

**MEMO# 11106**

July 9, 1999

## MUTUAL FUND WHOLESALERS

[11106] July 9, 1999 TO: SALES FORCE MARKETING COMMITTEE No. 13-99 RE: MUTUAL FUND WHOLESALERS

At the June 30, 1999 meeting of the Institute's Sales Force Marketing Committee, the Committee briefly discussed the fact that the term "wholesaler" does not accurately describe the role and responsibility of a mutual fund wholesaler. A number of attendees expressed an interest in participating on a conference call to explore whether a more meaningful job title could be identified. As a preliminary step in this effort, please request and gather input from the wholesalers at your firm about job titles they believe would more accurately represent their role in the fund industry. Please forward any ideas you receive to my attention and let me know by July 30th if you would like to participate on an upcoming conference call (date to be determined). I may be reached at 202/326- 5883 (brenner@ici.org). For your information, to date, the following members have expressed an interest in participating on the conference call: ` Phil Anglim, John Nuveen ` Vincent Esposito, Putnam Investments ` Bob Leo, MFS ` Bill Nichols, Funds Distributor ` Russ Parker, Janus Thank you very much. I look forward to hearing from you soon. Linda Brenner Director, Operations & Training

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