

MEMO# 1644

January 11, 1990

MARKETING COMMITTEE AGENDA

January 11, 1990 TO: MARKETING COMMITTEE NO. 2-90 DAVID H. DIEVLER DAVID S. LEE RE: MARKETING COMMITTEE AGENDA

Attached is the agenda for the Marketing Committee meeting which will be held in the Chairman's Board Room at The Boulders in Carefree, Arizona at 2:30 p.m. on Monday, January 22, 1990. As background to the discussion of the first agenda item, attached is a memorandum from Jacob S. Dreyer to an ad hoc industry group who will be meeting on January 17 to discuss several issues relating to the collection and dissemination of industry statistics. The bulk of the meeting will be devoted to a presentation by Heidi S. Fiske, who is conducting a long-range planning study for the Institute, of preliminary findings regarding markets, distribution and service issues facing the mutual fund industry in the 1990s. We look forward to seeing you in Arizona. C. Richard Pogue Senior Vice President - Management Attachments

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