

**Minutes of the Meeting of GALA Europe
May 11th – 12th, New York City, USA**

In attendance:

Brinsley Dresden (BD) (UK) (Chair)	Mladen Vukmir (MV) (Croatia)
Michael Plogell (MP) (Sweden)	César Bessa Monterio (CBM) (Portugal)
Ugur Aktekin (UA) (Turkey)	Florentina Dumitrescu (FD) (Romania)
Michel Béjot (MB) (France)	Ewa Skrzydło Tefelska (EST) (Poland)
Felix Hofer (FH) (Italy)	Johan Loje (JL) (Denmark)
Matías Vellejos Meana (MM) (Hungary)	Duncan Grehan (DG) (Ireland)

Apologies:

Peter Hofer (PH) (Switzerland)	Laurent Fisch (LF) (Luxembourg)
Jan Willem Fernhout (JWF) (Holland)	Hans E. Skirstad (HS) (Norway)
Jan Ravelingien (JR) (Belgium)	Gerhard Volz (GV) (Spain) (Day 2 only)
Valentin Pepeljugoski (VP) (Macedonia)	David Wolberg (DW) (Israel) (Day 2 only)
Filip Winter (FW) (Czech Republic)	Bernt Juthstrom (Finland) (BJ) (Day 2 only)
Stefan Kofler (SF) (Austria)	

Proxies in attendance:

Phillipe Laurent (PL) (Belgium)	S. Bess (Executive Director) (intermittently)
Gerrit Jan Ribbink (GR) (Holland)	
Oliver Huth (OH) (Luxembourg)	

No.	Matter	Action Point
1	Welcome by BD	
2	Resignation of Peter Schotthoefer	
2.1	Joint statement of BD and Douglas Wood circulated to members prior to meeting explained again as 4 members present had not seen it. Extracts read out to meeting, including e-mail from PS.	
2.2	GR expresses regret at the development but agrees that there is nothing more to be done if PS will not accept an honorary office offered.	

3 De-brief on Dublin Meeting.

- 3.1 BD felt that it was well organised and a success and DG confirmed that it had resulted in new business opportunities for his firm. We agreed that one of the key success factors is getting the local trade associations to act as sponsors or co-hosts of the event. That seems to generate the best number of delegates.

4 Other Membership Changes since Dublin

- 4.1 The resignations of Stephen Groom and Wlassis Muchtaris / Corina Fasouli-Grafanaki were noted.
- 4.2 Hans Skirstad and Valentin Pepeljugoski were welcomed as the new members for Norway and Macedonia respectively. Unfortunately neither had been able to attend this meeting and has sent their apologies in advance, but we look forward to meeting them in Copenhagen in October.
- 4.3 Forms to implement the changes in membership were circulated and signed by members present.

5 Finance

- 5.1 The meeting reviewed an invoice of £1,087.53 (GBP) from Field Fisher Waterhouse for certain CTM registration work for the Legis mark and discussion of how it is to be paid. The invoice is addressed to Hall Dickler to whom the Certificate of Registration has also been sent. Hall Dickler is dissolved and there is question about who has it. We need to make enquiries of the trade mark people at Reed Smith about this. **BD/SB**
- 5.2 It was resolved that Lewis Silkin will invoice all the current members an equally apportioned sum in respect of this invoice and arrange for it to be paid. **BD**
- 5.3 Lewis Silkin will also arrange to take over as the registered agent for the mark, and to obtain another copy of the Certificate of Registration if this cannot be obtained from Field Fisher Waterhouse. **BD**

6 Future Branding

- 6.1 BD introduced the issues. He reviewed the cost of producing brochures for EALA (£977 for 1000 copies plus £98 for corresponding envelopes) and maintaining the website (about €80 to make changes needed for additional names). He also said there is confusion about our identity among clients: are we EALA or GALA Europe. BD praised the EALA website design as a success. He suggested linking the EALA domain name to the GALA site.

