

**Minutes of the Meeting of the Executive Committee of GALA
11th May 2005**

In attendance:

Douglas Wood (DW) (USA)	Brinsley Dresden (BD) (UK)
Stacy Bess (SB) (Executive Director)	Patrick Mirandah (PM) (Malaysia)
Michel B�ejot (MB) (France)	Valdir Rocha (VR) (Brazil)
Uri Wienstock (UW) (Costa Rica)	

Apologies:

Chris Job (South Africa)

No.	Matter	Action Point
1	Annual Meeting	
1.1	Attendance	
	41 members but 3 dropped out at last minute, one due to illness (Norway) and the other 2 due to family reasons (Switz and PR).	
	Seminar will be well attended, particularly by the Press, including NY Times, the Financial Times, Forbes, so there should be good PR coming out of it.	
	We have about 40 people coming including Associate Members and the Press.	
1.2	Seminar	
	3 sessions of about 1 hour each but we have to leave 15 minutes each. We can run over a little, but not too much because they need the room. There will be a remote available.	
	There will be defined follow up with the press by G. S. Schwartz and with the attendees who are not currently Associate Members.	
1.3	Associate Membership	
	We now have 9 Associate Members that have about 27 delegates, including some trade associates. We still have some prospects but we need to push it some more at the local level. It is not yet as successful as it should be.	
	We do not yet know what it is that attracts people to associate	

membership. DW is having lunch with them in the next couple of days and will find out more. We think that the attraction is the large number of advertising and marketing law specialists.

DW will explain what we are doing with the members only section of the Website at the Global Meeting.

So far, the new members include Interpublic and Publicis. Others include Western Union, Remy, Sara Lee Apparel, Leo Burnett. We will need to think about who are the best clients from a commercial position and how to deal with conflicts between clients and agencies and between clients. DW will be looking at ways in which we can get paid for instructions from them.

Prospects include SJ Johnson, Gillette, Sony, Nokia, Motorola, Proctor & Gamble.

We will ask Schwartz to put together an associate membership kit.

1.4 Global Meetings

(a) Dues Increase

A 10% dues increase is proposed to cover the increased cost of investment. We need a [2/3rds] majority which would be payable for 2005. The EC agreed this should be put forward for a vote.

(b) Public Relations

DW will increase G. S. Schwatz. They represent the PMA and used to represent Hall Dickler.

We will also go through everything that has happened within the group.

1.5 Goals – The Dresden Protocol

DW will ask for volunteers to join a strategy committee and also a trade mark committee.

2. Membership Issues

(a) Germany – DW does not want to bring it up and does not think that it should be brought up. Agreed that we will try to deal with these things solely at the Regional Meetings.

(b) Japan – Wilf Wakely is no longer going to be a member.

(c) Switzerland, Czech Republic & Austria – none of these have attended the last two global meetings so the Regional President has to write to them.

BD & DW

The next global meeting will be in Toronto in May 11th and 12th 2006.

3. Martindale Listing

We could take a gratis meeting or an enhanced listing for US\$1,000 or US\$1,550 with logo, profile of the group and for the larger amount, complete contact details for all the members. We decided to go with the enhanced listing with full details for all members.

4. Associate Membership – see above.

5. Other business

6. Next Executive Committee Meeting

July 2005 – this will be a telephone conference call.