

**October 27, 2005**

**To: All GALA Members**

**From: Executive Committee**

**Re: Report on Executive Committee Meeting**

**1. Working Together Better – SWOT and the 5 “R’s” to Success**

As part of GALA’s strategy for 2006, the Executive Committee will prepare a SWOT analysis – Strengths, Weaknesses, Opportunities and Threats – together with short and long term goals to achieve as an organization. This is a common method of business analysis and one that a number of firms in GALA successfully use in their own practices. In addition, we have developed a program -- the 5 “R’s” to Success – that we plan to introduce as one strategy in our long term growth. The 5 “R’s” are Respect, Relationships, Referrals, Revenues and Results. As we measure what we do going forward, we should be able to the 5 R matrix as a reference point. This will be done during the month of November and circulated.

**2. Associate Membership**

Our most recent addition to Associate Membership is Motorola who was introduced by Brinsley Dresden. Doug noted that we will soon be receiving applications from Coors, Sony and Ernst and Young. The committee was encouraged to put more effort into getting Associate Members and to encourage members to invite Associate Members as well.

From the feedback Brinsley provided from the EMEA meeting last month, it was decided that we need to establish a greater list of tangible benefits for Associate Members in order to further attract new members. One suggestion that is being worked on is to capture the information from the EACA Extranet and put it on the members’ only section. This being a comprehensive report from each country will provide AM’s with a great resource. Other ideas that were proposed were to offer AM’s free answers by telephone to brief questions (6-12 minute call) which may ultimately lead to fee generating work. We will develop a list of benefits in the format of an insert for the GALA brochure.

Another way we are hoping to get new Associate Members is through an incentive program for law firm members. Starting in 2006, we are considering a program where each time a law firm member gets an AM to join GALA, they will get \$200 knocked off their annual dues to a maximum of \$1,000 each year.

**3. Electronic Newsletter**

We have received multiple price quotations for creation and management of the GALA newsletter. The Executive Committee has decided to go with Condy Designs, the designer of the GALA website and our other marketing materials. Their price was the

most competitive and they understand GALA's branding agenda extremely well. In addition, they have a great deal of experience with this type of newsletter having been the original designers and implementation team for Hall Dickler's ADLAW By Request. Condy Designs will be working on a list of possible names for the newsletter which will be circulated for a vote by the GALA membership. The first issue is slated to hit inboxes on or around February 1<sup>st</sup>.

#### **4. Small African / Asian Countries**

This topic was postponed until we have significant interest from a small country. Right now we will focus on filling the major gaps outlined in the business plan.

#### **5. Public Relations and Advertising**

There has been a great deal of discussion about the value of the Public Relations for the money spent so far. The suggestion was made to split the Public Relations cost among a few PR agencies within each region, the EC decided that for right now, the budget we have is too small and very little will be able to be achieved from the small amount we could give each region. GS Schwartz still needs to prove themselves to GALA but it may be too soon to make the determination of their value. Doug informed the EC that he and Stacy will have an in person meeting with GS Schwartz next week to discuss the concerns the members have and to let them know that they need to further prove their capabilities. Brinsley will join the meeting by telephone.

The EC also discussed the wisdom of continuing to advertise in the *Internationalist*. Stacy and Doug will discuss a better ROI with them, e.g., editorial, etc. In addition, we will ask AM's what magazines they read and determine where our dollars are best placed.

#### **6. 2006 Budget / Business Plan**

See attached reports.

#### **7. Toronto**

The schedule of events for Toronto has been planned as follows:

##### ***May 11, 2005***

8am -10am: Executive Committee Meeting  
10am – 1:30pm: Global Meeting  
2pm – 5pm: Seminar  
5pm – 6:30pm: Cocktail Reception  
7:00 – Dinner

##### ***May 12, 2005***

9am-3pm: Regional Meetings  
3-4pm: Global Meeting Roundup  
6pm: Dinner and Evening Activity

More details regarding venues will follow shortly.

**8. Executive Director's Report**

The Q3 Financials were presented to the EC for review. We are currently low on cash, however we are expecting a \$100,000 gift from Millennium, Doug's client before year end which will eliminate such problems.

Several members' dues remain partially unpaid for 2005. These members will be spoken to and reminded of the obligation to pay their dues in a timely manner.

