

College Tuition Savings Plan Advisory Commission
Minutes of Meeting Held: August 12, 1998
State House, Room 103

The eighteenth meeting of the College Tuition Savings Plan Advisory Commission (the Commission) was called to order at 8:30 a.m., with Vice Chairman Richard Gustafson presiding. The following Commission members were present which resulted in a quorum:

<u>Member</u>	<u>Represents</u>
O. Alan Thulander	Representative from Frankestown
Georgie A. Thomas	State Treasurer, Treasury Department
Martha Gooze	Public Member from Durham Appointed by the Governor
Edward Gordon	Senator from Bristol
Richard A. Gustafson	President, New Hampshire College, Representing College and University Council
Mary Milliken	Business Administrator, Representing Regional Community Technical College System
Mike Cryans	Public Member from Hanover Appointed by the Governor

The following members were absent:

Edward MacKay	Vice Chancellor for Budget and Planning, University System of New Hampshire
Hannah M. McCarthy	President, Daniel Webster College, Representing Postsecondary Education Commission
Sylvia Larsen	Senator from Concord
Andrew R. Peterson	Representative from Peterborough
Charles Connor	Budget Director, Office of Governor, Representing the Governor
Ingrid Lemaire	Director of Public Relations, NH Higher Education Assistance Foundation

Jim Fadule of Fidelity updated the Commission on the results of the first weeks of activity in the Plan. His review included statistics regarding number of calls received and answered, number of fulfillment kits mailed, and accounts opened.

Lori Enos reviewed public relations activities to date. She indicated that press packets had been widely distributed to both print and electronic media. She handed out copies of newspaper and magazine articles that have appeared over the past few weeks. Ms. Enos also reviewed the selection of Neale Godfrey as the spokesperson for the UNIQUE Plan and 529 Plans in general. Ms. Enos discussed Fidelity's plan to replace a contemplated gala launch event with a "key decision

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Page No. 2 of 2

makers" forum to be held in central New Hampshire. This forum will feature members of the commission and will be targeted toward financial planners, members of the education community, general community leaders and other key decision makers to educate them on the beneficial features of the UNIQUE Plan.

Elaine Fazekas of Fidelity reviewed Marketing efforts to date. Fidelity plans to target state employers with a Fidelity relationship (401k Plan administration). She also highlighted the publication of the Fidelity Focus magazine, mailed to current customers, which will include a feature on 529 Plans and the UNIQUE Plan. Ms. Fazekas briefly discussed Fidelity's strategy for training additional customer service representatives to handle the growing volume of calls requesting information for the UNIQUE Plan.

Michael Ablowich of the Treasury Department handed out and discussed briefly the proposed endowment legislation. Members of the Commission are to review the proposal and bring comments to the next meeting. Mr. Ablowich anticipated that the commission will have two pieces of legislation this session; minor technical changes in one and a separate legislative proposal for the endowment portion of the Plan.

The next meeting is scheduled for October 9th, to be held at the Fidelity site in Merrimack, New Hampshire. The meeting adjourned at 9:40 AM.