

MEMO# 13839

August 14, 2001

DIRECT MARKETING COMMITTEE AGENDA

[13839] August 14, 2001 TO: DIRECT MARKETING COMMITTEE No. 10-01 SALES FORCE MARKETING COMMITTEE No. 11-01 RE: DIRECT MARKETING COMMITTEE AGENDA As we previously informed you, the Investment Company Institute's Direct Marketing Committee and the Sales Force Marketing Committee will meet on Wednesday, September 19, 2001 at the Institute's offices at 1401 H Street, NW, in Washington, DC. A preliminary agenda for the Direct Marketing Committee meeting is attached. As you will note from this agenda, the meeting will be very discussion oriented. Consequently, it is critical that meeting attendees come prepared to participate in the discussions and to share their experiences with the topics that will be addressed. Please note that the Sales Force Marketing Committee meeting will run from 9:30 am to noon. The Direct Marketing Committee meeting will run from 1:30 pm to 4:00 pm. A luncheon for members of both Committees will begin at noon. Also, an optional networking dinner for the Committees will be held on Tuesday, September 18th (restaurant TBD). The dinner will begin with cocktails at 6:30 pm. A block of rooms has been reserved at the Crowne Plaza Washington (14th and K Streets, NW; Phone: 202/682-0111) for meeting attendees. Please call the Crowne Plaza directly to make your room reservation (mention that you will be attending an Institute meeting when making your reservation in order to receive the special room rate of \$169.00). Also, please return the attached meeting registration form to the Institute. If you plan to attend the optional networking dinner on Tuesday, September 18th, please return a check for \$60 with your Institute registration form. We look forward to seeing you at the September 2001 Committee Meetings. If you have any questions about these meetings, please contact me at 202/326-5883; email: brenner@ici.org. Linda Brenner Director, Operations and Training Attachments