

**To: All GALA Members**

**From: Executive Committee**

**Re: Report on Executive Committee Meeting – January 29, 2007**

Meeting began at 4:30pm EST, all Executive Committee members present.

### **1. 2007 Global Meeting**

Doug reported that he and Stacy have been in touch with AM, Carla Michelotti at Leo Burnett in regards to holding a seminar for her staff and clients during our Global Meeting in lieu of doing a public seminar. Carla is very excited by the prospect and suggested that we cover Children's Advertising issues and Privacy issues. She mentioned the possibility of inviting her COO to speak and also somehow lining up the program with the Chicago Ad Club.

At the Global Meeting over the 2 days, each GALA member will be invited to give a 2-3 minute presentation about their firm. Stacy will create a template for each firm to follow.

It was suggested that we present the main points of GALA's business plan at the Global Meeting to be discussed on a Global and Regional level.

### **2. Associate Membership**

A working document was circulated prior to the call on the subject of Associate Membership. We have been getting increased participation from our current Associate Members and are looking for ways to attract more. Obstacles noted were the fees of membership, local branches won't attend Global Meetings and there are clearly not enough benefits. The new offerings we will offer AMs will be any combination of the following:

- Quarterly conference calls on varying topics (3 or 4 members to participate in each call) for all AM's
- One tailor made call or in person seminar for each AM per year
- Special onsite presentations for Associate members in conjunction with Global Meeting for staff and / or clients when applicable.
- Discounts on fee generating work (where applicable)
- Global awareness program about GALA for distribution within company

Additionally, there was an AM action plan set forth by the EC.

### **3. 2007 Budget**

Doug presented the EC with a proposal to keep the Public Relations team at GS Schwartz in place through a 25% dues increase to the members despite the EC's decision on the last call to end the relationship. After significant debate, it was decided that the members in the smaller countries do not see the value of PR for their region and they will not tolerate the increase. Other suggestions were made to hire an in-house PR person to handle the function, keep Schwartz on a modified level, and have local firms do the PR on a smaller scale for the organization as a whole. All ideas were rejected.

Regardless of relieving Schwartz of their duties, there is still a need for an increase in dues and realignment. It was proposed and agreed to by the Executive Committee that we will stop PR with Schwartz, will bring a proposal to increase dues 20% at the Global Meeting to cover current expenses, and dedicate the remainder of the money to increasing AM's possibly through hiring an assistant for Stacy. In addition to the dues increase Stacy will be reviewing the ad spend in each country for a possible dues adjustment necessary in several countries.

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

**PowerPoint's** – Overall the redesign was an improvement. Comments regarding color will be addressed with the designer. The plan is to use the new slides in Chicago.

**2006 financials** – Stacy explained that the amount shown in the budget as remaining is higher than actual cash on hand because there are about \$13,000 of expenses from 2006 that will be paid in Q1 07.

**Publications** – Stacy informed the EC that we have rekindled our relationship with Young Consumers as it was dropped when the publication was sold. In addition, the Internationalist has offered us a permanent column in their magazine.

#### **5. Other business**

Nothing was raised.

#### **6. Next meetings**

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