

FINAL

Global Advertising Lawyers Alliance Asia Pacific Regional Meeting October 25, 2007 Kim & Chang Seoul, Korea

Notes	Action Items
<p>The meeting was called to order by Erich Bachmann at 3:15pm.</p>	
<p>ATTENDANCE</p> <p>Present in person were Jay Young - June Yang (Korea), Akihiko Hara (Japan), and Douglas Wood (USA). Present via video conference was Peter LeGuay (Australia). Present by telephone were Erich Bachmann (New Zealand) and Marc Lim (Singapore). Absent were representatives from China, India, and Malaysia. Apology previously received from Malaysia.</p>	
<p>WELCOME ADDRESS BY REGIONAL PRESIDENT</p> <p>Mr. Bachmann reported that he was pleased to see that articles were being submitted to the Gazette and that the response to the ambush marketing initiative was good. He encouraged everyone to continue to contribute, stressing that prompt responses to all requests were critical to GALA's success.</p> <p>Mr. Bachmann reported on Richard Wageman's resignation from Lehman Lee and the decision of the Executive Committee to keep the China GALA membership with Ed Lehman at Lehman Lee, noting Mr. Lehman's personal commitment to stay involved.</p>	
<p>OPENING REMARKS BY MEETING HOST</p> <p>Mr. Young welcomed everyone to Korea, regretting that only two members outside of Korea were able to attend in person and hoped that personal attendance would be better at the</p>	

<p>next meeting.</p>	
<p>ADDRESS BY GLOBAL PRESIDENT</p> <p>Mr. Wood gave his report as Global President.</p> <p>His report, accompanied by a PowerPoint presentation, highlighted activities GALA has undertaken since the Global meeting in Chicago and plans for future efforts, including publications, sponsorships and events.</p> <p>He reported on the success of the Gazette and addition of a new law firm member from Panama and two new associate members, Eveready Battery and General Mills, noting that the growth in associate members was a great sign of success.</p> <p>He reported on the success of GALA's first global conference call for associate members on comparative advertising, noting that it was well attended and appreciated by the members. More will be planned in the future.</p> <p>He also reported on the case study were the member from Brazil was able to turn around a complicated trademark our in five countries in less than two hours, noting that such a turn-around could only happen through a network.</p> <p>In concluding, Mr. Wood noted that the future focus of GALA will be to "take ownership" of the convergence of advertising, technology and media, noting that his firm has experienced considerable success in such a focus and further noting that it is truly a global phenomena</p> <p>Mr. Wood reported that the Global Meeting will be in Berlin, noting that Stacy Bess was well on her way in planning and that the German member was organizing a seminar on advertising and anti-corruption. Some members expressed concern that the topic needed to be clarified so that members could prepare well in advance..</p>	
<p>DE-BRIEF OF CHICAGO AND MID-YEAR ROUNDUP FROM REGIONAL PRESIDENT</p> <p>Mr. Bachmann reported that there were no minutes from the Chicago meeting. He</p>	

<p>suspected Mr. Wageman had agreed to take them, but with his departure did not submit them.</p>	
<p>LAW FIRM MEMBERSHIP</p> <p>Mr. Wood reported that in addition to the new member from Panama, we have interest from three Russian firms.</p> <p>Mr. Bachman reported that the targeted countries for the Asia Pacific region were in two tiers. The top tier included Thailand, Hong Kong, the Philippines, and Taiwan. The second tier included Vietnam, Fiji, and Indonesia.</p> <p>Mr. Young reported that he had approached someone in the Philippines but they were not interested. Mr. Wood mentioned that he had met someone at the AdAsia meeting and would approach them for suggestions. Mr. Bachmann pointed out that Mr. Mirandah had said he had contacts in Thailand. He also noted that he had approached a firm in Fiji without success. Political uncertainties in that country and the small market meant that a member for Fiji would be unlikely.</p> <p>Mr. Lim indicated that the Lehman Lee office in Hong Kong was a small office that did not actively practice. He suggested that the new Reed Smith office in Hong Kong be the local member. Mr. Wood responded indicating that he would first have to be sure the office had the expertise, noting that such a requirement should always be maintained for any country another member claims.</p>	<p>Mr. Bachmann to contract Mr. Mirandah re recruiting.</p> <p>Mr. Wood to contact person he met at AdAsia from the Philippines.</p> <p>Other members to continue to focus on potential members.</p>
<p>ASSOCIATE MEMBERSHIP</p> <p>The meeting generally agreed that recruiting associate members locally was difficult. Advertisers would prefer a “global” pitch. All in attendance agreed to identify global companies in their countries and contact information for GALA headquarters to attempt recruiting.</p>	<p>All members to provide Stacy Bess with contact information for potential associate members from their countries.</p>
<p>ELECTRONIC NEWSLETTER</p> <p>Mr. Wood reported that the Gazette is growing and getting good reception from associate</p>	

