

**Global Advertising Lawyers Alliance  
Minutes of the Meeting  
of the  
Americas Advertising Lawyers Alliance  
Amsterdam, May 2003**

In attendance:

Argentina - Dámaso Pardo (“DA”)	Paraguay - Adriana Casati (“AC”)
Brazil - Valdir Rocha (“VR”)	Puerto Rico - Raymond Cabrera (“RAC”)
Chile - Rodrigo Albagli Ventura (“RAV”)	Puerto Rico - Silvia G Rico (“SGR”)
Costa Rica - Uri Weinstok (“UW”)	Venezuela - Ricardo Alberto Antequerra (“RAA”)
Mexico - Mike Margian (“MM”)	United States - Douglas J. Wood (“DJW”)

Apologies:

Canada	Ecuador
Colombia	Peru
Commonwealth Caribbean	Uruguay

Silvia Rico, President of the Americas Advertising Lawyers Alliance called the meeting to order. There being a quorum present, the meeting continued.

<b>No.</b>	<b>Item</b>	<b>Action Point</b>
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1.	Miami Debrief	
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SGR reported that the meeting in Miami went well and that the following issues were the main topics:

- a. Integration, collaboration and improvement of work within GALA
- b. How to promote GALA as a brand
- c. Posting on and use of the GALA website and marketing materials
- d. Identification of events and conferences that offered speaking or marketing opportunities similar to the successful programs conducted by EALA.
- e. Discussion of by-laws
- f. Discussion of profitability and value of membership

The Miami meeting concluded with a positive viewpoint on the future of GALA and AALA.

DJW reported that the other highlight was dancing the night away at Mango’s in South Beach.

2.	Interaction between Member Firms	
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The group discussed how to integrate the small and large firms in the Alliance, both regionally and globally. The idea is to create “one stop shopping”, i.e., the opportunity for clients and prospects to obtain global and regional service through the coordinated efforts on one member. This could be best facilitated by a single invoice from the coordinating firm who would also supervise the work. The other alternative is direct billing between members and clients.

Everyone agreed that the goal was to make delivery of advice and the payment therefore as easy as possible for the client.

The discussion continued regarding difficulties in getting consistent quotes among members. It was pointed out that confusion is often caused by poorly worded requests.

DJW to draft template for all of GALA- June 15,2003

**It was agreed that a template would be developed for referring work and seeking quotes. DJW noted that the drafting of a template was best left with GALA**

<b>No.</b>	<b>Item</b>	<b>Action Point</b>
	headquarters since it would be used by all regions. He agreed to draft a template by June 15, 2003.	
3.	<p>Presentation by GALA Brazil</p> <p>VR reported that GALA Brazil was formerly part of Baker &amp; Mackenzie, but split off years ago. The firm now has 196 lawyers specializing in IP, advertising, litigation ,etc. They are active in INTA and AIPA. Offices are located in Brazilia, San Paulo, and Rio. Most of their work is inbound. The senior partner is the main rainmaker. Others travel and write.</p> <p>The firm uses a website, brochures, seminars, etc. for its marketing efforts.</p> <p>The firm has made contributions to the GALA website and promoted GALA within their firm, mentioning it on their website and in lawyers bio's. The firm's public relations agency announced their attendance at the Amsterdam meeting.</p> <p>VR felt there were inadequate GALA marketing materials.</p> <p>VR suggested that the Brazilian Advertising Association Annual Meeting and the CONAR (self-regulatory organization) meeting might provide opportunities for promotion of GALA.</p>	
4.	<p>Report from GALA Chile</p> <p>RAV reported that he recently started attending INTA.</p> <p>His firm has 16 lawyers who specialize in corporate, litigation, IP, and marketing since 1992. They also retain a full time journalist.</p> <p>RAV is particularly concerned about establishing that membership in GALA is profitable. He indicates that he remains somewhat pessimistic.</p>	
5.	<p>General Discussion</p> <p>DP suggested that GALA must give and promote a win/win situation. If it can, the Alliance will grow.</p> <p>DJW suggested that success also required a multi-year commitment.</p> <p>SGR suggested that public relations, over time, was a key to success as well. She believed clients can be convinced to expand into the Caribbean and Latin America. The cost savings are attractive if presented properly to clients.</p> <p>SGR stressed the importance of establishing committees and identifying events in the Region that provide opportunities for the Alliance and its members.</p> <p>RAV suggested that American Chambers of Commerce meetings were a good opportunity.</p> <p>UW suggested that a formal affiliation with national advertising associations was a good prospect.</p> <p>DP suggested regional conferences, specifically the ASIPI Congress in Mexico City in November and the ABPI in Brazil. He pointed out, however, that most in attendance were lawyers, not client prospects. He also felt that a brochure and newsletter were important.</p>	

