

MEMO# 1635

January 4, 1990

JOINT WINTER COMMITTEE MEETINGS

January 4, 1990 TO: DIRECT MARKETING COMMITTEE NO. 1-90 PUBLIC INFORMATION COMMITTEE NO. 1-90 RESEARCH COMMITTEE NO. 1-90 SALES FORCE MARKETING COMMITTEE NO. 1-90 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 1-90 RE: JOINT WINTER COMMITTEE MEETINGS

Enclosed is the program for the joint meetings of the Institute's marketing-related committees which will be held at The Pointe (Squaw Peak) in Phoenix on January 17-19, 1990. The Pointe at Squaw Peak, 7677 North 16th Street, Phoenix, AZ 85020. Telephone: (602) 997-2626 Fax: (602) 997-2393 Also enclosed are the agendas of the individual committees which will be meeting in Phoenix. All of the standing committee meetings will be open to everyone attending the joint meetings. Please note that two separate dinners have been scheduled for Wednesday evening, January 17, at The Pointe. A dinner for members of the Direct Marketing, Sales Force Marketing, Shareholder Communications and Public Information Committees will be held at 7:00 pm in Aunt Chilada's Restaurant. Another dinner will be held for members of the Research Committee at 7:00 pm at the restaurant called Beside the Pointe. The joint reception and dinner for all attendees will be in the Grand Ballroom on Thursday evening at The Pointe. Spouses are welcome at the dinners. The joint session scheduled for mid-day Thursday will feature a report on Washington developments by Matthew P. Fink, Senior Vice President and General Counsel of the Institute. The second speaker will be Heidi S. Fiske, who is conducting a year-long study of "The Investment Company Industry in the 1990's" for the Institute. She will share some preliminary insights of particular interest to marketing and sales people, and elicit your views on which areas to expand for you in the final report. (Heidi and her colleague, Priscilla Keswani will be with us for the duration of the Joint Committee meetings, so that you may share your views with them informally at other times.) Ground Transportation: Hotel is approximately 15 minutes from the Phoenix Airport. You can take the Super Shuttle for \$9 or a taxi for \$15. Since Phoenix taxis are not regulated, discuss fee with driver. Casual attire is appropriate. We look forward to seeing you in Arizona! C. Richard Pogue Senior Vice President - Management Enclosures