**9. Next Meeting**

Will be held in January 2006



# MEMORANDUM

GLOBAL ADVERTISING LAWYERS ALLIANCE

**From: Stacy D. Bess**

Direct Phone: 212.549.0343

Email: sbess@gala-marketlaw.com

Global Advertising Lawyers Alliance

599 Lexington Avenue

New York, NY 10022-7650

212.521.5400

Fax 212.521.5450

**TO:** EXECUTIVE COMMITTEE

**DATE:** November 2, 2005

**RE:** 2006 Budget

## **Website maintenance:**

**2005: \$7,000**

**2006: \$9,000**

Web maintenance was the area in 2005 which was most over budget particularly because a bill for the addition of the member's only section of \$4,000 came in for payment in early 2005, the creation of the search feature in the members only section and the arrival and departure of so many members this year has us over budget by \$7,500 at the end of Q3 with another quarter yet to come. While I do not anticipate as much work to be necessary in 2006 as was in 2005 since the template is now created I still want to make sure we have enough budgeted to keep the site fresh and current, therefore increasing the budget to \$9,000.

## **E- Newsletter**

**2005: \$0**

**2006: \$12,500**

The quote I received from Condé Designs estimates about \$2,500 per newsletter. In addition there is a charge for the email warehousing of about \$400 a year to store the email addresses and send the emails of each issue. Within this cost, we will have access to this list and any time and the availability to send out an unlimited number of emails each year which will help if we want to send announcements or special editions to the mailing list. The initial startup design work will run about \$2,000, part of which has already been completed and is a sunk cost (~\$750). We also received a quote from a UK based firm which is estimated at \$4,400 per issue.

## **Marketing / Sponsorship/ Advertising:**

**2005: \$30,000**

**2006: \$32,000**

In 2005, we are likely to go over our marketing budget by approximately \$2,500. This is due to unanticipated sponsorships, a need for additional brochures and a great deal of extra design work to create multi language inserts for the GALA brochures and for creating new materials to keep within the branding of GALA. We will need to further discuss our advertising plan and

sponsorship plan for 2006 however I have increased the budget to \$32,000 which actually really increases our spending in this area by \$5,000 because we will be without a \$3,000 expense which was incurred to print brochures in 2005 (we ordered in bulk discount so we will have enough to take us through 2006).

The breakdown for this budget item is roughly:  
Marketing (brochures, design work, etc.): \$10,000  
Sponsorship: \$10,000  
Advertising: \$12,000

#### **Public Relations:**

**2005: \$48,000**

**2006: \$55,000**

In 2005, I budgeted for the PR to start in January, which it did not so we saved 2 months at a total of \$8,000. However, we have been hit each month with an expense bill of about \$500+ which in the 10 months will amount to \$5,000. Therefore the PR spending estimate for 2005 is about \$45,000 (or for an entire year would have been about \$54,250). According to our contract with Schwartz after 1 year of service their rate increases from \$4,000 to \$6,000 and then \$6,500, Doug and I will be meeting with Schwartz to explain to them that we just cannot afford this increase.

#### **Supplies:**

**2005: \$1,250**

**2006: \$1,000**

This has been adjusted slightly lower for 2006, as the 2005 estimate was on the high side of things.

#### **Utilities/ Postage / Duplication / Blackberry:**

**2005: \$4,000**

**2006: \$4,000**

This budget item will remain the same in 2006, the estimate in 2005 was on target and I don't anticipate any additional major costs in 2006.

#### **2006 Global Meeting:**

**2005: \$25,000**

**2006: \$10,000**

In 2005 we exceeded our budget for the Global Meeting by approximately \$15,000. We anticipated a great deal more income from the seminar as well as lower costs. Due to limited venues and the cost of F & B and meeting space in NY we were not able to stay within our budget. I am however anticipating a much less expensive Global Meeting in 2006. The fact that Toronto is a cheaper city than NY combined with the fact that the US dollar is still slightly stronger than the Canadian dollar will work to our benefit. Now we just have to hope the US dollar gets even stronger instead of weaker – I have added in some extra money in case this happens. Additionally, we are hoping to secure some sponsorship for this event, this will significantly help to reduce our bottom line and I therefore have only budgeted \$10,000.

**2006 Regional Meetings:****2005: \$0****2006: \$4,500**

This year we have decided to add a budget line of \$4,500 to deflect some of the costs of the regional meetings off the members. Each region will be given up to \$1,500 to spend towards their regional meeting.

**Salary & Expenses:****2005: \$80,000****2006: \$85,000**

Actual expenditure in this area for 2005, including salary, benefits, payroll taxes & 401K will be \$82,300, slightly over what was budgeted, due to new tax rates and additional payroll taxes which we were not aware of when budgeting for 2005. In 2006, should a 3.5% increase in salary be given to the ED increasing my salary from \$70,000 to \$72,500, the total expenditures including everything will increase to approximately \$85,000. In addition, an incentive plan will be created for the ED based on success of 2006 initiatives such as Associate Membership.

