

MEMO# 2974

August 5, 1991

SEPTEMBER COMMITTEE MEETING SCHEDULE

August 5, 1991 TO: DIRECT MARKETING COMMITTEE NO. 25-91 PUBLIC INFORMATION COMMITTEE NO. 25-91 SALES FORCE MARKETING COMMITTEE NO. 24-91 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 21-91 RE: SEPTEMBER COMMITTEE MEETING SCHEDULE

The next meetings of the Institute's marketing/communications committees will be held in Washington in September. All four meetings will be held at the Mayflower Hotel, on Connecticut Ave, NW., just above L Street. The schedule is as follows: Tuesday, September 10 7:00 p.m. Optional dinner at National Press Club (14th Street at F Street, NW) Wednesday, September 11 8:30 a.m. Public Information Subcommittee breakfast meetings 9:30 Public Information Committee meeting 12:30 p.m. Joint luncheon 2:00 Shareholder Communications Committee meeting 7:00 Optional dinner at Gary's Restaurant (18th Street, NW - between L and M Streets) Thursday, September 12 9:30 a.m. Sales Force Marketing Committee meeting 12:30 p.m. Joint luncheon 2:00 Direct Marketing Committee meeting Agendas will be mailed to committee members in the near future. For your convenience, we have attached a list of nearby hotels. We have also reserved a block of rooms at the Mayflower Hotel (phone 202/347-3000) at a special rate of \$120.00 for a single and \$180.00 for a double per night. Please make your own reservations, and mention the Institute to obtain the special rate. As has been our practice in the past, we are arranging optional dinners on the evenings before each day of meetings. Unfortunately, due to budget constraints, this year we are reluctantly forced to require participants to cover the costs of these dinners. It seems to us that the most efficient way to implement this new policy is by charging dinner participants a "dinner registration fee" of \$40 per person for each dinner attended (the actual cost will be higher, but we will cover the difference). This fee should be sent to us in advance along with the attached meeting response form, although you can pay later if you decide to attend at the last minute. Please note that there continues to be no fee involved in attending the committee meetings or the joint committee lunches. To help us in planning, please return the attached form to me by mail no later than Friday, September 6. Best regards, L. Erick Kanter Vice President- Public Information and Marketing P.S You may also want to put the dates of our joint winter committee meetings on your calendar. They will be held at the Disney Yacht Club near Orlando, from Wednesday, January 22 through Friday, January 24. The times for each meeting have not yet been worked out, but we will notify you of the specific schedule as soon as possible. We have reserved a block of rooms at the Disney Yacht Club at a daily rate of \$130.00 (double or single). Please make your own hotel reservations by calling the hotel at 407/934-7639. Attachments

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