

January 18, 2005

To: All GALA Members

From: Executive Committee

Re: Report on Executive Committee Meeting

1. 2005

Business Plan / Budget / Dues

The proposed budget and business plan was approved (see attached).

At the Global Meeting, we will introduce a proposed dues increase to raise the funds necessary for a Public Relations effort of about US\$48,000. Additional funding for this effort will come from Associate Membership dues.

Doug and Stacy have met with a PR agency GS Schwartz who worked with Hall Dickler and is familiar with the Advertising Law space. Their purpose will be to increase interest in GALA through press coverage, internal and external marketing kits, and through the global meeting. Next steps are for Stacy to tell the agency that they the Executive Committee approved in principle, and would like to see their written proposal. It was agreed, that Stacy will talk to another PR agency to get a competitive bid.

Last year we decided that we would ask individual countries to protect the GALA trademarks, several members agreed to eat the costs of the filing in their jurisdictions, however there were some that were not willing to do so. There was a proposal to file for those countries under Madrid at about \$25,000 (approx. \$650 per country) So is it worth it? Stacy informed that the EC that some money had been put into the miscellaneous budget to cover it. Madrid costs could be split among countries involved and those other countries not in Madrid would be expected to spend only up to US\$650, all hard costs over \$650 per country would be paid by GALA. We have a US TM only for a variety of marks – (1) Logo (2) GALA (3) Global Advertising Lawyers Alliance. In 2 classes 35 and 200: Each member will be asked shortly to do a complimentary search in their country. Lewis Silkin will try to advance obtaining a CTM and then the program will be discussed elsewhere.

Regional Plans

ROWALA (Patrick Mirandah) - A membership drive is planned, specifically for China. The region will hold a fall meeting via teleconference. An effort will be made to assist regional members to publicize GALA.

AAAL (Valdir Rocha) – 5 target countries have been identified for this year as Bolivia, Guatemala, El Salvador, Honduras and Panama. Articles and news items within the region will be centralized on the members only part of the GALA website. Regional meeting to be held in Naples, FL in November to coincide with the INTA Leadership Meeting. Possible tie in with the meeting.

EALA (Brinsley Dresden) – Fill in membership gaps. Build on Amsterdam seminar. Improve pitching and tendering process. Determine how LEGIS mark and EALA Website will be maintained.

2. Associate Membership

A proposed application was circulated and approved. The cost for Associate Membership will be \$1,000, we do not want to deter people with larger or more complex dues structures. There were some concerns about the fee level in smaller economies. There was some concern about integrating Associate Members into the Global Meeting. Doug will hold a special meeting for Associate Members while the regional meetings are taking place.

3. Annual Meeting

The seminar will be approximately 3 hours, one hour for each topic. We will charge \$150-200 to attend. Possible topics include Advertising to Children, Comparative Advertising, SPAM, and Using Famous People. Regional Presidents will email Doug with topic ideas and speakers. There will be 9 GALA members speaking (3 on each topic) and Doug will moderate. We will look to update the International Advertising Clearance piece and do a new piece possibly on children's advertising.

Those members who need to attend will be reminded.

4. Stacy's State of the Union

There were no questions regarding the final 2004 financials (see attached).

Minutes are still missing from the ROWALA, Atlanta meeting and the AALA Dominican Republic meeting.

Confidential membership issues were discussed.

5. PMA Relationship

With Stephen Groom's departure another member will need to take over this relationship. Doug and Stacy will speak to Felix Hofer and Silvia Rico about this.

6. Departures

Osborne Clarke in the UK has left GALA due to business reasons.

Muchtaris & Grafanaki has been dismissed from GALA for unpaid dues.

Taiwan Commercial Law Offices withdrew their membership as a result of a merger with a large international firm.

7. Other Business

Brinsley proposed GALA's sponsorship of ISBA Annual Conference in London in March.