- 6.2 FH felt a European client wants a European service not a global one.
- 6.3 JL felt that any decision was dependent on the security of GALA's future.
- 6.4 SB said the cost of keeping up the URL's is cheap.
- 6.5 DG emphasized the points made in his website report and the need for EALA to decide its future identity.
- 6.6 FH said EALA is an EEIG and changes and expansion of its membership to non-EU states is very complicated.
- 6.7 MB felt that the European identity is commercially important to maintain.
- 6.8 BD felt we should now transfer all the EEIG assets to GALA or to be held, e.g. by Lewis Silkin in trust.
- 6.9 BD said he was not sure why EALA had been set up as an EEIG originally, but he thought that whatever the reason had been, it no longer applied. FH said that EALA originally used the EEIG as a marketing tool. GR added that EALA had written a Euro survey on how the member states had implemented the EEIG Directive.
- 6.10 BD has asked Christian Quack to provide informal advice how to move or dissolve it under German law.
- 6.11 It was resolved unanimously : **BD**
 1 GALA name to be used exclusively in future marketing endeavours
 2 EALA EEIG seat to be transferred to UK and all appropriate filings be made.

7 Report of Meetings Committee

- 7.1 BD felt we should de-formalise decision making and that the committee should stand down.
- 7.2 JL wants a meeting in Denmark on Thursday 6th and Friday 7th October 2005. He is in contact with the Agencies and Advertiser Associations. He feels an EU- type theme and EU Commission speaker would be best.
- 7.3 BD suggested that a business development presentation, e.g., with LEGO, would be to the members' advantage.
- 7.4 BD suggested a meeting in Amsterdam on 5th October with the agencies before flying on to Copenhagen. BD will speak to his contacts in Amsterdam about taking this forward. **BD**

8 Website

- 8.1 It is to be shut down and enquiries to be transferred to the GALA site. **BD/SB**
GALA to be asked to cover the cost of this.

9 GALA Global Meeting: Spring 2006

- 9.1 Proposed for Toronto after the INTA meeting.
- 9.2 This is to be discussed at the GALA plenary session. Some members feel that it may be preferable for the meeting to be in Chicago, where there is a larger community of advertising agencies.

10 GALA Europe Meeting: Autumn 2006

- 10.1 CBM invites us to meet in Lisbon, Portugal end of September or start of October 2006.

MEETING ADJOURNS

MEETING RE-CONVENES: Thursday 12 May 2005

New Attendees :

- 1 .Gerhard Volz (Spain) (GV)
- 2 .David Wollberg (Israel) (DW)
3. Bernt Juthstrom (Finland) (BJ)

11 Recruitment of New Members

- 11.1 BD suggested that there are 5 criteria that we should apply to the selection of new members that we invite to join GALA Europe:
1. They must have expertise in advertising and marketing and law.
 2. They must be able communicate in English to an appropriate standard for advising clients.
 3. They must be sufficiently resourced to able to provide an adequate level of service to clients in the advertising industry, i.e. to turn advice around within 48 hours if necessary, particularly in the larger markets where demand is greatest.
 4. They must not be subject to any arrangements, such as membership of an international network or law firm, that would prevent them from being able to refer work to other GALA members.
 5. They should preferably have an existing established advertising law practice and client base so that they will refer out work to GALA members.
- 11.2 BD had already distributed extracts from the Legal 500 2005 for Europe, Middle East and Africa, and suggested that we review these

entries to see if they threw up any names that our members knew and could recommend.

- 11.3 FH queried the Legal 500 as a source for new members. He suggested contact with the local trade associations for references. JL suggested we refer to the Associate members for references. BD asked the members. GR agreed to send BD a list of all the trade associations in Europe. **GR**

12 Greece

- 12.1 There is no obvious candidate for Greece.
- UA knows Metaxopoulos Law firm.
 - Ziouvas also mentioned, as the Legal 500 expressly states that they deal with advertising agencies firms.
- 12.2 BD will try to find out more from the woman from the Greek trade association with whom he has been in contact recently.

