

June 5, 2006

To: All GALA Members

From: Executive Committee

Re: Report on Executive Committee Meeting – May 11, 2006 - Toronto

Meeting began at 8:00am EST, all Executive Committee members present.

1. 2006 Global Meeting

Doug reported that 38 / 53 GALA members would be present at the Global Meeting. The numbers were slightly disappointing. Several members were absent because of illness and court proceedings. He was grateful for the efforts made by Wendy Reed to put together the seminar, and was pleased with the turnout expected.

2. Associate Membership

Doug explained to the EC that our biggest challenge has been in the area of recruiting Associate Members. It was suggested that each member provide the name of 2 or 3 potential contacts that either they can choose to contact or the central office of GALA can contact. It was suggested, that the contact should be made personal by mentioning the name of the GALA member and adding in a snip it of something going on related to their industry. It was decided that the Regional Presidents would address this at their regional meetings and request that the members make such contacts.

3. GALA Visual Identity Review Proposal

Brinsley presented a proposal to the Executive Committee from a UK based visual identity company named 300 million. Ltd. The proposal was for the redesign of the GALA logo and corporate image, for a cost of £18K. Some of the issues raised in relation to the branding was with the PowerPoint slides and the size of the useable area, the logo in general, the consistency among the fonts and typefaces used, and whether all these appeal to our clientele.. It was determined that there was not sufficient funding in the 2006 budget to address these issues on any massive level as was proposed by 300 million Ltd. Instead, it was decided that Stacy would ask the designer of the GALA materials to create some new layouts for the PowerPoint's and in budgeting for 2007 we will allocate funding for the rebranding of the GALA logo and materials. Stacy will contact 300 million and let them know our decision. The idea was raised to consider outsourcing this to a cheaper country other than the US or UK as a possibility of it being accomplished less expensively, however, it was decided that given past experiences with this, we were better off sticking with someone Stacy could closely work with.

4. Public Relations

The overall consensus is that GS Schwartz's efforts have improved, while they could be better, this will come from member participation in the effort. Each member should appoint a contact at their firm who GS Schwartz can contact for their public relations efforts in the region and vice versa.

5. Executive Director's Report

The Statement of Accounts for 2005 and Q1 2006 were provided. No significant questions were raised.

There are two members who are in default of their attendance at meetings; they are from Austria and Puerto Rico. It was decided that Brinsley would address this matter with the member from Austria. It was also decided that an exception would be made for the member from Puerto Rico for one more year because of a personal situation that has prevented them from attending in 2005 & 2006.

A list of those members whose dues remain unpaid was circulated and it was requested that the Regional Presidents address this with the individual members.

6. Peter LeGuay's Membership

It was unanimously decided that Peter LeGuay's membership in GALA will follow him to his new firm Thomson Playford effective July 1, 2006.

7. Other Business

Global Meeting 2007

The issue was raised whether the EC preferred the GALA meeting pre or post INTA for 2007 and whether the meeting should be held in the INTA city of Chicago. It was decided that there are too many pre-INTA conflicts and that after INTA was a better solution. The EC also felt that Chicago was a good city to hold the meeting because of its large advertising market. The 2007 Global Meeting will be held in Chicago on May 3 & 4, 2007. More details to follow.

Management

The issue was raised that Regional President terms were ending in December 2006 and that a new set of Elects would need to be voted on at this meeting to replace the Elects when they step up to President. Each region had their suggestions for candidates, Regional Presidents and President Elects would address this with the candidates before the Regional Meetings the next day to determine their interest.

Doug's term as Global President ends in December 2008, there still remains an open position of Global President Elect. Doug expressed his willingness to carry on with the role in the future assuming members were ok with that. The overall consensus was that

Doug should remain in this role as long as he is willing, assuming there is no objection. There was however a proposal put on the table to create a Vice Chairman position if not permanently than temporarily while Stacy was out on maternity leave. Patrick suggested that Brinsley assume this role through the end of 2006 and we would reassess the need at the October 2006 EC meeting for a long term position. It was decided that Brinsley would assume this role and would be the extra contact point during Stacy's absence if Doug was unreachable.

8. Next Meeting

The next meeting will be scheduled for the end of July 2006.