

MEMO# 1225

June 19, 1989

AGENDA FOR MEETING, JUNE 23, 1989

June 19, 1989 TO: MARKETING COMMITTEE NO. 18-89 RE: AGENDA FOR MEETING, JUNE 23, 1989 _____ Attached is the agenda for the Marketing Committee meeting which will be held in the Institute Conference Room at 10:00 a.m. On Friday, June 23, 1989. You should already have received material relating to the retail offerings of participations in pools of securitized personal loan, automobile loan and credit card receivables. Consideration of marketing issues raised by these offerings will be a major focus of this meeting. In addition, we would like to receive feedback on the usefulness and effectiveness of the Institute's marketing research efforts, especially major projects such as the Channels of Distribution Study. To aid that discussion a memorandum is attached briefly describing the Institute's ongoing research program and projects being considered for the next year. If time permits, we will continue the consideration begun at the last Marketing Committee meeting of the major factors likely to influence the marketing of mutual funds in the 1990s and what role the Institute should expect to play during that period. If you cannot attend the meeting on June 23, please call either Dick Pogue ((202) 955-3503) or me ((301) 547-5745) with your views on these matters. James S. Riepe
Chairman Attachments