**Executive Director Travel & Entertainment Cost:****2005: \$1,500****2006: \$4,000**

In 2004 my T & E was budgeted for \$4,000 and only \$2,500 was spent. In 2005, my T & E was budgeted for only \$1,500 because the Annual meeting was in NY, again this was an over estimate by about \$900 because I was able to negotiate a free hotel room for myself at the meeting and didn't need to leave NY at all. I presume my actual travel expenditures will be somewhere along the lines of 2004, however I would like to include a cushion in case it becomes necessary for me to attend an industry event or a regional meeting if necessary.

**Accountant****2005: \$14,000****2006: \$7,000**

The accountant's estimate to do the 2005 tax returns as well as the formal audited accounting report for the Global Meeting has been estimated at \$5,000-\$7,000. I prefer to stick with the high end as they have tended to underestimate in the past. So far this year, our CPA bills have been about \$14,000, this is because of the work that was done to on our 2003 & 2004 tax returns and as well as the 501c3 filings. In 2005, this budget item was included in the miscellaneous section.

**Miscellaneous:****2005: \$7,500****2006: \$2,500**

This year our miscellaneous costs were well over budget by about \$7,500 so far and by year end maybe \$10,000. The reason for this is the unanticipated excessive cost of the CPA firm which is outlined above. The other costs under this area were bank fees (~\$1300) and filing fees (~\$700) for trademarks and IRS forms. For 2006 I have added a budget item for the accountant individually above, as a result the miscellaneous budget will be lowered

significantly, our bank fees will be a bit higher with the addition of members estimated at \$1,400, and the filing fees will be about the same \$700.

I look forward to hearing your comments on this.

SDB:SDB

## 2006 BALANCE SHEET

<b>2006 Income</b>	
Law Firm Members	\$ 168,700.00
Associate Members	\$ 25,000.00
Interest	\$ 500.00
Seminar (20 @ \$200)	<u>\$ 4,000.00</u>
	<b>\$ 198,200.00</b>
<b>Supplemental 2006 Income</b>	
Law Firm Members	\$ 20,350.00
Associate Members	\$ 10,000.00
Seminar (10 @ 200)	<u>\$ 2,000.00</u>
	<b>\$ 32,350.00</b>
<b>2006 Income</b>	<b>\$198,200 - \$230,550</b>
<b>2006 Budget</b>	
Website	\$ 9,000.00
E-newsletter	\$ 12,500.00
Marketing / Sponsorship / Advertising	\$ 32,000.00
Public Relations	\$ 55,000.00
Supplies	\$ 1,000.00
Utilities / Postage / Duplication / Blackberry	\$ 4,000.00
2006 Global Meeting	\$ 10,000.00
2006 Regional Meetings	\$ 4,500.00
Salary & Expenses	\$ 85,000.00
Executive Director's T & E	\$ 7,000.00
Accountant	\$ 7,000.00
Miscellaneous	<u>\$ 2,500.00</u>
<b>2006 Expenses</b>	<b>\$ 229,500.00</b>

<b>LAW FIRM DUES 2006</b>			
<b>Argentina</b>	\$ 1,650.00	<b>Korea</b>	\$ 2,200.00
<b>Australia</b>	\$ 4,000.00	<b>Luxembourg</b>	\$ 1,100.00
<b>Austria</b>	\$ 2,750.00	<b>Macedonia*</b>	\$ 1,100.00
<b>Belgium</b>	\$ 2,750.00	<b>Malaysia</b>	\$ 1,650.00
<b>Brazil</b>	\$ 2,200.00	<b>Mexico</b>	\$ 3,300.00
<b>Bolivia*</b>	\$ 1,650.00	<b>Netherlands</b>	\$ 2,750.00
<b>Canada</b>	\$ 4,500.00	<b>New Zealand</b>	\$ 2,200.00
<b>Chile</b>	\$ 1,650.00	<b>Nicaragua*</b>	\$ 1,650.00
<b>China</b>	\$ 3,500.00	<b>Nigeria</b>	\$ 1,650.00
<b>Colombia</b>	\$ 2,200.00	<b>Norway</b>	\$ 2,200.00
<b>Commonwealth Caribbean</b>	\$ 1,650.00	<b>Paraguay</b>	\$ 1,650.00
<b>Costa Rica</b>	\$ 1,650.00	<b>Peru</b>	\$ 1,650.00
<b>Croatia</b>	\$ 1,100.00	<b>Poland</b>	\$ 2,200.00
<b>Denmark</b>	\$ 2,200.00	<b>Portugal</b>	\$ 2,200.00
<b>Dominican Republic*</b>	\$ 1,650.00	<b>Puerto Rico</b>	\$ 1,650.00
<b>Ecuador</b>	\$ 1,650.00	<b>Romania</b>	\$ 1,650.00
<b>Finland</b>	\$ 2,200.00	<b>Singapore</b>	\$ 1,650.00
<b>France</b>	\$ 4,500.00	<b>South Africa</b>	\$ 1,650.00
<b>Germany</b>	\$ 6,000.00	<b>Spain</b>	\$ 2,750.00
<b>Greece</b>	\$ 2,200.00	<b>Sweden</b>	\$ 3,850.00
<b>Guatemala*</b>	\$ 1,650.00	<b>Switzerland</b>	\$ 3,300.00
<b>Hungary</b>	\$ 1,100.00	<b>Turkey</b>	\$ 2,200.00
<b>India</b>	\$ 1,650.00	<b>United Kingdom</b>	\$ 16,500.00
<b>Ireland</b>	\$ 2,200.00	<b>United States</b>	\$ 27,500.00
<b>Israel</b>	\$ 2,750.00	<b>Uruguay</b>	\$ 1,650.00
<b>Italy</b>	\$ 4,500.00	<b>Venezuela</b>	\$ 2,200.00
<b>Japan</b>	\$ 7,500.00	<b>Zimbabwe</b>	\$ 1,650.00
			<b>\$ 168,700.00</b>

