

**Minutes of the meeting of the
GLOBAL ADVERTISING LAWYERS ALLIANCE
Crowne Plaza Hotel American - Amsterdam
Amsterdam, The Netherlands
May 3rd 2003**

Present:

Dámaso Pardo (“DP”) (Argentina)	Stacy Bess (“SB”)
Graham Cowley (“GC”) (Australia)	Femi Olbanwo (“FO”) (Nigeria)
Peter Le Guay (“PL”) (Australia)	Adriana Casati (“AC”) (Paraguay)
Stefan Kofler (“SK”) (Austria)	Ewa Skrzydło - Tefelska (“ET”) (Poland)
Jan Ravelingien (“JR”) (Belgium)	César Bessa Monteiro (“CM”)(Portugal)
François Raymond (“FR”) (Canada)	Raymond Cabrera (“RC”) (Puerto Rico)
Rodrigo Albagli (“RA”) (Chile)	Silvia Rico (“SR”)(Puerto Rico)
George Moore (“GM”) (Commonwealth Caribbean)	Florentina Dumitrescu (“FD”) (Romania)
Uri Weinstok (“UW”) (Costa Rica)	Gilbert Wood (“GW”) (Romania)
Johan Løje (“JL”) (Denmark)	Chris Job (“CJ”) (South Africa)
Michel Béjot (“MB”) (France)	Gerhard Volz (“GV”) (Spain)
Peter Schotthofer (“PS”) (Germany)	Michael Plogell (“MP”) (Sweden)
Matías Vallejos Meana (“MM”) (Hungary)	Peter Hofer (“PH”) (Switzerland)
Sharad Vadhera (“SV”) (India)	David Chang (“DC”) (Taiwan)
Vandana Vadhera (“VV”) (India)	Mehmet Gün (“MG”) (Turkey)
Duncan Grehan (“DG”)(Ireland)	Brinsley Dresden (“BD”) (UK)
Felix Hofer (“FH”) (Italy)	Stephen Groom (“SG”) (UK)
Patrick Mirandah (“PM”) (Malaysia)	Douglas Wood (“DW”) (USA)
Mike Margian (“MM2”) (Mexico)	Ricardo Alberto Antequerra (“RAA”) (Venezuela)
Jan Willem Fernhout (“JWF”) (Netherlands)	Brenda Wood Kahari (“BK”) (Zimbabwe)
Gerit-Jan Ribbink (“GJR”) (Netherlands)	Eric Kahari (“EK”) (Zimbabwe)

Apologies:

Valdir Rocha (“VR”) (Brazil)	Wilf Wakely (“WW”) (Japan)
Ricardo Duarte (“RD”) (Colombia)	Erich Bachmann (“EB”) (New Zealand)
Filip Winter (“FW”) (Czech Republic)	Alfredo Barreda (“AB”) (Peru)
Rodrigo Bermeo (“RB”) (Ecuador)	Marc Lim (“ML”) (Singapore)
Corina Fassouli Grafanaki (“CG”) (Greece)	Rafael Zerbino (“RZ”) (Uruguay)

No.	Item	Action Point
1.	<p>Welcome and Introductions DW welcomed the 35 members present to the meeting. DW thanked all the members present for attending and explained that 10 members could not attend for various reasons.</p>	
2.	<p>Formal Approval of GALA Articles of Alliance</p>	
2.1	<p>DW explained that the final version of the GALA Articles of Alliance had been distributed and reviewed back in January 2003. CJ complimented Doug on the preparation of the articles.</p>	
2.2	<p>PH asked that a clause be added about resignation from the alliance. It was suggested that this was understood from the writing already found in the articles.</p>	
2.3	<p>SR noted that Uruguay and Venezuela should be added to Article 5:1. PL noted that China and Thailand should be removed from Article 5:3, it was suggested that they remain since we will be looking for new members in these countries.</p>	
2.4	<p>A motion was put forward to pass the articles pending the requested revisions. Motion was accepted and unanimously passed. Stacy Bess will coordinate signatures.</p>	SB
3.	<p>Executive Director's Statement of Accounts</p>	
3.1	<p>DW noted we are under budget in most areas. He requested that those members who have not yet submitted their dues, please send them in.</p>	
3.2	<p>SG questioned the allocation of the \$10,000 marketing budget and whether it would be available for use by EALA and the other regional groups. DW explained that if there is extra it will be divided amongst the regions for marketing materials and the websites.</p>	
4.	<p>Report from Regional President AALA, Silvia Rico</p>	
4.1	<p>AALA is looking for members in Central America; specifically in El Salvador, Guatemala, Panama, Nicaragua, and Honduras, as well as Bolivia in South America.</p>	
4.2	<p>Members have agreed to register the GALA trademark in their respective countries pro-bono.</p>	
4.3	<p>AALA members plan to market and promote GALA in their region & have created committees to identify trade groups to approach.</p>	
4.4	<p>Members want to uniform communications between firms to establish working standards and expedite delivery to client. Members will be presented with a standard template on how to refer business within the alliance. Information will include how</p>	DW

