

MEMO# 1124

April 25, 1989

TIAA-CREF MARKETING CONFERENCE

April 25, 1989 TO: BOARD OF GOVERNORS NO. 26-89 MARKETING COMMITTEE NO. 8-89 DIRECT MARKETING COMMITTEE NO. 14-89 SALES FORCE MARKETING COMMITTEE NO. 14-89 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 10-89 RESEARCH COMMITTEE NO. 9-89 PENSION MEMBERS NO. 24-89 MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 5-89 MEMBERS - ONE PER COMPLEX NO. 11-89 RE: TIAA-CREF/403b Marketing Conference _____ "Marketing Opportunities After the TIAA-CREF Decision" will be the topic of a one-day conference to be sponsored by the Investment Company Institute on June 20, 1989, at the Crystal Gateway Marriott Hotel in Arlington, Virginia. Designed primarily to help mutual fund marketing executives assess the college and university pension plan market, the conference will feature panels on the following topics: o technical details of the TIAA-CREF order o marketing considerations from the point of view of mutual fund and insurance product sponsors o the campus perspective on the market from the view- point of college and university business administrators o how to market effectively to large universities, small colleges, and state institutions The conference will begin at 9:30 a.m., and will end at approximately 4:00 p.m. Lunch will be provided. Who Should Attend Mutual fund marketing and operations executives and attorneys of firms that currently market to the higher education market or firms that wish to sell to this market; and executives of broker- dealer associate members. How to Register To register, complete the attached registration form and return it, along with a check for \$150 to: Claire Gurnee Investment Company Institute 1600 M Street, N.W., Suite 600 Washington, D.C. 20036 More Information For more registration or logistical information, contact Claire Gurnee at 202/955-3508. For additional information on the program, contact Stephanie Brown at 202/955-3536 or Barbara Levin at 202/955-3540. Barbara Levin Director-Sales Force Marketing Services/ Public Information Coordinator Stephanie Brown Marketing Director Kathy Ireland Assistant General Counsel
REGISTRATION FORM INVESTMENT COMPANY INSTITUTE MARKETING OPPORTUNITIES AFTER THE TIAA-CREF SETTLEMENT PLEASE TYPE OR PRINT Name(s) and Title(s) -----

----- Name of
Organization _____ Address _____
City, State, Zip _____ Telephone Registration Fee ____ \$150
Each Registrant Total Fees \$____ (Check made out to Investment Company Institute)
Return to: Ms. Claire Gurnee INVESTMENT COMPANY INSTITUTE 1600 M Street, NW Suite 600 Washington, DC 20036

should not be considered a substitute for, legal advice.