



GAZETTE

SEPTEMBER - OCTOBER 2004

Welcome to the eighth issue of the GALA Gazette!

PRESIDENT'S MESSAGE

As the reports from the Executive Committee meetings indicate, GALA continues to grow and our key initiatives are well underway. But we have challenges ahead. As success grows and we add associate members, we will undoubtedly raise our profile substantially. We will attract competition. That's good. That will keep us on our toes. But it may also mean Stacy will need more contributions from each member to keep us well ahead of any groups seeking to copy our model.

We are pursuing alliances with the International Advertising Association, a revitalized organization under new leadership. The potential is significant. Mark your calendars for the week of March 26, 2006 for the next IAA Global Congress in Dubai. We will have a prominent role. At their 2004 Global Congress in Beijing, they had over 1,200 delegates! While the date is far off, we've got plenty of time to organize it. Perhaps we'll have our Global meeting there as well.

Our associate program is weeks away from implementation. We are confident it will be a great step forward. Thanks to everyone who helped Stacy with the focus groups and contributions.

Our website now has a members only section. We'll soon be packing it with great content. Stay tuned and watch.

We're exploring a relationship with a public relations firm to take our brand to the next level with publicity in media in all our markets. We have a library of materials and the capacity for surveys that are grist for public relations initiatives. As we prepare the 2005 Budget, we'll let everyone know how this project moves forward.

All this and the "usual" seminars and speeches - in Banff, Amsterdam, Dominican Republic, New York, Singapore, & Dublin. Isn't it amazing that such outreach is not considered business as "usual" for GALA?

We're still trying to get a better handle on referrals, but they're certainly increasing. Our website hits continue to rise. Our brand continues to grow.

Congratulations to our newly elected officers - Michel Béjot (France) and Chris Job (South Africa).

Thanks go to Stacy for continuing to lead us with patience and perseverance. It's not an easy job to coordinate our collective egos.

And thanks go to all our members for their contributions and support. We can all take great pride in building a network that is the standard for the sector.

Now onward and upward to Stacy's report.

IN MEMBERSHIP NEWS...

Last week I circulated a list to all of you indicating target countries for GALA. I appreciate the responses I have received with names of potential members. I have contacted those people you recommended and continue to look for more potential members. I have heard from some of them who seem interested and hopefully in the next issue of the GAZETTE we will have some submitted applications to report.

For those of you who missed the email or need the list again, it is:

AAALA: Bolivia, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua & Panama

EALA: Bulgaria, Cyprus, Estonia, Iceland, Latvia, Lithuania, Macedonia, Malta, Norway, Russia, Slovakia, & Slovenia

ROWALA: China, Egypt, Ghana, Iran, Kenya, Korea, Tanzania, Thailand & Tunisia

EVENTS UPDATE....

PAST EVENTS

INTELLECTUAL PROPERTY INSTITUTE OF CANADA (IPIC) CONFERENCE (BANFF, OCTOBER 14-16)

GALA members from Canada, the United States, and Italy presented a review of comparative advertising in Banff. While the group at the sessions was only about twenty five delegates, the exposure was terrific. And Doug, Genevieve, and Felix thoroughly enjoyed the country music at Wild Bill's Saloon. A gala GALA event!

EALA REGIONAL MEETING (OCTOBER 22-23, DUBLIN)

Despite all his hard work and efforts to plan the EALA Regional Meeting and Client Seminar, Duncan Grehan (Ireland) was unable to attend the meetings (with the exception of Saturday evening's events) due to the passing of his mother just two days prior. Our condolences go out to Duncan and his family. I would personally like to thank Conor Griffin, an associate of Duncan's who from what I understand, did a great job stepping in and assuming the role of host for the weekend.

CLIENT SEMINAR: (OCTOBER 22, DUBLIN)

From Conor Griffin & Duncan Grehan, Duncan Grehan and Partners Solicitors, hosts of the meeting: A briefing session on Advertising and the Law was hosted on Friday morning 22/10/04 by Duncan Grehan & Partners and EALA in conjunction with the Advertisers Association of Ireland and the Institute of Advertising Practitioners in Ireland. The event was attended by a wide range of advertisers and agencies to include representatives from Statoil, Siemens, Cadburys, Diageo, Kraft Foods, C & C Ireland, McCann-Erickson, Cawley Nea\TBWA and QMP Publicis.

