

MEMO# 8424

December 3, 1996

AGENDA FOR JANUARY 14-15, 1997, SALES FORCE MARKETING COMMITTEE MEETING

December 3, 1996 TO: SALES FORCE MARKETING COMMITTEE No. 43-96 RE: AGENDA FOR JANUARY 14-15, 1997, SALES FORCE MARKETING COMMITTEE MEETING

As we previously informed you, the next meeting of the Institutes Sales Force Marketing Committee will be held during the Joint Committee Meetings of the Institutes marketing, communications, and research committees on January 14-15, 1997 in Scottsdale, Arizona. Attached you will find 1) an agenda for the second day of the Sales Force Marketing Committee meeting, and 2) an updated memorandum on the joint sessions and registration information. If you are planning to attend the Joint Committee Meetings, and have not already done so, please make your hotel reservations and register with the Institute no later than December 11, 1996. Please make your hotel reservations by calling the Scottsdale Princess Hotel at 800/344-4758 and mentioning that you will be attending the Investment Company Institutes Joint Committee Meetings. The Institute has arranged a special rate for hotel rooms, and this rate will not be available to members who reserve their rooms after the cut-off date. The Sales Force Marketing Committee meeting will consist of a series of joint sessions on January 14, which are open to members of all of the committees, as well as a committee-specific session for the Sales Force Marketing Committee and broker/dealer associate members (only) on January 15. If you would like to suggest additional discussion topics, please contact me at 202/326-5883 (electronic mail: brenner@ici.com). We look forward to seeing you in Scottsdale. Linda Brenner Director, Sales Force Marketing and Financial Planning Services Attachments