

MEMO# 5387

December 9, 1993

JOINT WINTER COMMITTEE MEETINGS - SECOND NOTICE

December 9, 1993 TO: DIRECT MARKETING COMMITTEE NO. 58-93 INDUSTRY STATISTICS COMMITTEE NO. 18-93 MARKETING POLICY COMMITTEE NO. 49-93 PUBLIC INFORMATION COMMITTEE NO. 64-93 RESEARCH COMMITTEE NO. 38-93 SALES FORCE MARKETING COMMITTEE NO. 56-93 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 48-93 RE: Joint Winter Committee Meetings - Second Notice

_____ This is the second notice for the Joint Winter Meetings of the Institute's Direct Marketing, Industry Statistics, Marketing Policy, Public Information, Research, Sales Force Marketing and Shareholder Communications Committees which will be held at the Fairmont Hotel in New Orleans, LA on January 12-14, 1994. A schedule of committee meetings and joint sessions is enclosed. More detailed information on each committee's agenda and joint sessions will be sent to you closer to the meeting dates. The Institute is sponsoring lunches and dinners for attending members and their accompanying spouse/personal guest on both Wednesday, January 12 and Thursday, January 13. ACTION REQUESTED Please make your reservations directly with the Fairmont Hotel: The Fairmont Hotel 123 Baronne Street New Orleans, LA 70140 (504)529-7111 (504)522-2303 FAX Single/Double Room \$115.00 (Special Rate) If you plan to attend, it is important that you make your hotel reservation before December 20, 1993. The Institute's hold on rooms will be released on that date and we believe other groups may be eager to absorb any available rooms at that time. Schedule for Joint Winter Committee Meetings Public Information/Marketing/Research/Industry Statistics Fairmont Hotel, New Orleans, LA January 11-14, 1994 Tuesday, January 11 5:00-7:00 pm Planning Subcommittee Meeting, Research (Subcommittee members only) Wednesday, January 12 8:00-11:30 am Research Committee Meeting 9:00-11:00 am Shareholder Communications Committee Meeting Noon-1:00 pm Lunch 1:00-3:30 pm Joint Session 1:00-1:30 pm Current Issues In Direct Marketing 1:30-2:30 pm Members Panel: "Communications Strategies on Risk Awareness" 2:30-3:15 pm Kurt Cerulli of Cerulli Associates, Inc. will present "Overview of Banks as Distribution Channels for Funds" 3:15-3:45 pm ICI Education Foundation Presentation by Sue Duncan 7:00-10:00 pm Dinner for Research & Industry Statistics Committees 7:00-10:00 pm inner for Direct Marketing, Public Information, Sales Force Marketing and Shareholder Communications Committees Thursday, January 13 9:00-11:00 am Direct Marketing Committee Meeting 9:00-11:30 am Industry Statistics Committee Meeting **Casual attire is appropriate for committee meetings and joint sessions. Thursday, January 13 (continued) 11:30-12:30 pm Joint Session Guy Moszkowski of Sanford C. Bernstein, Inc. will discuss "Future of the Asset Management Industry" 12:45-2:00 pm Joint Luncheon "The Washington Scene" - Matthew P. Fink, President, ICI 2:00-3:30 pm Joint Session 2:00-2:45 pm News Media Panel with: Leslie Eaton of Barron's Eric Schurenburg of Money Tom Petrano of The Los Angeles Times 2:45-3:30 pm Guest Speaker: Don Phillips of

Morningstar 4:00-6:00 pm Marketing Policy Committee (Members Only) 7:00-10:00 pm Joint Reception & Dinner Aboard the Steamboat JOHN JAMES Friday, January 14 8:00-10:00 am Public Information Subcommittee Breakfast (Members Only) 9:00-11:30 am Sales Force Marketing Committee Meeting 10:00-12:30 pm Public Information Committee Meeting ** Casual attire is appropriate for committee meetings and joint sessions. REGISTRATION FORM JOINT WINTER MEETINGS THE FAIRMONT HOTEL, NEW ORLEANS, LA JANUARY 12-14, 1994 NAME: COMPANY: ADDRESS: CITY/STATE/ZIP: TELEPHONE: FAX: SPOUSE/GUEST: MEMBER OF COMMITTEE(S): REGISTRATION FEES: \$80.00 (COMMITTEE MEMBERS) \$40.00 (SPOUSE/PERSONAL GUEST*) TOTAL FEES ENCLOSED \$ Please make check payable to: Investment Company Institute Return registration form to: Conference Registration Investment Company Institute 1401 H Street, NW Washington, D.C. 20005-2148 *\$40.00 fee for personal guests not attending any working session nor affiliated with the committee member's firm. *** IF YOU HAVE ALREADY RESPONDED - PLEASE DISREGARD

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