

**November 27, 2007**

**To: All GALA Members**

**From: Executive Committee**

**Re: Report on Executive Committee Meeting – November 27, 2007**

Meeting began at 4:30pm EST, all Executive Committee members present with the exception of Edward Lehman, China.

**1. Events de-brief**

**a) Ad Asia**

Doug expressed his disappointment with Ad Asia 2007, held in JeJu Island, Korea. The event was poorly organized and was no comparison to the event held in Singapore in 2005 which was well run and well attended. The next event is in Pakistan in 2009 and India in 2011, however Doug suggested we do not participate in the future, especially in Pakistan.

**b) AP Regional Meeting – Seoul**

The AP Meeting was hosted by Jay Young June Yang at the offices of Kim & Chang in Seoul. There was poor physical attendance with only 3 participants (Korea, Japan and USA), however other members participated by phone and videoconference. Many topics were discussed during this meeting, however one excellent idea that came from the meeting was to share top client lists to find synergies among members in order to cross market our services and recruit Associate Members. Additionally, as a region they are going to focus the coming months on recruiting members in the vital missing countries such as: Hong Kong, Taiwan, Thailand, & Philippines.

**c) EMEA Regional Meeting – London**

Overall the seminar at the London meeting went well, attendance however was weak. There were speakers from UEFA and LOCOG. GALA China was scheduled to speak at the event but cancelled participation on the day of the event. At the regional meeting, the idea was proposed to do a seminar in Amsterdam, using an external conference organizer. Efforts were made to revise the GALA 10 commandments to reflect our current structure. The EMEA region expressed concern over the challenge of finding a Russian firm. Brinsley believes that the preferred candidate, was scared off by the cost of membership. Some additional concerns that were expressed by members at the meeting were the cost of the seminars vs. their success, meeting attendance requirements and other US firms discriminating against GALA members because of Reed Smith role in GALA and their fear of losing work to Reed Smith. These issues were debated and it was agreed that they should be addressed by all the members in an open forum at the Global Meeting in Berlin.

#### **d) PMA Law Conference**

Nobody on the call had gotten feedback on the success of the event. Brinsley will attempt to get a report from his partner Giles Crown, Stacy will speak to John Feldman and Genevieve Marcotte who also attended.

#### **e) WFA Meeting**

The event in Beijing was a major success in Doug's opinion. It was co-hosted by the WFA and CANA and focused on the argument for introducing self-regulation to the Chinese market. Doug presented on the role of self regulation globally and provided the members with the questionnaire we created on self-regulation. There was a great deal of buzz about the chart among the attendees and has been posted on the GALA, WFA and CANA websites.

### **2. 2008 Global Meeting Seminar**

There has been a great deal of discussion in the past and again recently about the success of the seminars we put on and the financial impact they have had on GALA and the lack of income they have generated. We have had very few, if any, memorable GALA seminars. It was calculated that this years seminar could cost us about \$8,000-10,000 to put it on the way we have done at previous Global Meetings. Rudy expressed concern that we may have a difficult time promoting an English speaking seminar in Germany, but hopes with a tie in to a few industry associations, we might be able to get the attendance we need to recoup those costs. We do however want to offer an educational aspect at each of our Global Meetings so that we can learn from one another as well as to help the local member promote GALA within their region. It was agreed that it is important to do something and therefore, Rudy suggested that he contact the industry associations to see if they can provides us with the meeting space and Heuking could provide the catering for the event. Doing it this way, we cut down the costs significantly. Rudy and Stacy will work on this and a final decision will be made before the end of the year.

### **3. 2008**

#### **a) Budget**

A proposed budget was presented to the Executive Committee by Stacy. There were only a few minor changes suggested by the EC. Items of note in the budget were:

- A \$10,875 redesign of the GALA website was approved.
- An \$11,000 advertising expense in the Internationalist was slashed from the marketing budget. It was decided that we are just not getting enough out of this expenditure.
- \$5,000 was cut from the Global Meeting budget in anticipation that our costs will be significantly lower based on the above plan proposed by Rudy.

You will find the final version of the budget and financial forecasts attached.

**b) SWOT Analysis**

This was discussed in detail and the draft can be found attached.

**4. Membership Issues**

Some membership issues were addressed and will be handled confidentially by the Executive Committee.

**5 Executive Directors Report**

**a) Unpaid dues**

This will be dealt with by the Regional Presidents directly with the members. There are 3 members with outstanding payments and 2 Associate Members.

**b) Q3 Financials**

No comments by the Executive Committee. See attached report.

**c) Associate Membership status**

Unfortunately we have lost 3 Associate Members this year. Groupe Danone, IPG and Coca-Cola. Stacy will speak with Patrick Mirandah who recruited Groupe Danone to see if he can determine why they left. Doug informed the committee that IPG is cutting pennies everywhere and that was their reasoning for dropping their GALA Membership. Coca-Cola just never responded nor had they paid their dues for 2006. The good news is we have a membership proposal out to Coca Cola Latin America for membership through a connection of GALA Venezuela so we should get them back that way.

**5. Other business**

No other business was discussed.

**6. Next meetings**

The next meetings of the EC will be in January and April. Additionally there will be an in person meeting on May 22, 2008 in Berlin. Feel free to send Stacy any agenda items you would like discussed at future EC meetings.

Meeting ended at 6:20pm EST.