

February 21, 2006

To: All GALA Members

From: Executive Committee

Re: Report on Executive Committee Meeting

Meeting began at 4:30 EST, all Executive Committee members present with the exception of Michel Béjot (France) who had a conflict and Valdir Rocha (Brazil) who joined later in the call due to a timing error as a result of Daylight Savings Time.

1. Associate Membership

We have recently launched a new marketing piece *Why become an Associate Member?* which debuted at the dinner we threw in conjunction with the ANA meeting in New York in January. The piece looks very good, a few minor tweaks need to be made to it but overall it gets the point across in a nice, professional and straight forward way. More copies are being printed once the changes have been made. A PDF will also be created for members to use to send to potential AMs. Each member will receive a hard copy (or multiple hard copies) on request. We need to do more outreach to potential AM's. Stacy is drafting a letter for Doug to send to the top 100 General Counsel and she is also looking into the possibility of renting lists to solicit.

Brinsley noted that once we have the EACA materials up on the GALA website, we will have something more to offer AMs. Patrick is going to look into software where PDFs can be converted to HTML. In the meantime, the materials will be posted in PDF format. HTML is too expensive for us to create and we can not ask EACA to provide it.

2. Electronic Newsletter

Stacy reported that the first issue of the electronic newsletter has been delayed (approximately a month) due to poor member response for article requests as well as recipient lists. All articles have now been submitted and we have a list of approximately 140 people on the recipient list. All agreed that the number was quite disappointing because the recipients came from only 12 members and included Associate Members. Members are all expected to continue to provide names. We will be putting a sign up on Reed Smith's Ad Law By Request & the GALA website which should generate more interest. Additionally, members will be invited to put a signup on their website to generate the same. The hope is that once the issue comes out, members will forward to their clients and clients will then sign up.

3. Samer Pharon, Abu-Ghazaleh Legal

We have interest from this person for membership in GALA for the United Arab Emirates; however, this firm has offices in almost 30 jurisdictions, including countries where we already have GALA members. It was believed by the Executive Committee,

that his firm does not pose a real threat in the countries we already have members (Turkey, UK, China, Canada, India, and Scotland) however, Stacy will be sending an email to confirm with the local members. Additionally, we need to determine how many countries he wants membership. The discussion was tabled for a face to face meeting with him in Toronto that Patrick Mirandah will arrange and Douglas Wood and Brinsley Dresden will participate in.

4. Public Relations

The most recent PR report was circulated in advance of the call to the Executive Committee. The Committee agreed that the work done by GS Schwartz continues to improve both in quality and volume. Doug informed the Committee that an email was received recently from the China member commending GS Schwartz for their efforts and that they were a role model for his firm's own PR agency. We must continue to push them however the overall consensus was that they are slowly achieving the expectations we have for them.

5. SWOT Analysis

The Committee was presented with a draft of a SWOT Analysis prepared by the Executive Director, which is attached. Doug explained that the purpose of the SWOT Analysis is to act like a business plan and identify GALA's strengths, weaknesses, opportunities and threats.

Members of the Committee felt that there should be more specific focus on increasing the enthusiasm in the group, establishing better contacts and increasing workflow. The question was raised how we can improve the internal marketing of GALA. The overall feeling was that it is the responsibility of each member to promote GALA and if we do that work will come back to us.

6. PMA European Law Conference / International Law Book

GALA will be participating in the PMA's first European Law Conference. Michel Béjot (France) and Rudy du Mesnil (Germany) will be chairing the conference. Wendy Reed (Canada) and Brinsley Dresden (UK) have also been involved in the planning of the event. Some concern was raised that the event was not going to be successful, because the PMA does not know how to run an event in Europe. As of now, the overall feeling is that GALA needs to participate in the capacity of speaking, but beyond that the conversation was tabled until Michael Béjot who is helping to plan the event could participate.

Several members and Stacy have been approached about the possibility of doing a new PMA International Law Book. It was agreed that the first project was very time consuming for GALA members and provided very little benefit. The PMA did a lousy job of creating the book and an even worse job of promoting it. If we decide to do a similar project with the PMA again in the future, we need to have a better agreement / relationship with them and make it clear that we have our own brand now and we need to maintain that identity.

7. New member kit – ideas

Stacy raised the issue that new members tend to feel lost when they first join GALA and that there is no kit of information they receive. Their first introduction is usually when they attend their first meeting. What can we do to adjust them better? What materials do they need? It was decided that Stacy would pull something together as a proposal for the next call and then members would provide feedback.

8. Executive Director's Report

Stacy reported that we ended 2005 with a surplus of \$48,018 thanks to the extremely generous and much needed donation made to GALA by Doug's client Millennium Beverage Company. The extra assets have restored our cushion for 2006 that was spent during 2005. In addition, Stacy also reported that most members were up to date with their 2006 dues payments with the exception of Belgium, Colombia, Costa Rica, Nigeria, Paraguay, Poland & Portugal. These members will be addressed by Stacy and the Regional Presidents.

9. Other Business

World Federation of Advertisers – Brinsley had raised the issue prior to the call of a possible sponsorship at the WFA's Annual Meeting in May in Paris for €5,000. Stacy and Doug explained to the EC that we have been trying to get on the agenda for quite some time and have been given the run around. Favours were called in and it seems like they don't realize our value. It was decided that until they realize the value, €5,000 was a bit too much to spend.

International Advertising Association – The IAA situation is similar to the WFA. We had a good connection there that left and now we are having a hard time getting through to them. Doug will attempt to get through to them at their Congress in Dubai in late March where he will be speaking with GALA Associate Member Carla Michelotti. We have done many things for them and it is time they acknowledge it.

ASIPI – Valdir informed the committee, that it is expected that this year's ASIPI meeting will be the largest ever, over 1,000 participants. He has been attempting to get GALA a speaking slot at the event, however, the President of the Brazilian IP Association views GALA as competition. Therefore, he asked if Doug would be kind enough to contact Hugo Berkemeyer and see if he has any pull. Valdir agreed to send Doug the information, and Doug would contact him.

10 Next Meetings

Will be held in April 2006 and at the Global Meeting on May 11, 2006