N.B. BD has since had e-mail correspondence with the Greek Advertising Agencies' trade association, who has recommended two firms:

Mr Grigoris Mourgelas - Mourgelas & Partners

Mr Telis Damaskinos

13 Germany

- 13.1 BD said he had dealt with Christian Quack of Buse Heberer Fromm. He was originally referred by Laura Ashley. They are linked in to Field Fisher Waterhouse and the European Lawyers Alliance, so membership would have to be conditional on it agreeing to use the GALA network.
- 13.2 DG mentioned Peter Karter of Preu, Bohlig & Partner
- 13.3 Rae Boehmert was recommended and JL and MV volunteered to make an approach.
- 13.4 GV talked of Fritze Paul Seelig
- 13.5 MP recommended Heuking Kühn Lüer Wojtek (Rudolf du Mesnil de Rochemont) and also volunteered to make the 1st approach.
- 13.6 The meeting decided to make a short list of firms to approach. In the case of Germany, this would preferably a firm with a national presence, although JL felt that this should not be decisive.

We agreed to give invite written applications from:

- Heberer
- Boehmert

- Heuking

- 13.7 We would seek written applications for three firms, and on the basis of their applications, then ask just one to attend the meeting in Copenhagen to finalise their application.

14 Baltic States

- 14.1 BJ has good contacts with firms in the Baltics. Roschier has members there, but they are busy getting bedded into the Roschier network at present, pending which his firm can clear copy using them. JL has worked with 3 firms in these countries successfully which are different to BJ's. [The identity of these three firms need to be confirmed with JL by SB]

SB

SB has told BJ that his 3 Baltics contacts may not be associated through his firm via the backdoor.

- 14.2 Discussion about interaction between GALA and the Ius Laboris network.

15 Malta

- 15.1 OH said his partner is honorary counsel for Malta and might have contacts.
- 15.2 BD said that his firm had recently done some work with Gando & Associates, and had been satisfied with the results.
- 15.3 MV knows someone from CLA and CSM knows someone from INTA.

16 Cyprus

- 16.1 MV knows someone called George Savides through the IBA. UA knows Achilles Demetrides.
- 16.2 EASA to recommend to SB members for all above countries. SB to do the leg work.
- 16.3 JL has a contact in Cyprus – Lellos P. Demetriades@ldlaw.cy [Details to be confirmed by SB with JL]

SB

17 Russia

- 17.1 JL works with firms in Moscow and St.Petersberg. JL has used Gorodinsky for anti-counterfeiting work. BJ has used them too.

18 Slovakia

- 18.1 EASA to suggest someone. "Abutazally" or something spoken of.

COFFEE BREAK

19 Further Countries

- 19.1 MP said he knew Logos , Iceland and asked SB to send them an application. BD said they were good.
- 19.2 JL gave some suggestions for Baltics and Cyprus to BD See Ldlaw.com.cy

20 Practice Development and Marketing

- 20.1 EACA intranet site with GALA discussed. They are meeting their members this week and will present the GALA pages. In Denmark JL doubts that it will lead to new work prospects and the local member give free legal advice as a perk to membership. FH felt it should also be up on the GALA members only site. BD said EACA has a non-exclusive license. SB to arrange that EACA country materials be put up on the GALA members only site too. JL concerned at the loss of membership value in having closed pages as it excludes the potential new client. **SB**
- 20.2 MP summarised. It was discussed and agreed that materials need to be sent to SB from everyone for the website. SB to send quarterly reminders to everyone to submit materials, being short pieces of 1-2 pages max, by a stated deadline with a minimum requirement of one contribution per year per member. ET said that consideration to be given to translation costs. These materials to be published on the GALA public site. **All members / SB**
- 20.3 Country Reports and EACA materials shall be reserved for the private part of the site.