The following presentations were made:

Promotions - are you covered legally?
Use of Celebrities in Advertising
Copyright Issues in Advertising
Children in Advertising

Conor Griffin, Duncan Grehan & Partners
Brinsley Dresden, Lewis Silkin (UK)
Stephen Groom, Osborne Clarke (UK)
Conor Griffin, Duncan Grehan & Partners

The presentations were followed by a short question and answer session and panel discussion which in particular covered the topical area of the new Code on Children's Advertising in Ireland and which involved contributions from both the representatives of the advertising industry and the members of EALA present."

EALA REGIONAL MEETING (OCTOBER 22-23, DUBLIN)

From Michael Plogell, EALA Regional President:

"The meeting was focused mainly on growth of the group, increase of business and how to utilize Stacy for these purposes. As results of the discussions we decided to start an electronic EALA newsletter based on the country reports, to investigate whether the individual members know of any lawyers in countries where we lack membership, to ask Stacy to draw up action lists for activities for the members to do in the next quarter, to create a digital version of the GALA brochure and to let each member to propose how to execute EALA business development in her/his own country.

Since this was the last meeting for me as local chair, we also decided that Michel Béjot will become the chair after Brinsley Dresden.

Between and after meetings we had lots of talks, made interesting expeditions in and around Dublin, ate and drank local specialties and had a great time."

UPCOMING EVENTS

ASIPI ANNUAL MEETING (NOVEMBER 14-18, 2004)

Doug Wood (USA), Genevieve Marcotte (Canada) and Valdir Rocha (Brazil) will be presenting as panelists at the ASIPI Conference. The moderator will be a non-GALA ASIPI member named Francisco Perez-Gangotena of the Ecuadorian firm Perez, Bustamante & Ponce Abogados. The panelists will be presenting a global perspective on Comparative Advertising & Brand Protection.

AALA REGIONAL MEETING (NOVEMBER 17, SANTO DOMINGO)

The AALA Regional Meeting will take place in Santo Domingo, Dominican Republic on the afternoon of November 17, 2004. The meeting will begin shortly after the GALA presentation that morning. The meeting will be held at the Occidental El Embajador Hotel in the Canciller Room from 2 - 6pm.

EUROPEAN COMPUTER LAW ASSOCIATION CONFERENCE (NOVEMBER 18-19, AMSTERDAM)

Felix Hofer (Italy) will be presenting on Friday, November 19th on *The problems arising from search engine marketing and from the use of ad-words/keywords techniques, in particular with respect to fair use of third parties' trademarks*. Additionally, Michel Béjot (France) will moderate a panel on *Advertising, promotion and marketing issues in the IT context* which will feature two non-GALA members Louis Buchman of SCP Caubet Chouchana Meyer, and Steven De Schrijver of Van Bael & Belis will present as well as three GALA members Doug Wood (USA), Jesper Sundstrom (Sweden) and Brinsley Dresden (UK).

AMSTERDAM SEMINARS (NOVEMBER 18 & 19, AMSTERDAM)

Brinsley Dresden (UK) has arranged a client seminar to coincide with the CLA meeting since so many GALA members will be in Amsterdam at the same time. On November 18th, those members present in Amsterdam, Doug Wood (USA), Brinsley Dresden (UK), Jan Willem Fernhout (Netherlands), Michel Béjot (France), Felix Hofer (Italy) and Jesper Sundstrom (Sweden) will present on Comparative Advertising, Advertising to Children and using people in advertising without permission. The audience will be from Wieden Kennedy, 180 Communications, Strawberry Frog and others.

Additionally, Jan Willem Fernhout (Netherlands), the member in Amsterdam, has arranged for a seminar to the VEA (the trade association that serves the communication agencies in the Netherlands) on Friday, November 19th. The GALA members who will be in Amsterdam will present on Comparative Advertising to this group as well.

INTERNATIONAL COMMUNICATION AGENCIES NETWORK (ICOM) - (NOVEMBER 18-20 SINGAPORE)

Patrick Mirandah (Malaysia) will be speaking at the ICOM Asia Pacific Regional Meeting on regional advertising legal issues.

ASSOCIATION OF NATIONAL ADVERTISERS (ANA) LEGAL AFFAIRS MEETING (JANUARY 2005, NYC)

This event was originally planned for September 2004 but was postponed due to timing. The event has since been rescheduled for January 2005 and GALA is still invited to have a panel on the second day of this meeting. The attendees of the meeting will include General Counsel staff from companies that are members of the ANA. The plan is to do a similar type program as we did in Atlanta. Those members who were planning to be on the panel in September have been invited for the new dates, they were Doug Wood (USA), Peter LeGuay (Australia), Valdir Rocha (Brazil), Felix Hofer (Italy) & Brinsley Dresden (UK).