\* INDICATES MEMBERS WHO ARRIVED IN 2005 AND NOW FACE DUES INCREASE THAT WAS IMPOSED IN 2005.

<b>ANTICIPATED LAW FIRM MEMBERS 2006</b>	
<b>Cyprus</b>	\$ 1,650.00
<b>Czech Republic</b>	\$ 1,650.00
<b>El Salvador</b>	\$ 1,650.00
<b>Honduras</b>	\$ 1,650.00
<b>Indonesia</b>	\$ 1,650.00
<b>Iran</b>	\$ 1,650.00
<b>Panama</b>	\$ 1,650.00
<b>Philippines</b>	\$ 1,650.00
<b>Russia</b>	\$ 2,200.00
<b>Taiwan</b>	\$ 1,650.00
<b>Thailand</b>	\$ 1,650.00
	<b>\$20,350</b>

<b>ASSOCIATE MEMBER DUES 2006</b>	
<b>Advertising Production Resources</b>	\$ 1,000.00
<b>Claria Corporation</b>	\$ 1,000.00
<b>General Electric</b>	\$ 1,000.00
<b>Groupe Danone</b>	\$ 1,000.00
<b>Immedia Holding</b>	\$ 1,000.00
<b>The Interpublic Group of Companies</b>	\$ 1,000.00
<b>Motorola</b>	\$ 1,000.00
<b>Publicis</b>	\$ 1,000.00
<b>Remy Amerique</b>	\$ 1,000.00
<b>Sara Lee Branded Apparel</b>	\$ 1,000.00
<b>The Coca - Cola Company</b>	\$ 1,000.00
<b>Western Union</b>	\$ 1,000.00
<b>Millennium (Lifetime Members)</b>	\$ 0.00
<b>Associate Member 14</b>	\$ 1,000.00
<b>Associate Member 15</b>	\$ 1,000.00
<b>Associate Member 16</b>	\$ 1,000.00
<b>Associate Member 17</b>	\$ 1,000.00
<b>Associate Member 18</b>	\$ 1,000.00
<b>Associate Member 19</b>	\$ 1,000.00
<b>Associate Member 20</b>	\$ 1,000.00
<b>Associate Member 21</b>	\$ 1,000.00
<b>Associate Member 22</b>	\$ 1,000.00
<b>Associate Member 23</b>	\$ 1,000.00
<b>Associate Member 24</b>	\$ 1,000.00
<b>Associate Member 25</b>	\$ 1,000.00
<b>Associate Member 26</b>	\$ 1,000.00
	<b><u>\$25,000.00</u></b>

<b><u>POSSIBLE OTHER ADDITIONS</u></b>	
<b>Associate Member 27</b>	<b>\$ 1,000.00</b>
<b>Associate Member 28</b>	<b>\$ 1,000.00</b>
<b>Associate Member 29</b>	<b>\$ 1,000.00</b>
<b>Associate Member 30</b>	<b>\$ 1,000.00</b>
<b>Associate Member 31</b>	<b>\$ 1,000.00</b>
<b>Associate Member 32</b>	<b>\$ 1,000.00</b>
<b>Associate Member 33</b>	<b>\$ 1,000.00</b>
<b>Associate Member 34</b>	<b>\$ 1,000.00</b>
<b>Associate Member 35</b>	<b>\$ 1,000.00</b>
<b>Associate Member 36</b>	<b>\$ 1,000.00</b>
	<b><u>\$10,000.00</u></b>

# **GLOBAL ADVERTISING LAWYERS ALLIANCE 2006 BUSINESS PLAN**

## **I. Membership**

- **Countries** – a target of 70 countries by 2007. We currently have 54. The countries of target are:
  - **AAALA**: El Salvador, Honduras, & Panama
  - **EMEA**: Bulgaria, Cyprus, Czech Republic, Egypt, Estonia, Iceland, Iran, Latvia, Lithuania, Russia, Tanzania, & Tunisia, & UAE
  - **Asia & Pacific**, Indonesia, Philippines, Taiwan, Thailand & Vietnam
  - Work with GS Schwartz to announce new countries when appropriate.
  