21 GALA Site

- 21.1 Discussion about the need to keep the GALA site rich with new materials from each member on a regular basis. BJ said his firm would henceforth send SB newsletter reports. Generally agreed.

22 US Law Firms

22.1 Other USA law firms sending GALA members work :-

Firm	Main Contact Name	GALA Contact
Reed Smith	Doug Wood	All
Loeb and Loeb	Jim Taylor, Kelly O'Donnell	BD , FH , MP, MB, GV
Davis and Gilbert	Howard Weingrad, Joseph Lewczack	BD, JL, GV, MP, MB
Greenberg Traurig	Alan Sutin, Maxine L Retsky	FH, MP, JL, MB
Winston and Strawn	Brian Heidelberger	FH, BD
Patten Boggs		JL
Collier Shannon	John Feldman, Gonzalo Mon, Victoria Lippincott	MP, FH, AT, MB
Arent Fox	Dave Grice	MB
Kramer Levin	Jonathan Wagner	BD
Manat Philips Phelps	Linda Goldstein, Shalom Stephens	BD, FH, MB, GV
The Lustigman Firm	Andrew Lustigman	BD
Frost Brown Todd	Nicole Vickroy, Nicolette Hudson	DW
Holland and Knight	David Mann	BD
Finnegan Henderson	Michael C Elmer	BJ
Morrisson Hecker	Brad Hartman, Frank Long	MP

22.2 BD said he would like to contact each firm and encourage each to use us. FH felt they may not want us because of the Reed Smith connection. BD feels it's not a problem, the work flows west to east. US law firms just want the work to be done in Europe by the right people at the right price. We could have a separate insert for the Europe GALA print brochure.

22.3 Need to cultivate closer contacts with the US law firms above. BD to write to each having 1st consulted the member who knows them and got a contact name.

23 GALA Structures

23.1 The idea of Africa and Middle East joining with Europe was discussed. It was felt by MV and others that the EMEA group label is an industry divisional norm. BD felt this would support the group profile even if we only have 3 African members.

- 23.2 DG spoke of the need for new members from emerging capital economies to have free or subsidised membership annual fees.
- 23.3 BD circulated a draft strategy document for the way ahead for GALA. BD said EMEA , Americas and MEA are traditional divisions.
- 24 Associate Members**
- 24.1 JL wondered how we can persuade the Associate members use to local GALA member law firm rather than using the law firm that set up the Associate in the local country; they should be encouraged to use our specialist adlaw services.
- 24.2 BD suggested that each member canvasses Associate membership to about 3 candidate companies before the next regional meeting. ET said she had sent 20 companies the template letter. Nestle are interested. Most wondered why join; why not just instruct her firm? All attempted approaches to be notified to SB. Template letters to be followed up by phone calls. **All members**
- 25 Attendances at Meetings**
- 25.1 There are 3 European members who are in default of the requirement to attend at least 1 GALA global meeting every 2 years. SB is to write to those members in default of dues. **SB**
- 26 All Other Business**
- 26.1 It was requested that in future an Agenda for the Global members meeting be circulated to the members in advance. **SB**
- 26.2 A request for the list of Associate members attending the Seminar today be circulated to the members with details of attendees address and telephone details. **SB**
- 26.3 The electronic newsletter for GALA to be sent out by SB did not materialise [MP] **SB**
- 26.4 FH urged for the re-establishment of committees and positions in the GALA Europe group. It was agreed that the following people would take up the roles set out below:
- Marketing and Publications Director: FH
 - Law Firm Membership Director: MP
 - Associate Member Director: BD
- 26.5 BD referred to the Amsterdam PR meeting on 5th October 2005 before the Copenhagen GALA meeting. Wieden and Kennedy presentation very useful. BD to propose it to Neesa Adenan and Dirk Robinson. **BD**

- 26.6 BD announced the Hawksmere London seminar 29 June 2005 and welcomed other members.

MEETING ENDS