GLOBAL ADVERTISING LAWYERS ALLIANCE

2005 BUSINESS PLAN

I. Membership

- **Countries** – a target of 70 countries by 2007. The countries of target are:
 - AALA: Bolivia, El Salvador, Guatemala, Honduras, Nicaragua* & Panama
 - EALA: Bulgaria, Cyprus, Estonia, Iceland, Latvia, Lithuania, Malta, Norway, Russia, Slovakia & Slovenia
 - ROWALA: China, Egypt, Ghana, Iran, Kenya, Korea, Tanzania, Thailand, Tunisia
 - Special focus on Bolivia, China, Korea, Russia, Norway, & EU countries admitted in 2004.*indicates application already in hand

- **Associate Membership** – a target of 100 Associate Members by 2007.
 - Decide on Associate Membership structure, application process, admission criteria, etc. by **January 1st**
 - Begin admitting Associate Members on **January 30th**.
 - Admit 20 Associate Members by **April 15th** and invite them to Global Meeting.
 - Hold special meeting for Associate members at Global Meeting on **May 13th**.
 - Initial companies to approach:
 - Shell Oil, Gillette, IPG, SC Johnson, Nokia, Reebok, Leo Burnett, Western Union, & Turner

II. Internal Meetings

- **Global Meeting**
 - *Dates:* **May 11-13, 2004**
 - *Location:* Intercontinental The Barclay Hotel, NYC
 - Seminar & Cocktail Reception on May 11th to be co-sponsored by IAA and ANA, possible additional sponsors to be determined by **February 15th**. Other possible sponsors include the AAAA and Internationalist Magazine. Doug to contact AAAA by **January 30th**, Stacy to contact Internationalist by **January 30th**. Co-sponsors to provide membership / circulation lists in the NYC area.
 - *CLE Credits:* Work with Joe Maguire in Reed Smith LLP, Washington DC office to secure credits for the program. Contact should be made with Joe by **January 15th** to ensure credit is able to be established in advance.
 - *Marketing:* Begin marketing efforts of this event by March 1st. Web posting on GALA and sponsor websites to be complete by **March 1st**. Email marketing by **March 15th**.
 - *Topics:* Decide on three topics for panels by **February 1st**
 - *Panelists:* Secure GALA law firm members and company members by **February 15th** ideal participation includes Douglas Wood as moderator, GALA member from each region on each topic & company member or sponsoring association member for each topic.
 - *Handouts:* CD Rom with Country Reports & GALA pamphlet to be created.

- *Attendance:* Members to inform of attendance at Global Meeting by **April 1st**.
- *Dinners:* Secure locations by **April 8th**.
- **Executive Committee Meetings**
 - Hold quarterly telephone meetings that include Global President, Regional Presidents, Regional President -Elects, and Executive Director. Conference calls will be held in **mid - January, April, July & October**.
 - Hold in person Executive Committee Meeting as part of Global Meeting on **May 11th 2005** from 12-2pm.
- **AALA Regional Meeting**
 - Will be held at the Ritz Carlton in Naples, FL on **November 10th**
 - Work with Silvia Rico to explore possible tie in with Miami Chapter of the PMA, decision by **August 1st**.
- **EALA Regional Meeting**
 - Will be hosted by Johan Loje in Denmark in mid - October. Dates to be determined by **May 1st**.
 - Work with Johan to secure co-sponsors for seminar and determine speakers, etc.
- **ROWALA Regional Meeting**
 - Arrange conference call for mid-October, arrange by **August 15th**.

III. GALA Internal Initiatives

- **GALA Trademark Protection**
 - We must proceed with registering the GALA trademark in each country where we have a member.
 - File the trademarks under the Madrid Protocol in the 25 GALA countries where Madrid is present. This would cost about \$650 per country, and would be tacked onto their 2005 dues. This should be completed by **March 1st**.
 - Those 21 other countries not under Madrid will be expected to do the filing and bear the costs of the filing. The legal work should be done gratis and any hard cost fees over \$650 should be submitted to GALA for reimbursement. These filings should be completed by **March 1st**.
- **Competitors**
 - ADLAW
 - File cancellations for lack of use in all European countries in **May 2005**.
 - Send reminder to this effect to Darren Cohen and Johan Loje by **April 15th**.

- **GALA Gazette**
 - Publish 6 issues of the GALA Gazette to be circulated on the **10th of January, March, May, July, September, & November** to cover the two months prior to publication.

- **Brochure**
 - Brochure update and reprint of 2500 pieces by **February 1st**.
 - Portuguese insert to be complete by **January 15th**
 - French insert to be complete by **January 15th**.

- **GALA Electronic Newsletter**
 - Pull together mailing list.
 - Work with Julie Condy to design appropriate format.
 - First issue to be emailed on or around **June 1st**.
 - Second issue to be emailed **October 1st**.
 - Timetable subject to change.

