone, (617) 338-3303 Tom Iandola, Lord Abbott, (212) 848-1800 Janis Miller, IDS, (617) 372-3032 Marilyn Miller, Transamerica, (713) 751-2400 Betsy Munzer, Colonial, (617) 426-3750 Heywood Sloane, Delaware, (215) 751-2912 Charlie Vieth, T. Rowe Price, (301) 547-5763 Susan Volpe, John Hancock, (617) 375-1867 If you have any questions about this undertaking, please phone the subcommittee chairperson or contact Sandy West at ICI, (202) 955-3509. Please respond before April 30th. Jacob S. Dreyer Vice President and Chief Economist