- **Associate Membership** – a target of 100 Associate Members by 2007. We currently have 12 (This number does not include Millennium, who will have a lifetime membership once their donation of \$50,000 is received.)
  - This area of membership will be the main focus of GALA's efforts in 2006.
  - Work with members to create target lists and incentives for recruiting Associate Members.
  - Draft letter to top 100 brands' General Counsel from Douglas Wood by **December 1, 2005**. Look to GS Schwartz for input.
  - Consider opportunities to advertise for Associate Membership ASAP.
  - Create subcommittee of 2-3 Associate Members & 2-3 Law Firm Members, to determine what we can offer as a value added for Associate Members.
  - Renew membership of existing 13 Associate Members, invoice **January 15th**
  - Admit a minimum of 13 additional Associate Members by **April 1<sup>st</sup>** and invite them to Global Meeting.
  - Look to admit an additional 10 Associate Members at minimum by **December 1<sup>st</sup>**.
  - Hold special meeting for Associate members at Global Meeting on **May 12<sup>th</sup>**.
  - Work with GS Schwartz to publicize Associate Membership and announce new members after every three new AM's.

## **II. Internal Meetings**

- **Global Meeting**
  - **Dates: May 11 & 12, 2006**
  - **Venue:** To be determined in Toronto, Canada
  - **Schedule of Events:**
    - **May 11, 2005**
      - 8am -10am: Executive Committee Meeting
      - 10am – 2pm: Global Meeting
      - 2pm – 5pm: Seminar (discuss with Wendy Reed ASAP)
      - 5pm – 6:30pm: Cocktail Reception

- 7:00 – Dinner
    - **May 12, 2005**
      - 9am-3pm: Regional Meetings
      - 3-4pm: Global Meeting Roundup
      - 6pm: Dinner and Evening Activity
  - Seminar & Cocktail Reception on May 11<sup>th</sup>, possible co-sponsorship by Heenan Blaike and/or Talent Partners. Determine with Justin Kramer and Wendy Reed by **February 15<sup>th</sup>**. Work with Wendy Reed to create invite list for seminar and possible linkup with a local advertising association for co-marketing. Stacy to work with Wendy and set action plan by **January 15<sup>th</sup>**.
  - *CLE Credits*: Work with Joe Maguire in Reed Smith LLP, Washington DC office to secure credits for the program. Contact should be made with Joe by **January 15<sup>th</sup>** to ensure credit is able to be established in advance.
  - *Marketing*: Begin marketing efforts of this event by **March 1<sup>st</sup>**. Web posting on GALA and sponsor websites to be complete by **March 1<sup>st</sup>**. Email marketing to begin **March 15<sup>th</sup>**.
  - *Topics*: Decide on topics and seminar format panels by **February 1st**
  - *Panelists*: Secure panelists by **February 15<sup>th</sup>**. Ideal participants include Doug Wood to address US, Wendy Reed to address Canada and GALA member from each region to address local issues.
  - *Handouts*: CD Rom with Country Reports and new handout to be created.
  - *Attendance*: Members to inform of attendance at Global Meeting by **April 1<sup>st</sup>**.
  - *Registration*: Via members only section to go live on **January 15<sup>th</sup>**, members to complete process by **April 1st**.
  - *Dinners*: Secure locations by **April 10th**.
  - *Public Relations*: Work with GS Schwartz to announce plans.
- **Executive Committee Meetings**
    - Hold quarterly telephone meetings that include Global President, Regional Presidents, Regional President –Elects, and Executive Director. Conference calls will be held in **mid –late January, April, July & October**.
    - Hold in person Executive Committee Meeting as part of Global Meeting on **May 11<sup>th</sup> 2005 at 8am**.
    - Send reports to all members within one week of each meeting.
  - **ALA Regional Meeting**
    - Will be held in Rio de Janeiro to coincide with ASIPI Annual Meeting.
    - Date to be determined by **August 1<sup>st</sup>**. Sometime in **November**.
    - Work with Hugo Berkemeyer and Valdir Rocha to explore possible tie in with ASIPI, decision by **August 1<sup>st</sup>**.
  - **EMEA Regional Meeting**
    - Will be hosted by Cesar Bessa Montiero in Lisbon in October. Dates to be determined by **May 1<sup>st</sup>**.

