

**MEMO# 13808**

August 7, 2001

## **SEPTEMBER 19, 2001 COMMITTEE MEETINGS**

[13808] August 7, 2001 TO: DIRECT MARKETING COMMITTEE No. 9-01 SALES FORCE MARKETING COMMITTEE No. 10-01 RE: SEPTEMBER 19, 2001 COMMITTEE MEETINGS As we previously informed you, the Investment Company Institute's Sales Force Marketing Committee and the Direct Marketing Committee will meet on Wednesday, September 19, 2001 at the Institute's offices at 1401 H Street, NW, in Washington, DC. A preliminary agenda for the Sales Force Marketing Committee meeting is enclosed. As you will note from this agenda, the meeting will feature two timely topics of key interest to mutual fund professionals. To ensure that the meeting is as valuable as possible for all attendees, please come to the meeting prepared to participate in the discussions. To help you prepare for the Morningstar presentation and discussion, I have enclosed a recent Wall Street Journal article and a Barra Strategic white paper on mutual fund investment "styles." Please note that the Sales Force Marketing Committee meeting will run from 9:30 am to noon. The Direct Marketing Committee meeting will run from 1:30 pm to 4:00 pm. A preliminary agenda for the Direct Marketing Committee meeting will be sent to you shortly. A luncheon for members of both Committees will begin at noon. Also, an optional networking dinner for the Committees will be held on Tuesday, September 18th (restaurant TBD). The dinner will begin with cocktails at 6:30 pm. A block of rooms has been reserved at the Crowne Plaza Washington (14th and K Streets, NW; Phone: 202/682-0111) for meeting attendees. Please call the Crowne Plaza directly to make your room reservation (mention that you will be attending an Institute meeting when making your reservation in order to receive the special room rate of \$169.00). Also, please return the attached meeting registration form to the Institute. If you plan to attend the optional networking dinner on Tuesday, September 18th, please return a check for \$60 with your Institute registration form. We look forward to seeing you at the September 2001 Committee Meetings. If you have any questions about these meetings, please contact me at 202/326-5883; email: [brenner@ici.org](mailto:brenner@ici.org). 2Linda Brenner Director - Operations & Training Attachments Attachment no. 1 (in .pdf format)