No.	Item	Action Point
6.	<p data-bbox="326 184 506 216">What is GALA?</p> <p data-bbox="326 247 1209 401">SGR leads a discussion regarding the appropriate description of GALA. Those present agreed that describing it only as “advertising law” was a mistake. It was agreed that GALA should develop a tag or other line that describes the breadth of what its members cover, i.e., advertising/ promotions, consumer protection, litigation, intellectual property, unfair competition, regulatory, corporate, etc.</p> <p data-bbox="326 432 1162 464"><b>It was agreed that each firm should provide a list of capabilities to Stacy Bess.</b></p> <p data-bbox="326 495 1195 583">Exploiting the niche of advertising law was seen as an opportunity. UW reported that his firm became the first specialist in Costa Rica by putting the statutes, etc. together with one focus. They effectively invented the niche in Costa Rica.</p> <p data-bbox="326 615 1157 703">RAV reported that advertising law does not amount to much in Chile. Others suggested that the speciality could expand using the model exploited by Mr. Weinstok in Costa Rica.</p> <p data-bbox="326 735 1209 800">AC reported that GALA is promoted on its website. Her firm is trying to focus on how to exploit the specialty to their local and international client base.</p> <p data-bbox="326 831 927 863">RAV reported that the key was proper communications.</p> <p data-bbox="326 894 1195 1010">UW suggested that GALA should be promoted in a manner that encourages local clients to use the GALA members -- create an aura around the speciality. GALA will get work from other law firms. But GALA must create the market and the need.</p> <p data-bbox="326 1041 1195 1106">AC reported that her country was not an exporter so there was little likelihood of referrals out to other members.</p> <p data-bbox="326 1138 1157 1192">SGR reported that GALA is regularly promoted in speeches and events in the United States.</p>	Members – Immediate Action
7.	<p data-bbox="326 1224 646 1255">Establishment of Committees</p> <p data-bbox="326 1287 792 1318">SGR established the following committees:</p> <ul style="list-style-type: none"> <li data-bbox="326 1350 708 1381">a. Central America -- UW is chair;</li> <li data-bbox="326 1381 708 1413">b. South America -- RAV is chair;</li> <li data-bbox="326 1413 691 1444">c. North America -- SGR is chair</li> </ul> <p data-bbox="326 1476 1209 1556"><b>It was agreed that the Chair’s of the committees would report to SGR with a list of associations and events in their region that might offer an opportunity for members. The deadline is June 2, 2003.</b></p>	Committee Heads – June 2, 2003
8.	<p data-bbox="326 1587 500 1619">Initiating Work</p> <p data-bbox="326 1650 971 1682">The group continued discussions of the need in referrals for:</p> <ul style="list-style-type: none"> <li data-bbox="326 1713 488 1745">a. A template;</li> <li data-bbox="326 1745 565 1776">b. Power of attorney;</li> <li data-bbox="326 1776 581 1808">c. Retainer letters; and</li> <li data-bbox="326 1808 516 1839">d. Estimates, etc.</li> </ul> <p data-bbox="326 1871 1157 1919">RAV cautioned everyone on distinguishing between billable and non-billable activities when requesting the intervention of a member firm.</p>	