- Work with Cesar to secure co-sponsors for seminar and determine speakers, etc.
- Work with GS Schwartz and local member to publicize this event to the Portuguese media.
- Begin working with Brinsley on the Regional Meeting in London in October 2007. Identify sponsor and themes early, by **June 2006**
- **Asia & Pacific Regional Meeting**
  - Determine if meeting will be held in person or by conference call on **June 1<sup>st</sup>**.
  - If in person, location and dates TBD by **August 15<sup>th</sup>**.
  - If by telephone date to be set by **September 1<sup>st</sup>** for **mid October** call.

### **III. GALA Internal Initiatives**

- **GALA Trademark Protection**
  - Establish trademark committee to address urgent need for protection globally. This should be done by **February 1<sup>st</sup>**.
  - Work with Darren Cohen and Peter Carey at Reed Smith to develop strategy for committee.
- **GALA Gazette**
  - Publish 6 issues of the GALA Gazette to be circulated on the **10<sup>th</sup> of February, April, June, August, October & December** to cover the two months prior to publication. A special issue will be put out by **May 26<sup>th</sup>** which will cover the Global Meeting.
- **GALA Brochure**
  - Possible update necessary in Q3/4 '06, unconfirmed.
  - If reprint is necessary, work with Schwartz on possible improvements.
  - Continue to update the insert every other month.
  - Assess usage of Spanish, French and Portuguese inserts. Determine need if any for reprints.
  - Develop Associate Member insert. Create draft of wording by **November 15, 2005**.
  - Finalize wording by **December 15, 2005**.
- **GALA Electronic Newsletter**
  - To be published quarterly allows flexibility to issue out special editions if there is a need, such as before the Olympics or Global Meeting.
  - Each issue will consist of 3 main articles, maximum of 500 words, one from each region
  - Articles will be in text format with a link to the GALA newsletter website (similar to ABR).
  - Each region will be asked to provide 2 additional blurbs besides their main article about something of interest going on in a specific country or region.
  - Surveys/Poll questions may be included in the newsletter.

- First issue to be sent on February 1, 2006.
- Second issue to be mailed in May
- Possible special issue for Global Meeting
- Second issue to be mailed in August
- Second issue to be mailed in mid November
  
- Decide on vendor and design layout by **November 15, 2005**
- Determine name by **December 1, 2005**
- Call for volunteers to write first issue articles on **December 1, 2005**
- Each GALA member will be asked to provide a list of recipients of the newsletter by **December 1, 2005**, having obtained approval from recipients on the list.
- First issue articles will be due on **January 2nd**.
- First issue news blurbs will be due on **January 16th**.
- First issue to be sent on **February 1<sup>st</sup>**.
- Second issue articles will be due on **April 3<sup>rd</sup>**.
- Second issue news blurbs will be due on **April 14<sup>th</sup>**.
- Second issue to be mailed on **May 1<sup>st</sup>**.
- Third issue articles will be due on **July 3<sup>rd</sup>**.
- Third issue news blurbs will be due on **July 17<sup>th</sup>**.
- Third issue to be mailed on **August 1<sup>st</sup>**.
- Fourth issue articles will be due on **October 2<sup>nd</sup>**.
- Fourth issue news blurbs will be due on **October 16<sup>th</sup>**.
- Fourth issue to be mailed on **November 1<sup>st</sup>**.
  
- **GALA “Hot Topic” Handout**
  - Speak with Wendy Reed about press interest before deciding on topic.
  - Decide on topic by **January 15<sup>th</sup>** for GALA handout.
  - Distribute instructions by **February 1<sup>st</sup>**.
  - Work with GS Schwartz to identify what would be best format topic by **mid-February**.
  - Get cost estimates on design & printing options by **March 1<sup>st</sup>**.
  - Receive submissions by **March 15<sup>th</sup>**
  - Send to print by **April 1st**.

#### **IV. Website:**

- Create flash file for some image heavy pages of the GALA website to speed up loading. This should be done by **November 15, 2005**.
- On the **5<sup>th</sup>** of every other month **February, April, June, August, October and December**, review site for missing materials from main site and MO site.
- Continue to build members only section.
- Complete commercial and presentation inventory with Doug by **March 1<sup>st</sup>**.
- Add a minimum of one written piece to the site on a monthly basis.
- Provide members with a quarterly update on website traffic in each GALA Gazette.

