

MINUTES – REGIONAL GALA MEETING AT RIO DE JANEIRO (NOVEMBER 2006)

Regional meeting held in Rio de Janeiro – Brasil on November 2006, with the attendance of representatives of: Argentina, Dominican Republic, Puerto Rico, US & the Caribbean, Bolivia, Uruguay, Paraguay, Mexico, Venezuela, Brazil, Chile and Peru.

The meeting was presided by Valdir Rocha –Brazil. Micaela Mujica- Peru, acted as secretary.

AGENDA

1. REPORT BY THE PUBLISHING COMMITTEE

- 1.1 Ricardo Antequera (Venezuela) confirmed GALA's contribution to the Venezuelan magazine PRODUCTO.

Members are encouraged to contribute with articles for this magazine. Topics should be preferably related to advertising (including reviews of new advertising laws, or comments on an important case dealing with advertising, etc). IP related articles are also accepted. Recommended extension of each article is of 5,000 words in word format.

Damaso Pardo (Argentina) suggested that articles written for the GALA gazette be used for publication in the PRODUCTO magazine.

Members agreed that articles destined to the GALA gazette be published in PRODUCTO previous translation into Spanish by the authors.

Dámaso Pardo (Argentina) and George Moore (Commonwealth Caribbean) commented they had both sent articles to the GALA gazette within the last two (02) months and offered to have them translated for publication in PRODUCTO.

The remaining members compromised to have articles sent during the next three (03) months.

- 1.2 Valdir Rocha (Brazil) informed having obtained space for publication by GALA in Brazil's most important advertising

magazine: MEIO & MENSAGEM. Valdir has already published two (02) articles therein.

Articles for MEIO & MENSAGEM must be in Portuguese.

- 1.3 Members agree not to accept paying in order to have articles published. Several magazines worldwide are willing to publish for free.

2. REFERRALS

- 2.1 Dámaso reports having attended to a seminar organized by Katherine Parks from GENERAL ELECTRIC in Connecticut-US, pursuant to Dough Woods's invitation to GALA members to participate.

Dámaso proposes organizing additional seminars seeking to promote GALA.

- 2.2 Dámaso reports working with GALA members from Mexico, Paraguay, Brazil, the US;
- 2.3 Jaime Angeles (Dominican Republic) reports working with the US;
- 2.4 Silvia Rico (Puerto Rico) reports working with Venezuela, Brazil, the Caribbean, the US;
- 2.5 George Moore reports working with Puerto Rico, Costa Rica;
- 2.6 Alejandra Blanco (Bolivia) reports working with Argentina, Brazil, US, Chile and Venezuela;
- 2.7 Rafael Zerbino (Uruguay) reports working with Singapore, the US, Chile, Brazil, New Zealand and Argentina;
- 2.8 Paraguay reports working with Mexico, Argentina, Brazil, Peru, Venezuela, Bolivia and the Caribbean;
- 2.9 Roberto Arochi (Mexico) reports working with Mexico, Argentina, Puerto Rico, England, Paraguay, Guatemala, US. Reports having been contacted by Peru, but faced a conflict of interest;

- 2.10 Ricardo Antequera (Venezuela) reports working with Mexico, the US, Argentina, Bolivia, Paraguay, Guatemala and Puerto Rico;
- 2.11 Valdir Rocha (Brazil) reports working with the US, UK, Germany, Argentina and Chile.
- 2.12 Peru, represented by Micaela Mujica, has worked with Paraguay and could not work with Mexico due to a conflict of interest.

3. NEW COUNTRY MEMBERS

New country members to GALA would be Panama, El Salvador and Honduras.

Appointments with Arosemena, Noriega & Contreras, with Benedetti & Benedetti and with Arias, Fabrega & Fabrega, all Panamanian law firms, had been arranged in Rio de Janeiro during the ASIPI conference.

4. SUBSTITUTION OF COUNTRY REPRESENTATIVES

Some AALA members showed dissatisfaction with the performance of certain AALA members and the group intends to establish minimum performance standards for the continuation of members in the Association.

5. ELECTION OF NEW REGIONAL PRESIDENT

Dámaso Pardo from Argentina was elected President-Elect for the period 2009/2010