

**December 5, 2006**

**To: All GALA Members**

**From: Executive Committee**

**Re: Report on Executive Committee Meeting – November 30, 2006**

Meeting began at 3:00pm EST, all Executive Committee members present, with the exception of Patrick Mirandah.

**1. Associate Membership**

Doug noted that all the members have come from the US and we aren't getting the numbers we had hoped for. We are unsure why people are not signing up. Some members believed that people joined from the US as a personal loyalty to Doug. Brinsley feels that if we populate the Members Only section with the EASA materials and offer AMs a small discount on or hourly rates, it will give them an incentive to join. There was some debate as to whether offering them a discount would entice them to join. Erich explained that the \$1,000 fee for a regional company might be too much money. It was agreed that a new fee structure would be created and that the brochure will instruct interested parties to contact Stacy Bess to identify which firms offer a discounted rate to AMs. Stacy will poll the LF members to determine who would like to offer a discount. Brinsley also raised the issue of liability of GALA and the firms if one firm provides poor advice. Doug will send an email for Stacy to use when assisting clients with projects about GALA and member firm liability.

**2. GS Schwartz**

GS Schwartz's activity report from June – October was circulated. Doug noted the increased global activity and how GS Schwartz has stepped up to the plate. Brinsley suggested that since GS Schwartz is one of our biggest budget items and they do not have true global coverage that we consider letting them go and using the PR firms of the member firms to get the brand out. The discussion was tabled until we discussed budget issues.

**3. Regional Meetings**

**Lisbon** – Brinsley gave thanks to Cesar for his hard work preparing the meeting. The audience for the seminar was small but of good quality, the members did a nice job presenting. During the meeting itself, a good amount of time was spent on the EMEA business plan. It was suggested that the seminars be videotaped and put on the GALA website in the future so that the time spent is not wasted on a small audience.

**Beijing** – Lehman, Lee & Xu did a phenomenal job with the planning of this event. They worked with the China Advertising Association. 60 people were in the audience which

Richard felt was an excellent turnout. At the internal meeting the members decided that it is important for them to find a member in Thailand, Indonesia, Vietnam and HK.

**Rio de Janeiro** – Membership voted Damaso Pardo in as the President Elect for the Americas region. It was decided that the next meeting will be in Cartagena, Colombia. A joint workshop was done with ASIPI and there were 65 people there which was excellent considering the weather and where they were. 4 Panamanian firms were interviewed and the old member from Honduras expressed interest to rejoin. Members expressed dissatisfaction with certain members' participation and Doug will address those privately.

#### **4. Self Regulatory Organizations**

Roberto Arochi has secured a spot on the board of CONAR for GALA. We are working with EASA in Europe and Richard Wageman is making inroads in China in this effort as well. Our goal with this is to have a joint SRO and GALA summit in 2008?

#### **5. Vice Chairman Position**

The issue was raised in May that 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 and to eliminate the Elect position, and should Doug decide to step down or if people feel he should be removed a formal election for that position would be had.

An amendment to the GALA by-laws was put forward and was unanimously approved. It now requires the vote of the membership at large. The EC nominated Brinsley Dresden to this position as his role as Regional President, EMEA will end on December 31, 2006.

#### **6. 2007 Budget / SWOT Analysis**

Doug informed the EC that in order to be able to afford the things we need to do in the coming year, we would need raise dues by 25%. The major shortfall is because we have not gotten the number of AMs that we had anticipated. Obviously we don't want to have to raise dues, the EC felt that if we did we would face losing a number of members. It was suggested that we drop GS Schwartz and cut the advertising budget significantly. It was agreed that Stacy would rework the numbers to scale down the budget without these line items.

The EC felt that the SWOT Analysis is a valuable exercise and that it should be used. It was suggested that the items on the list be prioritized. Stacy will revise according to suggestions and re-circulate.

#### **7. 2007 Global Meeting**

The meeting will be held in Chicago on May 3 – 4. The hotel that will be recommended to the members will be the Intercontinental. All the meetings will take place at The Gleacher Center which is an Executive Conference Center at the University of Chicago, less than a block from the Intercontinental. The format will be the same as last year, however we will add in time for presentations by members about their firms. We are in the process of finding co-sponsors of the event. We hope to utilize Carla Michelotti of Leo Burnett in this effort.

#### **7. Executive Director's Report**

The Q3 statement of accounts was presented. It was explained that the cash on hand is a bit skewed because many of the June – September bills were paid in October and November.

A list of people who are in violation of the by-laws for non-participation at meetings was presented. The individual regional presidents will address this matter with the members.

#### **8. Other Business**

Nothing was raised.

#### **9. Next Meeting**

Stacy will make every effort to schedule the next meeting as soon as possible for January. It was also noted that there will be an April phone meeting and a May meeting in person at the Annual Meeting.