

March 13, 2008

To: All GALA Members

From: Executive Committee

Re: Report on Executive Committee Meeting–March 13, 2008

Meeting began at 6:00pm EST, all Executive Committee members were present on the call. Brinsley chaired the call.

1. 2008 Global Meeting

a) Schedule of Events

The new Schedule of Events, eliminating the regional meetings on Friday, May 23rd was reviewed. As there are events in numerous locations Brinsley suggested that Rudy mark up a map to circulate among members for reference with other instructions for the Global Meeting.

b) Seminar

Rudy informed the Executive Committee that the panel will be more informal than we have typically done in the past, no PowerPoints. The only person who will use PowerPoints will be the man from the self-regulatory agency. Otherwise, Rudy will circulate in advance of the meeting a thread of topics he would like to cover during the session and each person will be given the opportunity to comment. Rudy plans to distribute this list of topics within one week after Easter.

c) Handout

We will be doing a handout similar to that on Ambush Marketing that we did in November. Rudy is currently working on questions for a piece on the subject related to the seminar in Berlin, Issues of Unfair Advertising with a specific focus on Pharmaceutical Advertising.

d) Global Meeting Presentation

Since we will not be having regional meetings this year, the Global Meeting should serve as a more interactive meeting with input from all members. Each Regional President has been asked to canvas their members for 5 or 6 issues of concern that can be discussed as a global organization and Stacy & Doug will work to incorporate these into the main presentation. Regional Presidents should provide this to Stacy by April 8th.

2. 2008 Regional Meetings

These should be announced at the Global Meeting so members can plan in advance.

Americas – Tentatively planned for November in Boca Raton, FL to coincide with the INTA Leadership Meeting and the ASIPI Meeting.

Asia Pacific – Nothing yet planned.

EMEA – Tentatively scheduled for Amsterdam, dates uncertain. They will be hiring professional event planners to assist them with their seminar. Brinsley’s marketing team will liaise with the professionals to plan.

3. Missing Countries–Filling Voids

a) Russia

This is a major priority for the entire organization. ALRUD which is the firm we had hoped would join has still not been willing to apply. We do however have a completed application from Ivanyan & Partners who recently was selected for a project for Reed Smith after an extensive interview with the Reed Smith partners and client. Brinsley vaguely recalled that there had been an issue with this firm and Steve Getzoff at Reed Smith and that is why we hadn’t accepted them until now. Stacy had no recollection of this but will double check with Steve and anyone else at RS who could have possibly expressed this issue.

b) Middle East

This is not considered a priority for the region right now. The problem with this part of the world and potential members in these places is that they have “broad coverage” however the quality varies from office to office.

4 Executive Directors Report

a) Unpaid dues

The Regional Presidents in the Americas & EMEA region were made aware of the delinquent accounts and will be contacting them accordingly.

b) Membership Issues

We currently have two membership issues in the Americas region that will be addressed by Doug, Uri and Stacy.

c) Q4 Financials

Brinsley clarified for those on the call that the 2008 dues will be the same as the increased 2007 dues. Otherwise there were no questions or comments on the financials.

5. Next meetings

The next meetings of the EC will be in April by telephone if there are issues that need to be addressed prior to the Global Meeting. If not, there will be an in person meeting on Wednesday, May 21, 2008 in Berlin. Feel free to send Stacy any agenda items you would like discussed at future EC meetings.

Meeting ended at 7pm EST.

