

MEMO# 5044

August 12, 1993

OCTOBER COMMITTEE MEETING SCHEDULE

August 12, 1993 TO: DIRECT MARKETING COMMITTEE NO. 42-93 PUBLIC INFORMATION COMMITTEE NO. 41-93 SALES FORCE MARKETING COMMITTEE NO. 40-93 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 33-93 RE: OCTOBER COMMITTEE MEETING SCHEDULE

The next meetings of the Institute's four marketing/ communications committees will be held in Washington October 6 and 7. Meetings of the Direct Marketing, Public Information and Shareholder Communications Committees will be at the University Club, at 1135 16th Street, NW (between M and L Streets). The Sales Force Marketing Committee will meet at the Madison Hotel (corner of 15th and M Street, NW). Unfortunately, some late developing schedule conflicts for a number of members of the Sales Force Marketing Committee forced us to move that meeting to Wednesday, October 6 instead of Friday, October 8. There will be a separate luncheon for members of the Sales Force Marketing Committee only if enough members express an interest in attending. (See next page.) The schedule is as follows:

Wednesday, October 6 Noon - 2:00 pm Public Information Sub-Committee Working Luncheon, University Club (PI Committee members only) 2:00 pm - 4:30 pm Public Information Committee Meeting, The University Club Noon - 1:30 pm (Lunch Option for Sales Force Marketing Committee - see next page) 1:30 pm - 4:00 pm Sales Force Marketing Committee Meeting, The Madison Hotel (Dolley Madison Room) 7:00 pm Optional Dinner -- Duke Ziebert's 1050 Connecticut Ave., NW at L St. (2nd Floor) Thursday, October 7 - All meetings at the University Club 9:30 am - Noon Direct Marketing Committee Meeting Noon - 1:30 pm Direct Marketing Committee and Shareholder Communications Committee Joint Luncheon 1:30 pm - 4:00 pm Shareholder Communications Committee Meeting

Agendas for each meeting will be mailed to committee members in the near future. For your convenience, we have attached a list of nearby hotels. The Institute has reserved a limited number of guest rooms at the University Club for our members at a rate of \$95 single/double. To receive this special rate, call the club directly at 202/862-8800 and mention the Institute in connection with your reservation request. The deadline for registering at this rate is September 22. We are arranging an optional dinner on the evening of Wednesday, October 6, at Duke Ziebert's Restaurant. The dinner registration fee is \$45 per person. (The actual cost is higher, but we will cover the difference.) This fee should be sent to us along with the attached meeting response form, although you can pay later if you decide to attend at the last minute. If sufficient numbers of committee members register, we will arrange a luncheon for Sales Force Marketing Committee members on October 6, noon - 1:30. A decision about lunch will be announced with the agenda mailing early next month. Please note that there continues to be no fee for attending the committee meetings or the joint committee lunches. The fees are just for those choosing to participate in the optional dinner. To help us in planning, please mail the attached

registration form to my assistant, Rebecca Bentley, no later than Friday, October 1. You may reach her at 202/955-3531 with any questions about meeting times and locations. We look forward to seeing you in October. L. Erick Kanter Vice President, Public Information and Marketing Attachments

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