1. Welcome address by Richard: - Six out of seven GALA member present – NOT BAD

THE GALA presentation was well appreciated. May be we would have more seminars in the future in niche areas.

: We could also have smaller groups in Lehman Office for future presentation.

Patrick – Debrief : - Patrick thanks Richard for being a wonderful host.

Singapore Debrief : - Singapore meeting:

- Issues discussed
- Doug discussed membership issues. Aki, Richard and Kim and Chang came in as new members.
- Doug discussed News letters
- Doug discussed issues of Associate members

2. Singapore: Debrief: - Sara Lee, Motorola, Western Union dropped out of Associate Members!!

Question for Doug : What could be the reasons for Associate members dropping out?

Answer from Doug: We did not loose any, only COCA COLA has not paid the dues.

Richard assured that more Chinese Associate members could come in.

3. <u>Conference call with Doug in US</u>
   a) Doug wanted to know - How to get additional Associate members like we got in the present such as GE, BMW RJR.
   b) Richard indicated that the GALA Brochures were translated into Chinese and will be distributed.
   c) News letters contribution give Stacy news letters contributions.

d) Richards asked some details of World Wide partners – Doug-stated that it was independent Agency is USA with members all over the world.

e) Ad Asia in Korea – next year 2007. Ad Asia Singapore last year had 2000 people. Suggestion to have regional meeting with Ad Asia being in Korea.

f) Doug raised issues of BMW and RJR working in Asia.

g) Patrick wanted Associate members on our regional level and not on an International level. Doug was in favour of reduction of Membership fees for Associates but not below a level.

h) Richard stated that Associate members names should be on the Website.

i) Patrick raised the issue to enquire whether Motorola had dropped out of membership of GALA. Doug indicated we should ask Stacy about Motorola, Saralee and Clariant.

Sharad enquired if we had any parallel organization like GALA- Doug stated none. Ad Law is one but not active.

4. Richard elected Vice President starting January 1, 2007-End of December 2008.

ERIC-Becomes President of Asian Group January 1, 2007.

Some doubts - as to the terms of Patrick, Richard and Eric. Stacy to clarify the terms.

5. **Country membership drive**: -

We work on Indonesia: –

Patrick to work as Thailand – Satyapon and Associates and Anek & Brischon firms.

We hold on to our horses for Philippines and Vietnam – other targets check out Hong Kong.

6. Regional meeting dates in Korea: To be discussed with Doug and Stacy and Kim and Chang.

7. **Future Meetings**

Chicago – 2007
November 2007- Regional meeting
May 2008. Berlin

8. Offenders: Stacy to advice what constitutes Meeting offenders. Whether a member can miss the Regional and Annual meeting both in a year and still not be an offender if he attends both next year?

9. **Business Development :-**

Suggestion by Patrick: - We shall sell International membership with Regional flavour.

Blue Paper by Sharad and Patrick: -

About having a Regional Associated member fee reduction from 1000/- $ to say US $ 350/-. Say for example, they attend only Regional meetings and not International. When Associate Members attend International meeting they pay more as fees.

Issue of Regional Association with members from corporate and Industries of almost all countries including New Zealand, Malaysia charging about US $ 350-400/- as membership. Therefore our Associate membership charges of US $ 1000/- on the higher side.

To take this up as an Agenda in International meeting.

Business Development

Watch out before advising and billing – Patrick

A common client is difficult to maintain.

Public Relations – Schwatz does it well and we all can use their services.

Gala newsletter – Contribution should increase.

Country Reports – Now and As Soon As Possible.