## **V. Possible Events to Cover**

- **ANA Legal & Business Affairs Meeting** – New York, **January 25-26**
  - GALA will have a panel that will feature Brinsley Dresden as the moderator, GALA China, Valdir Rocha and Felix Hofer as panelists.
  - *Topic:* The topic will be an update on developments in 2005 that effect global marketers.
  - Conference call to discuss presentation in **mid-December 2005**.
  - Presentation to be prepared and completed by **January 15<sup>th</sup>**.
  - Work with GS Schwartz to get press for this event, release should be out by **January 6<sup>th</sup>**.
  - GALA and Reed Smith will co-sponsor a dinner separate from the conference on the first night for members, Associate Members and potential Associate Members.
  - Location to be determined by **December 15, 2005**.
  - Invites to be sent by **January 2<sup>nd</sup>**.
  
- **PMA Annual Conference** – Chicago, **March 8-10**
  - Discuss possibility of speaking engagements with John Feldman & Felix Hofer.
  - Determine who will make contact with Ed Kabak.
  
- **ISBA** – London, **March 9**
  - Consider sponsorship and speaking opportunities with Brinsley by **December 1, 2005**.
  
- **40<sup>th</sup> IAA World Congress** – Dubai, **March 20-23**
  - Establish contact with Tanvir Kanjir & Ghada Slim Melki in Dubai by **November 15, 2005**
  
- **World Federation of Advertisers (WFA)** – Paris, **May 16**
  - Continue talks with Wil Gilroy and Stefan Loerke regarding possible speaking opportunities.
  - Determine likelihood of speaking engagement by **December 31, 2005**.
  - Confirm sponsorship with Wil Gilroy by **December 31, 2005**.
  
- **Computer Law Association**
  - Work with Michel Béjot to explore speaking opportunities for the meetings in:
    - February-Asia
    - May – US
    - October – Europe
    - December – Latin America
  
- **AAF Annual Meeting** – San Francisco, **June 10-13**
  - Contact Peter Shih / Jeff Perlman regarding GALA panel or speaker by **April 1<sup>st</sup>**.

- **Hawksmere** – London, **June**
  - Work with Brinsley Dresden to determine place for GALA on Hawksmere agenda.
- **PMA European Conference** – Paris, **September**
  - Work with Michel Bejot to determine place for GALA on the agenda.
- **ASIPI Annual Meeting** – Rio de Janeiro, **November**
  - Work with GALA Paraguay and Brazil to determine ASIPI's interest in GALA returning to present at event.
  - Push decision to be made by **August 1<sup>st</sup>**.
- **PMA Law Conference** – Chicago, **December**
  - Speak with John Feldman about approaching Ed Kabak regarding speaking opportunities. Complete by **April 1<sup>st</sup>**.
  - Explore possible sponsorship opportunities and decide by **August 15<sup>th</sup>** if sponsorship is feasible.
- **AD ASIA 2007**
  - Follow up with Eddy Quek in **April** to reiterate GALA's interest in participating in the 2007 event to be held in Asia.
  - Consider possible endorsement or sponsorships.
  - Topic to be addressed could be Olympics because of timing.

## **VI. Association Initiatives**

- **ASIPI**
  - Contact organizers to determine how to capitalize on participation in Rio de Janeiro conference. Hugo Berkemeyer and Valdir Rocha to assist.
  - Contact to be made by **February 1<sup>st</sup>**.
- **Association of Hispanic Advertising Agencies (AHAA)**
  - Work with Doug and Jose Fuentes (Reed Smith - DC) to establish contact with Horatio Gavilan.
  - Make AHAA aware of GALA capabilities and member capabilities.
  - Possible event involvement, meetings in April and September.
- **Association of National Advertisers**
  - Continue coordination with ANA re its Annual Legal Conference
  - Monitor timing and planning for ANA Global Advertising Conference
- **Computer Law Association**
  - Coordinate with Michel Béjot re opportunities
  - Contact to be made by **February 1<sup>st</sup>**.
- **EASA**

- Arrange meeting with Arthur Pober to discuss possibility of working together.
- Make contact by or before **January 15<sup>th</sup>**.
- **Interactive Advertising Bureau**
  - Doug to pursue relationship with Greg Stuart
- **International Advertising Association (IAA)**
  - Determine new contact point at IAA since Frank's departure.
  - Determine ways in which GALA members can be integrated into IAA chapters around the world, speaking engagements, events, etc.
  - Explore possible new GALA members with current IAA Members in gap countries.
- **INTA**
  - Identify who is best position to make inroads at INTA for GALA.
- **ISBA**
  - Work with Brinsley to develop this relationship.
  - Explore possible event tie ins.
- **Jupiter Media**
  - Coordinate with Felix Hofer re opportunities.
  - Research future dates for interest and possible agenda opportunities.
- **Local Associations**
  - Create approach letter for GALA members to approach local advertising associations regarding membership and associate membership by **December 15, 2005**.
  - Letters to be sent out by members by **January 31<sup>st</sup>**.
- **Promotion Marketing Association**
  - Work with John Feldman at RS to enhance GALA's presence at annual events.
  - Work with Felix Hofer, Michel Béjot and Wendy Reed to develop international area.
  - Work with Silvia Rico to enhance the relationship between Miami chapter and GALA
- **World Federation of Advertisers (WFA)**
  - Continue talks with Stefan Loerke and Wil Gilroy to publicize GALA within the WFA.