<p>members. Circulation and interaction are up and continuing to grow.</p> <p>He urged members to write articles for the Newsletter</p>	
<p>BUSINESS MATTERS UNPAID DUES FINANCIAL POSITION MEETING OFFENDERS</p> <p>A discussion ensued regarding unpaid dues. Mr. Wood reported that there were no exceptions to the rule and that dues needed to be fully paid on timely basis. Mr. Bachmann noted that dues from Singapore were overdue. Mr. Lim reported that there was some confusion and that he would immediately look into it. Mr. Wood stressed again that there would be no exceptions.</p> <p>Mr. Wood reported that the financial condition of the network was good but that we operated on a very tight budget. He reported that Ms. Bess should have a budget for 2008 shortly.</p> <p>The group then had a discussion on meeting attendance requirements, expressing concern that distances in Asia made it far more difficult than other regions. They believed that teleconference attendance was an alternative but all agreed in person attendance was far better. Mr. Wood reiterated the current rule on attendance and noted everyone must attend the Global meeting in Berlin. All in attendance indicated that they would be attending.</p>	<p>Mr. Lim to immediately bring due current.</p>
<p>FUTURE MEETINGS</p> <p>Those in attendance expressed a preference that the regional meeting be in coordination with other group meetings, most notably APAA. Their next meeting is in October 2008 in Singapore.</p> <p>Mr. LeGuay observed that more members from the Asia Pacific region attended APAA than any other regional conference and that it made the most sense as the meeting venue.</p> <p>Mr. Bachmann pointed out that there were other conferences that could be considered as well.</p>	<p>All regional members to submit conferences to be considered as the location of the annual regional meeting going forward and submit those lists to Ms. Bess for compilation and consideration.</p>

<p>It was agreed that each member would identify conferences that might be good tie-ins and get the list to Ms. Bess for distribution.</p>	
<p>BUSINESS DEVELOPMENT</p> <p>REFERRALS COMMON CLIENTS ASSOCIATE MEMBERS EVENT ATTENDANCE ASSOCIATIONS</p> <p>Mr. LeGuay reported referrals from Malaysia, United Kingdom, Chile, Denmark, Germany and the USA.</p> <p>Mr. Bachmann reported referrals from Australia, the UK and the USA.</p> <p>Mr. Mirandah reported referrals from Australis, Brazil, USA, UK, South Africa and Chile. He reported sending work to Australia, Korea, South Africa, Brazil, Argentina, USA, UK, China, Chile, Peru, and Spain.</p> <p>Other members acknowledged referrals but did not have specifics.</p> <p>With regard to common clients, everyone agreed that coordination and compilation of a list of common clients was a great idea, both for cross marketing and for recruitment of associate members. Subject to ethical or firm policy restraints, it was agreed to forward each list to Ms. Bess.</p> <p>All present were urged to keep Ms. Bess apprised of events they attend so she can determine if any of them represent a marketing opportunity.</p> <p>All present agreed to provide Ms. Bess with a list of associations to which they belong.</p>	<p>Subject to ethical and firm policy restraints, each member will send a list of its top 100 client to Ms. Bess.</p> <p>All members to supply Ms. Bess with events they attend and associations in which they are members.</p>
<p>OTHER BUSINESS</p> <p>Mr. Wood urged everyone to submit articles, etc. for inclusion on the website. He also invited members to submit articles to Reed Smith for republication on Adlaw by Request.</p> <p>With Mr. Wageman's departure, the position of</p>	

President Elect for the Asia Pacific region was open. Mr. Lehman was elected to the position.	
CLOSE OF MEETING	
The meeting was adjourned at 5:45PM	