

MEMO# 5411

December 16, 1993

AGENDA FOR JANUARY 14 MEETING

December 16, 1993 TO: SALES FORCE MARKETING COMMITTEE NO. 58-93 RE: Agenda for January 14 Meeting _____ Attached is a preliminary agenda for the Sales Force Marketing Committee meeting on January 14, along with minutes of the October meeting for your review. The January 14 meeting will be held at the Fairmont Hotel in New Orleans at 9 a.m. You will see that the agenda is packed with reports and discussions on important issues, so we hope you will come prepared to participate. If you can, please plan for the possibility that the meeting may run until noon. As you know, noncash broker compensation issues have been widely debated in recent years. We may see new NASD regulations soon. Our panel discussion on the advantages and disadvantages of sales contests and other incentive programs will be designed to aid independent fund groups in their individual policy reviews. The panel will not aim to scrutinize current practices nor to produce committee consensus. During the final portion of the meeting the Institute will be asking the committee to vote on the proposal that we have discussed previously to standardize nomenclature for multiple classes of shares. A copy of the proposal is attached. At that time we will also be asking for your suggestions on an important new Institute initiative for enhanced education and disclosure to bank customers. Check your meeting packet for background information. You have received a separate mailing describing other meetings, general sessions and social events to be held the week of January 12 - 14. Please remember to return your registration form to the Institute's conference office if you plan to attend. I look forward to seeing you next month. Season's greetings, and have a happy new year. Barbara Levin Director, Sales Force Marketing and Financial Planning Services

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