No.	Item	Action Point
	<p>DP reported that members must be prepared to devote non-billable time to the Alliance.</p> <p>The group agrees to move in the direction of trying to establish fixed rates/ fees for certain repetitive types of work. SGR will lead this effort with the help of Stacy Bess to coordinate collection of this data. In the meantime, members wish that the member firms requesting a job, clearly define the job, as well as inform the available budget for the project. Those present indicate that they would make a true effort to work within the proposed budgetary constraints, unless completely unreasonable.</p>	
9.	Website	
	<p>It was agreed that the GALA website should contain an area limited by password to GALA members. Members of AALA agreed that it should include compilations of relevant consumer protections statutes in each country, translated into English.</p>	
	<p>Such compilations must keep in mind that there are no universal terms. Care must be observed in establishing proper terms for given practices, e.g., sweepstakes, couponing, etc.</p>	
	<p>SGR agreed to create a glossary of terms and submit it to the members for comments. The deadline for SGR's submission is August 1; the deadline for responses is September 1.</p>	<p>SGR to submit proposal by 8/1; responses by 9/1</p>
	<p>It was also agreed that members could use the private area of the site to report on self-regulatory decisions in their respective countries.</p>	
10.	Maximizing Efficiencies	
	<p>RAV suggested that members consider hiring interns from local law schools to assist in compiling information for GALA and AALA.</p>	
11.	Fee Arrangements	
	<p>It was agreed that it is imperative that fee arrangements be understood at the inception of an assignment.</p>	
	<p>In addition, it is important that a local member know if they are billing the local headquarters for a client or its international headquarters. Some Latin American members indicated that who is being billed will impact on the fee arrangement.</p>	
	<p>It was agreed that DJW would prepare a template for referrals and fees. The deadline is June 15, 2003. In drafting the template, the following will be considered:</p>	<p>DJW to prepare template re referrals and fees- June 15, 2003</p>
	<ol style="list-style-type: none"> <li>a. Whether the referring firm will take responsibility for fees</li> <li>b. Who will be billed</li> <li>c. Who will handle communications with the client;</li> <li>d. The timing requirements, for both services and invoices;</li> <li>e. The form of invoice required;</li> <li>f. Information about the client (name or category of business);</li> <li>g. Nature of the inquiry with specific instructions, etc. to avoid any misunderstandings;</li> <li>h. Billing arrangement (retainer, hourly, fixed fee) and available budget</li> </ol>	
	<p>It was agreed that speedy response was critical. As such all members agreed to respond to inquiries within 24 hours. Such a response should include any one or more of the following:</p>	

No.	Item	Action Point
	<p>a. At a minimum, acknowledgement that the inquiry has been received;  a. A quotation on fees  b. An estimated time of delivery</p>	Members – Immediate action
	<p>It was agreed that each firm will provide a first and second contact person within the firm (name, phone, email address) to Stacy Bess, to ensure that is the main firm representative to the GALA is not available, another attorney may be readily available to assist another GALA member.</p>	
	<p>It was agreed that firms should not expect referral fees.</p>	
	<p>Payment of fees should be by wire transfer . The sending firm should be responsible for any wire transfer fees.</p>	
	<p>It was agreed that each firm will send Stacy Bess the account/transfer information for Stacy to keep in record in order to have this information readily available for electronic wiring transactions among firms.</p>	
	<p>If fees are not paid in the United States, they should be paid through a U.S. bank.</p>	
12.	Membership	
	<p>AALA is looking for members in Bolivia, Honduras, Nicaragua, El Salvador Guatemala, and Panama. AALA members from Brazil and Chile agreed to recommend a member from Bolivia; AALA’s Costa Rica member agreed to recommend members for Honduras, Nicaragua, El Salvador, and Guatemala. AALA’s Puerto Rico member agreed to recommend a member from Panama. Suggestions from all members are appreciated and should be forwarded to Stacy Bess who will approach the suggested applicants. It was also agreed that Stacy should not wait for responses from applicants who have not gotten back to her in over a month. The deadline for recommendations is set at June 1, 2003</p>	Members assigned should make recommendations by June 1, 2003.
13.	Local Efforts to Promote GALA immediately	
	<p>It was suggested that members should mention GALA in their newsletters and drive readers to the GALA website.</p>	
	<p>It was agreed that Stacy would survey members to see if they link to GALA’s website.</p>	SB
	<p>Stacy will also send the GALA logo to all members.</p>	SB
	<p>GALA will participate in the upcoming ANA conference of June 8-10, 2003 in Miami, Florida.</p>	
14.	Meeting Attendance	
	<p>It was agreed that those attending the AALA and GALA meetings should be consistent and that if possible, the same key person in each firm should attend the meetings. It was also agreed that timely attendance at all meetings was important to a successful alliance.</p>	All
15	Next Meeting	
	<p>It was agreed that the fact that various members participate in the ASIPI annual meetings may prove useful to coordinate the next AALA meetings. Otherwise, Miami seems to be a good half way meeting point for most members. SGR will evaluate dates and coordinate.</p>	SGR

Submitted: Douglas J. Wood