	to initiate inquiries, invoicing, payment, deadlines, etc. GALA Headquarters will develop the template for use by the entire alliance. Additionally, AALA will be developing a glossary of terms, as member countries have agreed that there is different legal terminology, as well as various levels of legal sophistication within the advertising law field for each member country.	
4.5	AALA members will be working with each other to identify client base overlap in an effort to make GALA more profitable.	
5.	Report from Regional President APALA, Peter LeGuay.	
5.1	APALA faces the challenge of being a very diverse region. The relevance of their regional group was questioned but it was decided that it was important to remain unified as a group.	
5.2	APALA is looking for members to replace the departed firms in China and Thailand, additionally, they are also looking for members from Egypt, Kenya, Tanzania, UAE, and South Korea. Other countries of consideration are Fiji and Papa New Guinea but the need is yet to be determined.	
5.3	Marketing efforts will be low key, for the time being they will focus on getting the GALA logo on websites, letterhead and cards, and approaching different marketing organizations.	
5.4	APALA members will exchange client lists so that they can iron out overlap.	
6.	Report from Regional President EALA, Michael Plogell	
6.1	EALA welcomed new members from Romania, Poland, Portugal and Turkey.	
6.2	EALA implemented 10 Commandments outlining rules of conduct for members regarding client - attorney relations and attorney - attorney relations.	
6.3	Next regional meeting is set to take place in Florence, Italy on October 16-19, 2003.	
6.4	EALA uses the website www.eala.net as a tool to post marketing materials & news articles. Additionally, EALA has developed sector groups to try and break into different industries such as Toys, Food, Cosmetics and Alcohol. EALA members try to be present and frequent at the same marketing association events such as Promotion Marketing Association (PMA), Electronic Retailing Association (ERA), and Computer Law Association (CLA), International Trademark Association (INTA). This enables members to become entrenched in the organization.	
7.	Q & A on Regional President's Reports	
7.1	FH asked if we can harmonize the template for referrals being prepared by AALA. Stacy will put them all together for distribution upon completion.	SB and DW
7.2	DW suggested other members use EALA members' knowledge on how to market advertising at INTA Conference.	

8.	Report from Global President GALA, Douglas Wood	
8.1	<p><u>GALA History:</u> <i>Past 1989-2002</i></p> <ul style="list-style-type: none"> -1989: EALA was started in by PS and GJR. -1995: US and Canada were added. -1998: GALA appeared with a few committed members. -2001: First and only global meeting, ideas were discussed. -EALA was the only regional group and European funded. -GALA was Hall Dickler funded. - Alliance as a whole was very informal. 	
8.2	<p>-2002: The “fish or cut bait” era, goals were set, an action plan was created and completed. The action plan’s focus was on developing staff (Stacy’s role and hard work was recognized), holding regional meetings (all of which were held in the Fall of 2002), establish governance so that there is a natural flow of officers , and prepare for a global meeting to coincide with INTA - since most members attend INTA, this will be the plan going forward.</p>	
	BREAK	
8.4	<p>During the break several members approached DW to ask for more discussion on Stacy’s role in the organization. DW invited members to tell of projects Stacy has done or can do for them. FH told of Stacy’s contributions to various presentations he gave at PMA events, acting as the “non-legal” reviewer of materials. DG remarked on Stacy’s successful management of the EALA website enabling him to spend more time on his practice. JR told of industry events that Stacy made him aware of in his region. MB told of a introduction Stacy made for GALA to the Advertising Festival in which GALA will now have an opportunity to participate. PH asked if Stacy could complete the inventory of archives of past work by EALA members for posting on a members only section of the EALA or GALA website when the time comes. This will be done as soon as possible.</p>	SB
8.5	<p>RA expressed concern about not being prepared to represent GALA and wants to be able to have his firm do things to promote GALA but is unsure how to go about doing this. SR explained that members need to understand the niche that you have and build on it. AALA has created committees to get the region represented at events and to get the word out. DW will be preparing a PowerPoint presentation to use to market GALA to clients. FH made the point that he has experienced the same in the past and you need to focus on the fact that while you may not be just an “advertising” lawyer that is what sets you apart from other people. People are always looking to have their job made easier - if members can explain the system to people they will be</p>	DW

