

MEMO# 8833

April 28, 1997

JOINT COMMITTEE MEETINGS, JUNE 9-12 IN WASHINGTON, DC

April 28, 1997 TO: DIRECT MARKETING COMMITTEE No. 10-97 INDUSTRY STATISTICS COMMITTEE No. 6-97 MARKETING POLICY COMMITTEE No. 13-97 PUBLIC INFORMATION COMMITTEE No. 12-97 RESEARCH COMMITTEE No. 7-97 SALES FORCE MARKETING COMMITTEE No. 10-97 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 6-97 RE: Joint Committee Meetings, June 9-12 in Washington, DC

As we previously informed you, the next meetings of the Institutes marketing, communications, and research committees will be held June 9-12 in Washington, DC. All meetings will be held at the Renaissance Hotel, except for the Sales Force Marketing Committee meeting, which will be held in the David Silver Conference Room at the Institute. Meeting Format Attached is an updated schedule for the meetings, as well as preliminary agendas for the committee-specific sessions (Please note that the times--but not the days--of various events have changed slightly). With the exceptions of the Marketing Policy Committee meeting, the Research Planning Subcommittee meeting and dinner, and the Research Committee breakfast, attendance at the committee meetings will be open to all member attendees. As has been the case in the past, committee members and substitutes for committee members will be seated at the meeting table; additional seating will be provided for those who are not committee members. A members spouse or guest may attend the dinners and the buffet lunch (on Thursday), but may not attend any of the other meeting functions. In addition to the committee-specific sessions, the meeting will feature several joint session presentations. Mary Schapiro, President of the National Association of Securities Dealers Regulation, Inc., will discuss the fund industrys responsibilities in advertising, sales practices, and investor education. Rochelle Lamm Wallach, President, Strong Capital Management, Inc., will lead a panel discussion of "Educating Shareholders and Empowering 401(k) Participants: How Adults Learn." A well-known expert will share thoughts on "Planning for the Unexpected." Institute President Matthew P. Fink will report on legislative and regulatory issues. Please note that there will be no breakfast discussion groups at the June meetings. Many members have indicated that they will be participating in breakfast discussion groups at the Institutes General Membership Meeting, scheduled a few weeks prior to the Joint Committee Meetings. However, breakfast discussion groups are planned for the next Joint Winter Committee Meetings, which will be held January 14-16, 1988 in New Orleans. Registration Information To attend the Joint Committee Meetings, please register with the Institute by completing and returning the attached registration form. There is a registration fee of \$150 for employees of Institute member firms (\$40 for a members spouse or guest) to help defray the cost of the dinners and lunches. Please attach a check to the registration form, and send both to the Institute. Hotel Information The Institute has arranged a special room rate of \$150 single/\$175 double (Club Tower \$170

single/\$195 double) at the Renaissance Washington, DC Hotel for members who make their hotel reservations by May 9, 1997. Please make your room reservation directly with the hotel by calling 202/898-9000. The Renaissance Washington, DC Hotel is located at 999 Ninth Street, NW in Washington, DC. Parking is available at the hotel for \$15 per day. Business attire is appropriate for all events. More Information For more information on these meetings, please call the Institute staff coordinator as follows: Marketing Policy Committee Julie Domenick 202/326-5890 Direct Marketing Committee Stephanie Brown 202/326-5869 Sales Force Marketing Committee Linda Brenner 202/326-5883 Public Information Committee Elizabeth Powell 202/326-5860 Shareholder Communications Committee Sue Duncan 202/326-5880 Research Committee Sandra West 202/326-5912 Industry Statistics Committee Anne Schafer 202/326-5934 Lawrence Maffia Senior Vice President, Management Attachments

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