**VII. Initiatives:**

- **Working Together Better – The 5 R's**
  - See attached memo.

- **Country Reports**
  - Two sets of reports to be created in 2006.
  - Reports will be due to Stacy Bess on **April 7<sup>th</sup>** and **September 10<sup>th</sup>**.
  - Reports will be posted on the GALA website by **May 1<sup>st</sup>** and **October 1<sup>st</sup>**.
  - Pull hot topics from reports for e-newsletters and press.
  
- **EACA**
  - Send reminders to members to update and complete pages by **December 1, 2005**.
  - Members should complete posting all information on the EACA website by **January 30<sup>th</sup>**.
  - Work with Brinsley Dresden to determine timing of updates, etc.
  
- **E-nuggets**
  - Continue to provide E-nuggets with written material for their website every other month.
  - Next article to be about privacy and data protection drawing a comparison between US and European requirements. To be submitted by **December 1, 2005**. **Possible writers to include Joseph Rosenbaum (Reed Smith), Brinsley, Felix and Michel?**
  - Topic to be determined article due on **February 1<sup>st</sup>**.
  - Topic to be determined article due on **April 1<sup>st</sup>**.
  - Topic to be determined article due on **June 1<sup>st</sup>**.
  - Topic to be determined article due on **August 1<sup>st</sup>**.
  - Topic to be determined article due on **October 1<sup>st</sup>**.
  - Topic to be determined article due on **December 1<sup>st</sup>**.
  
- **Global Legal Group** (The International Comparative Legal Guide to Pharmaceutical Advertising - <http://www.iclg.co.uk/>)
  - Contact Managing Editor, Alan Falach to discuss the possibility of GALA members taking over the writing, do so by **December 31, 2005**.
  - If not, discuss possibility of GALA filling in missing countries.
  - Discuss the possibility of adding another book on a different advertising topic.
  - Consider possibility of GS Schwartz making initial approach.
  
- **Martindale Listing**
  - Follow up with Jay Sauerbrei as to the status of including contact names in listings, if available authorize listing.
  - Follow up before **January 1<sup>st</sup>**.
  
- **Overture / Google AdWords**
  - Create keyword list by **December 1, 2005**.
  - Register list by **December 15, 2005**.

- Assess spending on a quarterly basis and determine what hits are worth the expenditure - **March, June, September & December.**
- **The Global Marketer**
  - Continue to allow Global Marketer to post GALA Country Reports and member contact details on their website.
  - Send reports to be posted on their website by **May 1<sup>st</sup>** and **October 1<sup>st</sup>.**
- **Young Consumers**
  - Malaysia article to be published in Q4 '05 issue due out in January.
  - Norway article to be published in Q1 '06 issue due out in March. Article to be submitted on **December 12<sup>th</sup>, 2005**
  - China article to be published in Q2 '06 issue due out in June. Article to be submitted on **March 5<sup>th</sup>.**
  - Country to be determined article to be published in Q3 '06 issue due out in September. Article to be submitted on **June 12<sup>th</sup>.**
  - Country to be determined article to be published in Q4 '06 issue due out in December or January '07. Article to be submitted on **October 12<sup>th</sup>.**

#### **VIII. Advertising**

- Speak with Carole Basri from the Association of Corporate Counsel regarding magazines of interest for ideas. Contact Carole by **November 15, 2005.**
- **Inter national ist Magazine**
  - Doug to speak with Deborah Malone in Singapore in **November 2005** to determine GALA's future role in the magazine.
- **Other publications (?)**:
  - Media & Marketing Europe
  - General Counsel Magazine

#### **IX. Public Relations**

- Work with GS Schwartz on all that was mentioned above. In addition,
- Further explore possibilities of creating Podcasts, decide on proceeding by **January 15<sup>th</sup>**. First Podcast will launch in **March** if we decide we want to do this.
- Create ideas for surveys.
- Work with Schwartz to build GALA brand recognition.
- Locate topics on which to make GALA the authority.
- Work with Schwartz to create GALA capabilities presentation for use at client meetings by **January 15<sup>th</sup>**.
- PR Kit to be sent out by email on or before **November 1, 2005.**
- Mail hard copy PR kits to members **November 7, 2005.**
- Create better working relationship with Schwartz by conducting monthly calls with Rachel and Joe. Set day and time to arranged and fixed by **November 15' 2005.**