

MEMO# 1141

May 4, 1989

MARKETING OPPORTUNITIES AFTER THE TIAA-CREF SETTLEMENT-- SECOND NOTICE

May 4, 1989 TO: BOARD OF GOVERNORS NO. 30-89 MARKETING COMMITTEE NO. 10-89
DIRECT MARKETING COMMITTEE NO. 16-89 SALES FORCE MARKETING COMMITTEE NO.
16-89 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 12-89 RESEARCH COMMITTEE
NO. 11-89 PENSION MEMBERS NO. 25-89 INVESTMENT ADVISER MEMBERS NO. 27-89
INVESTMENT ADVISER ASSOCIATE MEMBERS NO. 26-89 MEMBERS INTERESTED IN PUBLIC
INFORMATION NO. 6-89 OPERATIONS MEMBERS NO. 16-89 MEMBERS - ONE PER COMPLEX
NO. 13-89 RE: Marketing Opportunities After the TIAA-CREF Settlement-- Second Notice

_____ The Institute will sponsor a
special one-day conference on "Marketing Opportunities After the TIAA-CREF Settlement"
on June 20, 1989 at the Crystal Gateway Marriott Hotel in Arlington, Virginia (a suburb of
Washington, DC, close to National Airport). The conference will feature presentations on the
marketing and technical implications of the TIAA-CREF settlement, as well as tips on how to
market to the college and university marketplace from several pension fund administrators.
An agenda, which outlines the day's activities, is attached. Lunch will be provided. Who
Should Attend Marketing, legal, and operations executives from Institute member firms who
wish to learn more about the college and university marketplace for mutual funds, as well
as executives of broker- dealer associate members. How to Register To register for
"Marketing Opportunities After the TIAA-CREF Settlement," please complete the attached
registration form and return it, along with a check for \$150 for each registration, to: Claire
Gurnee Investment Company Institute 1600 M Street, NW Suite 600 Washington, DC 20036
More Information For more registration or logistical information, please call Claire Gurnee at
202/955-3508. For more information on the program, call Stephanie Brown at 202/955-3536
or Barbara Levin at 202/955-3540. Please make your own hotel reservations. Special room
rates have been arranged at the Crystal Gateway Marriott Hotel (703/920- 3230). When
making your reservation, mention that you are attending the Investment Company Institute
conference to obtain this special room rate. Stephanie Brown Marketing Director Barbara
Levin Director-Sales Force Marketing Services Kathy Ireland Assistant General Counsel

Address _____ City, State,
Zip _____ Telephone Registration Fee _____ \$150 Each
Registrant Total Fees \$ _____ (Check made out to Investment Company Institute) Return to:
Ms. Claire Gurnee INVESTMENT COMPANY INSTITUTE 1600 M Street, NW Suite 600
Washington, DC 20036

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