	<p>intrigued by the fact that you can help them in 20 countries not just 1. MG suggested that communicating within the membership is important and bouncing ideas off one another is helpful. BW suggested that you educate and expose your clients to advertising law and GALA. UW suggested that we need to share experiences with one another. This will all be easier when we establish a private part to the website. DW recommended that members focus on creating the niche and used the example of Filip Winter from Prague who decided there should be Advertising Law in the Czech Republic and he created it. UW told of a similar situation in Costa Rica. He and his colleagues created materials, wrote articles and publicised advertising law and then people realized a need and they set the standard. PH suggested inviting a regional meeting to your city, when he held a regional meeting in Switzerland he was able to introduce EALA and advertising law to local clients.</p>	
8.6	<p>CJ asked if members can go out with the GALA brand and use it. DW suggested all marketing efforts should go through Stacy. SB will work on some GALA letterhead for members to use and circulate the GALA logo for use on member firms' websites..</p>	SB
8.7	<p>JL expressed concern over members who are not experienced in advertising law and whether we can rely on their answers. DW explained that we have the best or next best, most well versed, "advertising" lawyers. Every country we may want as a member may not be experienced (2+ years of advertising). We most importantly should be looking for professional, responsive, interested, & accountable people who have the intellectual property base and work from there. BW felt that what you get out of members is what you put in. AALA is putting together a referral checklist and glossary of terms so that members understand and clearly reply to other member's requests. DG suggested that members should set up terms of work in advance (i.e. a retainer) and be sure colleagues are insured for the work they provide.</p>	
8.8	<p>BD requested the opportunity to address the members to explain the lessons he has learned as one of the members who refers out the most work. He explained that it is important to develop a professional relationship with your client. Always remind client that you are dealing with many different parts of the world and there will be a charge for coordinating the work. You are providing them the service of getting them one bill in one currency. BD suggested that when approaching projects remembers there are two types of projects: 1) Ad hoc work - one off campaign, e.g.-review of television script, members give an estimate, client signs off on fees, difficult to sway from original quote (make sure your estimates are realistic). 2) On-going work</p>	

	<p>- Direct from client to lawyer, provide client with a contact sheet of attorneys' details, you prepare the bill monthly, members should remember that billing can only be done if everyone's fees are submitted and that they should provide the coordinating attorney information in a timely manner.</p> <p>SG commented that you also must force your clients to give you and the other counsel clear instruction. GC warned members should be cautious when talking about fees. The problems usually result lawyer to lawyer miscommunication not client to lawyer.</p>	
8.9	<p>Explore Alliances - currently we have alliances with the following trade associations: ERA - direct response marketing and infomercials IAA - members are companies around the world - DW Executive Committee Member, chapters all over the world. ANA - members are advertisers, they are the people with the money to spend, DW General Counsel WFA - combination of everyone, it is a very Eurocentric organization. PMA - sweepstakes, coupons, promos, many GALA members are involved.</p>	
9.	Report on PMA Project from Felix Hofer (GALA Italy) & Stephen Groom (GALA UK)	
9.1	<p>The PMA approached GALA through FH and SG to contribute to an international supplement for the PMA Law Book (distribution 20,000). The contributions would be on the subject of sales promotion in each country. The contributions would be approximately 5-6 pages per country. The reports would need to be submitted for review by FH and SG no later than the end July, as the deadline for the PMA is August 15th. Should the membership decide to proceed with this, the option has already been given to repeat the project in 2004 on the subject of "Data Protection in Marketing". The pros of doing this are the recognition GALA will receive as being the "legal network" of the PMA, members could use it for their own marketing purposes, & the PMA will sell the materials. The cons of GALA's participation are that there will be no payment for the work, all the profits will go to the PMA and it will take time to complete under stringent deadlines,</p>	
9.2	<p>MP questioned the control members will have on the copyright of these articles. Will they be able to be published? SG and FH will clarify this with the PMA. SG believes the copyright on the individual articles should stay with the writer.</p>	SG, FH
9.3	FH and SG will speak with PMA about getting a discounted rate	FH, SG

