

**MEMO# 4754**

May 4, 1993

## **BANK MUTUAL FUND SALES RESEARCH PRESENTATIONS**

May 4, 1993 TO: BOARD OF GOVERNORS NO. 41-93 EXECUTIVE COMMITTEE NO. 11-93 MEMBERS - ONE PER COMPLEX NO. 35-93 DIRECT MARKETING COMMITTEE NO. 29-93 MARKETING POLICY COMMITTEE NO. 20-93 PUBLIC INFORMATION COMMITTEE NO. 28-93 RESEARCH COMMITTEE NO. 15-93 SALES FORCE MARKETING COMMITTEE NO. 29-93 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 24-93 BROKER/DEALER ADVISORY COMMITTEE NO. 16-93 BROKER/DEALER ASSOCIATE MEMBERS NO. 11-93 INDUSTRY STATISTICS COMMITTEE NO. 8-93 RE: Bank Mutual Fund Sales Research Presentations

\_\_\_\_\_. You (or your designee) are invited to a special presentation by the ICI staff on Wednesday, May 26, 1993 on the results of the Institute's survey of mutual fund sales volumes in the bank channel. This meeting has specifically been arranged to coincide with the industry's General Membership Meeting. Date: Wednesday, May 26, 1993 Time: 2:30 - 3:15 pm Location: Cotillion Ballroom Sheraton Washington Hotel 2660 Woodley Road, NW Washington, DC 20008 The availability of mutual funds through the bank has increased dramatically since 1990. Until this ICI research, no data were available on the volume of sales for mutual funds reporting at least some sales through the bank channel. Both bank proprietary and nonproprietary funds were included in the survey. We encourage your attendance at this briefing which will provide you an opportunity to acquaint yourself with the results of this timely survey and to ask questions of the ICI research staff. I look forward to seeing you on May 26. Matthew P. Fink President

---

Copyright © by the Investment Company Institute. All rights reserved. Information may be abridged and therefore incomplete. Communications from the Institute do not constitute, and should not be considered a substitute for, legal advice.