MEMO# 9943

May 19, 1998

## AGENDA: JUNE 24, 1998 SALES FORCE MARKETING COMMITTEE MEETING

[9943] May 19, 1998 TO: BROKER/DEALER ASSOCIATE MEMBERS No. 13-98 SALES FORCE MARKETING COMMITTEE No. 11-98 RE: AGENDA: JUNE 24, 1998 SALES FORCE MARKETING COMMITTEE MEETING

As we

previously informed you, the next meeting of the Investment Company Institutes Sales Force Marketing Committee will be held on Wednesday, June 24, 1998 at the Marriott @ Metro Center at 775 12th Street, NW in Washington, DC. The meeting will run from 9:30 am to noon and will be followed by a joint luncheon with members of the Institutes Direct Marketing Committee (the Direct Marketing Committee will meet in the afternoon on June 24th). Matt Fink, President of the Institute, will provide a Washington Scene Update at the luncheon. A preliminary meeting agenda and attendance list are attached. As you will note from the agenda, we will be discussing mutual fund company websites at the meeting. If you are unfamiliar with the websites of the companies that will be represented at the meeting, please visit their websites prior to the meeting so that you will be prepared to join in the website-related discussion. To register for the Committee meeting and luncheon, please complete and return the attached registration form to the Institute. For hotel reservations, please call the Marriott @ Metro Center directly at 202/737-2200. Please mention that you will be attending the Institutes meeting when making your reservation in order to receive the special room rate of \$199. Please also note that an optional networking dinner for the Institutes marketing committees will be held on Tuesday, June 23rd at 6:30 pm at the Oval Room, which is located at 800 Connecticut Avenue, NW (Phone: 202/463-8700). If you are interested in attending this dinner, please indicate so on the attached registration form and return it, along with a check for \$50, to the Institute. (There is no charge for attending the committee meeting and luncheon; however, there is a \$50 fee for the optional networking dinner.) I look forward to seeing you in June. If you have any questions about the upcoming meeting, please contact me at 202/326-5883 (electronic mail: brenner@ici.org; fax: 202/326-5853). Linda Brenner Director, Sales Force Marketing Enclosures INVESTMENT COMPANY INSTITUTE Sales Force Marketing Committee Washington, DC June 24, 1998 Registration Form Name:

	Company:
	Address:
	City/State/Zip:
T	elephone:
	I will attend: Sales Force
Marketing Committee Meeting (9:30 am - noon) Join	t Luncheon and "Washington
Scene" Report Optional Dinner (June 23rd, 6:30 pm;	Oval Room at 800
Connecticut Avenue, NW) Please check here if you r	equire special services due to

a disability	Please return registration form to: Linda Brenner Investment
Company Institute 14	401 H Street, NW Washington, DC 20005-2148 202/326-5883 (Phone)
202/326-5853 (Fax)	brenner@ici.org (Email)

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