	for members to purchase the book for personal use and distribution..	
9.4	Members agreed this was a good idea and they are prepared to participate. Instructions will be distributed by Stacy, Felix and Stephen in the coming weeks. FH made the recommendation that members should be informative but not <u>too</u> legal - don't give away advice.	SB, FH, SG
10.	Report from Global President GALA, Douglas Wood - CONTINUED	
10.1	<i>Explore Alliances - cont'd</i> Members should send the names of other trade and media associations in which their firm participates to Stacy.	All Members
10.2	Present January - March 2003 Conferences and Presentations FH presented at the PMA Annual Conference in March in Orlando, this was viewed as a good event because there few lawyers and many companies in attendance. FH presented on on-line sales. MB presented at a joint event of the Computer Law Association and the French American Chamber of Commerce in Washington, D.C. Michel prepared a handout on various EU directives that Stacy will distribute among the members. Andrea Friedman (Hall Dickler - Chicago) presented on International Advertising Clearance at the INTA meeting in Amsterdam. The final handout will be distributed to all members by Stacy.	SB SB
10.3	Articles & Publications International Journal of Advertising & Marketing to Children - This is being viewed a s a very positive project on both ends. We have been invited to contribute to an additional 4 issues. SB inquired if any members have been contacted from the article. PL had been contacted by an academic who wanted to hand it out. The impression is that it is being read even if little contact has been made. SB will contact the World Advertising Research Group (WARC) to see if we can use the articles on the GALA website. Do's and Don't of Online Sales in Europe and North America - This was used most recently by FH at the PMA meeting in Orlando 24 Hour Home Shopping Channels: An International Vision - Constantly being sent out to clients as a representation of GALA's broad reach and comprehensive informational capacity. Connecting the Dots in an Evolving European Union - MB	SB

	<p>explained that the purpose of this presentation with the Chamber of Commerce to show that the EU is advanced and ongoing everyday. The subject matter discussed was narrower than the handout.</p> <p>DW made the point that we are taking the materials and making them into publications which is excellent.</p> <p>Country Reports - Members feel that the current template is too conforming. SB and DW will work on developing a new template for the Fall reports.</p> <p>International Advertising Clearance - The response was excellent on this project. We will use this report again in June for the ANA meeting. All members who did not contribute are invited to submit updates. SB will send a reminder.</p>	<p>SB, DW</p> <p>BK, FO, WW, CM, MG</p>
10.4	<p>Website</p> <p>FH asked if SB can look into a freeware service to determine the number of hits on the site. Additionally, all members should send any articles to SB for posting.</p>	<p>SB All members</p>
10.5	<p>Membership</p> <p>Unfortunately, we have lost members from China, Estonia, Finland, Honduras,& Nicaragua.</p> <p>We welcome the new members from POLAND - SKS Legal - Ewa Skrzydo - Tefelska, PORTUGAL - Abreu, Cardigos & Associados - Cesar Bessa Montiero, ROMANIA - Wood Lupascu Dumitrescu & Associates - Gilbert Wood / Florentina Dumitrescu, TURKEY - Mehmet Gün - Mehmet Gün/Selma Toplu, URUGUAY - Bado, Kuster, Zerbino & Rachetti - Rafael Zerbino, VENEZUELA - Estudio Antequera Parilli y Rodriguez - Ricardo Alberto Antequerra.</p> <p>There are currently outstanding applications to Bolivia, Finland, Norway and Cyprus.</p> <p>Each region has set out a list of targeted new members. Among those we are looking for are: Bolivia, China, Cyprus, El Salvador, Estonia, Guatemala, Honduras, Nicaragua, Hong Kong, Israel, South Korea, Panama, Russia, & Thailand. Members are asked to contact the regional president in the specific region if they have a recommend for a potential member.</p> <p>DW asked members how they felt the unclaimed countries where existing members have offices but GALA has no member should</p>	<p>All members</p>