- **GALA Pamphlet**
 - Decide on topic by **January 15th** for GALA handout.
 - Distribute instructions by **February 1st**.
 - Get cost estimates on design & printing options by **March 1st**.
 - Receive submissions by **March 15th**
 - Send to print by **April 1st**.

- **GALA Survey**
 - Decide on questions by **February 15th**
 - Compile answers by **March 15th**.
 - Work with GS Schwartz to initiate press coverage in **mid-late April** to surround Global Meeting.

IV. Website:

- Ensure all presentations are posted on the member's only part of the website by **January 15th**.
- Slight update on the design of the site (centering of the pages) to be completed by **January 15th**.
- Implement security plan on the members only area of the website by **January 15th**
- Complete and post Ads and Commercials gallery by **February 1st**.
- Continue to build members only section.
- Add a minimum of one written piece to the site on a monthly basis.
- Provide members with a quarterly update on website traffic on **January 3rd, March 7th, June 6th, & September 6th**.

V. Possible Events to Cover

- **ANA Legal & Business Affairs Meeting** – New York, **January 26-27**
 - GALA will have a panel that will feature Douglas Wood as the moderator, Peter LeGuay, Brinsley Dresden, Valdir Rocha and Felix Hofer as panelists.
 - *Topic:* Challenges in Global Advertising - differing ways comparative advertising and regulatory regimes impact on advertising practices.
 - Conference call to discuss presentation in **mid-December 2004**.
 - Presentation to be prepared and completed by **January 15th**.

- **PMA Annual Conference** – Chicago, **March 2-4**
 - Work with Felix Hofer to attain speaking engagement.
 - Contact Ed Kabak by **January 15th** to determine speaking opportunities.

- **Computer Law Association World Congress** – Washington, **May 5-6**
 - Work with Michel Bejot and Felix Hofer to explore opportunities by **March 1st**.

- **INTA Annual Meeting**– San Diego, **May 14-18**
 - Douglas Wood scheduled to speak on Advertising on **May 17th**.
 - Assist Doug in collecting info from members for presentation.

- **FIPP World Magazine Congress** – New York, May 22-25
 - Contact Helen @ FIPP by **January 15th** regarding possible speaker or panelist.

- **AAF Annual Meeting** – Nashville, **June 4-7**
 - Contact Peter Shih regarding GALA panel or speaker by **March 1st**

- **IAA Summer Ball** – New York , **June**
 - Possible sponsorship opportunity to be determined by **April 15th**.
 - Douglas Wood and Stacy Bess to attend.

- **IPIC Annual Meeting** – Canada, **October**
 - Work with GALA Canada to determine IPIC's interest in a GALA panel.
 - Decisions to be made by **August 1st**.

- **ASIPI Annual Meeting** – Montevideo, **November**
 - Work with GALA Paraguay and Argentina to determine ASIPI's interest in GALA returning to present at event.
 - Decision to be made by **June 1st**.

- **CLA European Meeting** – **November**
 - Work with Michel Bejot and Felix Hofer to determine interest in GALA presenting at this event.
 - Determination to be made by **July 1st**.

- **AD ASIA** - Singapore, **November 20-23**
 - Contact organizer Chua Bee Hong by **January 15th** regarding speaking opportunities for Asia Pacific members.
- **PMA Law Conference** - Chicago, **December**
 - Contact Ed Kabak by **April 1st** regarding speaking opportunities.
 - Explore possible sponsorship opportunities and decide by **September 15th** if sponsoring is feasible.
- **40th IAA World Congress** - Dubai, **March 2006**
 - Begin speaking with Frank Cutitta about GALA involvement in **March**.
 - Explore possible speaking and sponsorship opportunities.

