

AAALA - 2ND REGIONAL MEETING IN MEXICO (NOV 2003)
MINUTES:

1. Quorum is determined: Members present at 2nd regional meeting : (9) ;
out of a total of AALA members (14).

Present:

Argentina - Dámaso Pardo
Brazil - Valdir Rocha
Chile - Guillermo Rivas
Mexico- Roberto Arochi, Karl Tessman
Perú - José Barreda
Puerto Rico - Silvia Rico
Uruguay- Rafael Zerbino
US- Doug Wood
Venezuela - Ricardo Antequera

2. Discussed OBJECTIVES IDENTIFIED IN REGIONAL AND ANNUAL MEETING IN
AMSTERDAM (May 2003)

- ! Integration, collaboration and improvement of work to develop a One stop shopping@
 - " Template for conflict check
 - " Template for work referral
 - " List of rates per firm
 - " Contact List with contact names, address, phones, email, bank details for electronic payments among firms
 - " Exchange of information for seminar and conferences
 - " Single invoicing from the originating firm to the client
 - " 24-48 hour email response: acknowledgment of message, quotation on fees and estimated time of delivery.
 - " Members-Only page on GALA website

- ! Promotion of GALA as a brand
 - " Member firms including GALA mention and GALA logo in their sites
 - " Developing a GALA brochure
 - " Including GALA capabilities in member firms current advertising in their respective countries, newsletters to clients, etc.
 - " GALA Costa Rica - stressed the need to promote based on GALA's specialty in the area of advertising to create a demand for services.
 - " GALA Brazil - suggested Brazilian Advertising Association Annual Meeting and CONAR (self - regulatory organization) for advertising GALA.
 - " GALA - US - suggested national advertising associations such as ANA as

" an excellent place to market GALA
" GALA - US - suggested the Promotion Marketing Association (PMA) for the same purposes particularly as it relates to consumer promotions.

! In Amsterdam we created committees to identify forums for GALA
Chairs
Central America - Uri Weinstock (report pending)
South America - Rodrigo Albagli (report pending)
North America- Silvia Rico (reported at meeting as shown below)

! Identification of events and conferences:

Reported on seminar had prior to the Regional Meeting in Mexico

Prior seminars:

! ANA conference - June 2003 (Speakers: GALA- Mexico, GALA- Puerto Rico)

Reported on upcoming speaking engagements:

" PMA - December 2003 (Potential Speakers : members of GALA- Canada, GALA- Puerto Rico)

" PMA - March 2004 (Potential Speakers: GALA - Canada, GALA- Puerto Rico)

" Atlanta Roadshow/seminar April 2003

3. COMPLIANCE WITH MEMBERSHIP OBLIGATIONS: The group discussed compliance with membership obligations : presence at regional and global meetings; country reports; 10 commandments in a summary of agreements reached in Amsterdam at our global meeting and for the benefit of newly incorporated members.
4. CORPORATE AND ALLIANCE DOCUMENTS: Members present proceeded to review the final set of bylaws and signatures were obtained from pending members. Incorporation of GALA as a NY registered non-profit corporation as of Sept 2003 was announced and copy of incorporation certificate was circulated among members.
5. ATLANTA ROADSHOW: Preparations for the Atlanta Roadshow were discussed, tentative times and dates indicating that members should allow at least 2 days prior to regional and global meetings if they wished to participate as speakers or entourage visiting potential clients. Project is intended both as a brand recognition initiative as well as tool to secure potential clients while group is physically present in the US.
6. FAQ: In preparation for possible visits to potential clients and one on one discussions at other forums, the group discussed Most Frequently Asked Questions about GALA and redrafted intended answers. Final copy will be made available through Stacy Bess by

email.

6. TEMPLATES: Doug presented template for conflict check and price estimates which was circulated among memberships. We commit to use the same in the referral of work among members.
7. PENDING INFORMATION from members: We are missing information on second contact and bank details for Ecuador; bankdetails from Paraguay. Members commit to produce this information to Stacy Bess as soon as possible.
8. ADDITIONAL INFORMATION REQUEST: The group discusses the importance and immediate need to have the following information at hand for prospective client searches and quick response to potential clients contacting each firm:
 - All - report to Stacy Bess on each firm's hourly rates for partners & associates
 - All - report to Stacy Bess on bank details
 - All - review contact list to ensure the same is correct
 - All that had not done so to date - would report to Stacy Bess a list of firm's capabilities.
9. POTENTIAL CLIENTS / SEARCHES AND EFFORTS: Potential clients for multi-jurisdictional work are discussed. SGR presents possibility of American Express - Latin American & Caribbean Division in an effort to discuss flexibility in rates with the purpose of seeking volume or repeat work from this potential client. We agree that originating firm, who has more direct contact with the client shall suggest to other member firms the maximum amounts in time or rate normally required for the particular work.
10. MEMBERSHIP RECRUITMENT:

Listed countries with no GALA members: Bolivia, El Salvador, Guatemala, Nicaragua, Honduras, Nicaragua, Panama. Efforts made summarized by Stacy Bess email. No response to date from firms recommended by various members. Members would communicate to Stacy Bess other potential firms with whom they have worked in the past, as well as directly communicating again with initially suggested firms.
11. HANDOUTS: Handed to members:
 - list of proposed terms to develop glossary of terms for members feedback
 - sheet for detailing firms rates
 - sheet for informing firm's capabilities
12. Thank you to Mexico member, Mr. Roberto Arochi and his staff for hosting the group for this 2nd regional meeting.
13. Adjournment : 3pm