	be handled. Members had no comments on this subject.	
11.	<i>Future May 2003 and Beyond</i>	
11.1	<p>Conferences and Presentations</p> <p>The Congress of Marketing Management - PS and FW will be speaking on <i>Morality in Advertising</i> in Prague, CZ in June 2003.</p> <p>American Advertising Federation - DW will be speaking on <i>Hollywood Deal Making</i> in Los Angeles in June. This event may be a potential opportunity for GALA to have a panel or exhibit in the future. DW will report on the potential after the event.</p> <p>Association of National Advertisers - DW confirmed participation by FH, SR, BD, and Roberto Arochi to attend the Global Marketing Conference in June in Miami.</p> <p>Other possible event coverage would be at the ERA European Conference (June - Spain), ERA Annual Conference (September - Las Vegas) - however, we are still working with the ERA on the problem of the high conference fees they charge speakers.</p> <p>The Advertising Festival - MB reported on the Advertising Festival at EuroDisney from September 2-5. Stacy contacted them and MB met the person in Paris who is running the organization. They have no established links with lawyers and were receptive to the notion of participation by GALA. They currently have a plan to run the event for the next 3 years. They are very willing to let us create our own sessions. Their concept is that there is no charge from them and they do not pay for anything. MB thinks there is a small risk because we do not know the organizers, so the event may not be successful or offer great returns. One option is to have one speaker and a panel. DW noted that there is a great deal of talk about this event and the concept is spreading to the US.</p> <p>Members are asked to send other event ideas to Stacy</p>	All members
11.2	<p>Alliances</p> <p>We continue to explore alliances with trade associations such as the ERA, PMA, & IAA. DW noted that his firm Hall Dickler has personally benefited from work with these associations and as a result GALA members have benefited. One client Hall Dickler received from the ERA is now expanding into Europe and is meeting with GALA members in various European countries to represent them. Additionally, DW proposed the idea of joining with other legal networks. GC made the point that we should protect our niche and not try to become full service. The</p>	All members

	FW had a model for a 3 fold brochure designed. There is currently a proposal to change the brochure to a section on each region and then one on GALA in general.	
12.3	Hold Regional Meetings EALA is scheduled to hold its next meeting on October 16-19, in Florence, Italy. AALA is planning to hold its next meeting in or around Mexico City, to coincide with the ASIPI Meeting in October. APALA is still identifying when and where their meeting will take place.	
12.4	Implement Regional Marketing Plans Members should begin the publicity campaign created in their regional meetings and tap into all resources available.	SR, MP, PL
12.5	Exchange Program The idea was proposed for an exchange program whereby young attorneys from firms in a specific country are sent to another member office to learn & work in a different market.	
12.6	Database of Lecture Materials Members should send Stacy ads & commercials that have been banned or have been issues to compile a database for when members are putting presentations together. Be sure to include the reason for the issues. Additionally Stacy should receive copies of previous presentations for the same purpose.	All members
12.7	GALA Global News This will be modelled after AdLaw By Request, Hall Dickler's. weekly newsletter but for GALA purposes only once or twice a month. The idea is to have articles written by members and circulate it to the members' contacts.	
13.	Nominations for Global President Elect DW noted that it was premature to elect anyone when we elected all the other presidential positions at the regional meetings in the Fall of 2002. Therefore, please send interest and / or nominations to Stacy and the vote will take place at the 2004 Global Meeting.	All members
14.	Global Meeting 2004 Will take place in Atlanta, GA on April 29 - May 1, 2004. DW will organize a client seminar with Hall Dickler clients based in Atlanta. This will be a great opportunity to market ourselves. Additionally, GJR proposed the idea of giving the "GALA Award" to a client at each Global Meeting, this will get them to the meeting and talking to all the members.	
15.	Q & A	
15.1	DW asked that members send SB articles for AdLaw By Request.	All members
15.2	GC stressed the importance of getting some young lawyers involved and giving one young lawyer a small amount of money as a prize for doing the best GALA work that year.	
15.3	MP asked how many people were attending INTA and proposed	

	<p>a joint strategy when attending events, he feels that it may provide a better impact. JL felt it is too hard to coordinate, but members should wear their GALA pin to get noticed. Maybe next year GALA should have a hospitality suite to get the name out and focus on our niche. The General Counsels attending do not have any time to attend events they are at meetings all day. DW agreed, he tried to get an appointment with someone who is already a client and they were too busy.</p>	
15.4	<p>BD mentioned that he and his partner Dominic Farnsworth are hoping to create the GALA Guide to Trademark & Protection. Members would be invited to contribute. This would establish the individual credentials of each member. BD anticipated this being ready for Atlanta meeting in 2004.</p>	
16.	<p>Close of Meeting DW thanked everyone for attending. Additionally, DW thanked SB for putting the program together and arranging the details & JWF for hosting the meeting in Amsterdam and for arranging the lovely GALA dinners and a boat ride sponsored by his firm. The 2003 Global Meeting closed at 13:45.</p>	

Stacy Bess, May 3rd, 2003, Amsterdam.