VII. Association Initiatives

- **International Advertising Association (IAA)**
 - Work with Frank Cutitta to create monthly call-in Q & A sessions.
 - Work with Frank Cutitta to create monthly phone conference seminars.
 - Provide Frank Cutitta with content for IAA Knowledge Center
 - Determine ways in which GALA members can be integrated into IAA chapters around the world, speaking engagements, events, etc.
 - Explore possible new members GALA with current IAA Members
- **Promotion Marketing Association**
 - Determine transition plan re contacts with resignation of Stephen Groom
 - Contact Ed Kabak re law book supplement
- **International Communications Agencies Network (ICOM)**
 - Work with Gary Burandt to make GALA Member a regular feature at each regional ICOM Meeting.
 - Contact to be made by **February 1st**.
- **Transworld Advertising Agency Network (TAAN)**
 - Work with Gary Lessner to determine how GALA members can participate further in their regional meetings.
 - Contact to be made by **February 1st**.
- **World Federation of Advertisers (WFA)**
 - Contact new President (through Deborah Malone) and determine how to get involved with this organization.
 - Contact to be made by **February 1st**.
- **Worldwide Partners (WWP)**
 - Contact Susan Squyer to determine how GALA can work with WWP and develop some sort of connection between the two organizations.
 - Contact to be made by **February 1st**.

- **ASIPI**
 - Contact organizers to determine how to capitalize on participation in Dominican Republic conference
 - Contact to be made by **February 1st**.
- **International Trademark Association**
 - Identify key contacts within INTA.
 - Contact to be made by **February 1st** and explore opportunities
- **Computer Law Association**
 - Coordinate with Michel Bejot re opportunities
 - Contact to be made by **February 1st**.
- **Jupiter Media**
 - Coordinate with Felix Hofer re opportunities.
 - Contact to be made by **February 1st**.
- **Association of National Advertisers**
 - Designate lawyer from Reed Smith to serve on Global Committee
 - Continue coordination with ANA re its Annual Legal Conference
 - Monitor timing and planning for ANA Global Advertising Conference
- **American Association of Advertising Agencies**
 - Contact Mike Donahue re who to become a resource for AAAA
- **Branded Content Marketing Association**
 - Giles Crown, Lewis Silkin to arrange introduction for GALA.
 - Contact to be made by **February 1st**.

VIII. Initiatives:

- **Country Reports**
 - Two sets of reports to be created in 2005.
 - Reports will be due to Stacy Bess on **April 4th** and **September 12th**.
 - Reports will be posted on the GALA website by **April 25th** and **October 3rd**.
- **EACA**
 - Members should complete posting all information on the EACA website by **January 30th**.
 - Work with Brinsley Dresden to determine timing of updates, etc.
- **E-nuggets**
 - Continue to provide E-nuggets with written material for their website every other month.
 - Australian spam legislation article to be submitted by **December 1, 2004**.

- Search engine marketing article to be submitted on **January 28th**.
- Italian perspective on spam to be submitted by **April 1st**.
- Topic to be determined article due on **June 1st**.
- Topic to be determined article due on **August 1st**.
- Topic to be determined article due on **October 1st**.
- Topic to be determined article due on **December 1st**.

- **The Global Marketer**
 - Continue to allow Global Marketer to post GALA Country Reports and member contact details on their website.
 - Send reports to be posted on their website by **May 1st** and **October 15th**.

- **Young Consumers**
 - India article to be published in Q4 '04 issue due out in January.
 - Spain article to be published in Q1 '05 issue due out in March. Article to be submitted on **November 30th, 2004**
 - Country to be determined article to be published in Q2 '05 issue due out in June. Article to be submitted on **February 28th**.
 - Country to be determined article to be published in Q3 '05 issue due out in September. Article to be submitted on **May 31st**.
 - Country to be determined article to be published in Q4 '05 issue due out in December or January '06. Article to be submitted on **September 30th**.

IX. Advertising

- **Internationalist Magazine**
 - Advertise in all 7 issues in 2005 (**January, March, May, June, September, October, December**). Possible consideration of special advertising in **March or May** issue dependent on timing to publicize 2005 Global Meeting.
 - Decision on special advertising piece for Global Meeting to be determined by **February 15th**.

X. Public Relations

- Hire GS Schwartz to handle different aspects of PR within a reasonable budget including:
 - Identifying key contacts in media
 - Creation of GALA Marketing Kit / Press Kit
 - Pamphlet marketing
 - Survey marketing

**GLOBAL ADVERTISING LAWYERS ALLIANCE
2005 BUDGET**

Employment Expense	\$ 80,000.00
Website maintenance	7,000.00
Marketing / Support Materials/ Sponsorships	30,000.00
Supplies	1,250.00
Telephone / Fax / Postage	4,000.00
2005 Global Meeting	25,000.00
Public Relations	48,000.00
Executive Director Travel Costs	1,500.00
Miscellaneous	<u>7,500.00</u>
	\$204,250.00