GALA GLOBAL MEETING - MAY 11-13, 2004 - NEW YORK CITY

As was decided by the Executive Committee during the quarterly conference call in July, the GALA Global Meeting will be taking place this coming year in NYC. The tentative schedule for the meeting is as follows:

Wednesday, May 11th

1pm	Executive Committee Working Lunch
4 - 7pm	Seminar and Cocktails for Associate Members and Clients
7:30pm	Welcome Dinner

Thursday, May 12th

9am-4pm	Regional Meetings
7:30pm	GALA Group Dinner

Friday, May 13th

8am- 1pm	Global Meeting
1-2pm	Regional Groups and Associate Members reconvene for a working Lunch Meeting
Afternoon / Evening	Optional NYC Activity and Dinner

For those of you who plan to attend INTA, you will be able to leave NYC on Friday evening 5/13 or Saturday morning 5/14 with enough time to make it to San Diego for INTA. In some cases it may be more economical to book your plane ticket roundtrip from your home city to NYC and then book an internal flight roundtrip from NYC to San Diego. The following airlines offer non-stop internal flights from JFK to San Diego - American, Delta and Jet Blue (a fabulous low cost carrier). Additionally, Continental offers the same non-stop service from Newark Airport.

More information regarding hotels will be circulated shortly.

IMPORTANT: According to the *GALA* by-laws, a Member's membership may be terminated at the Global Level if a Member fails to attend at least one Global Meeting every two years. Therefore, for those members who did not attend the Global Meeting in Atlanta, you must attend the meeting in NYC in order for your membership to remain in good standing. These meetings are very important to the development of the alliance and it is imperative that all members attend. The Executive Committee believes that we must be strict with these requirements, particularly as we expand our associate member program. Our reputation is on the line and we must deliver consistent value. That requires attendance at key meetings and universal contributions of important reports.

INITIATIVES

Associate Membership

In early October a focus group was compiled of potential Associate Members pulled from the client base of the *GALA* Executive Committee and from potential clients who contacted us and expressed interest in membership and helping to build the membership. Those invited to be part of the focus group were from Turner, SC Johnson & Co., Nokia, Gillette, Shell Oil, Interpublic, Leo Burnett, Reebok, & Western Union. The group was given a November 1st deadline to respond to the questionnaire. We hope to begin admitting Associate Members before the end of 2004. We anticipate that by the time the Global Meeting comes around, we will have a nice size group.

Executive Committee

Furthering the desire of members for focus and goal oriented management, the Executive Committee meets quarterly by phone to discuss important issues facing *GALA*. After each meeting, members receive a report on what was discussed. The next meeting will be scheduled for January, however, an emergency meeting will be held in mid-November to discuss the next phase of Associate Membership after the focus group completes their work. Reports to the entire membership will follow.

We are in the process of preparing the 2005 Business Plan, with specific goals and benchmarks. If there is anything in particular that you'd like us to include in the Plan, please let me know.

GALA Website

The members only part of the *GALA* website is now live! I hope all of you have had a chance to look at it by now. If you have not, I encourage you to do so. The username to get in is MEMBER and the password is STACY. It features 5 main sections: Organizational Documents, Reports, Presentations, Hot Links and Ads/Commercials. The Presentation section and the Ads / Commercials section is not

yet live, however the Presentations section should be up by next week and the Ads & Commercials shortly thereafter.

Please note that much of the material on this portion of the site is very sacred and confidential for the eyes and use of *GALA* members only. We ask that you please keep the username and password protected within your firm only. Each visit will require that the member indicate his or her acceptance of the terms and limits. We must police this section carefully and aggressively. Your cooperation is appreciated.

EACA Extranet

By now everyone should have received instructions on how to upload your contributions for the EACA Extranet onto the website. We apologize for the delay in relaying the instructions several weeks after the deadline, however there were some technical difficulties in creating the logins for everyone. Thank you to Brinsley Dresden (UK) for all his efforts in making this project happen.

GALA Brochure

We are in the process of doing a Spanish insert for the *GALA* brochure. We will have this ready in time for the ASIPI meeting in the Dominican Republic. If you are interested in these inserts, please send Stacy an email and she will ensure you receive them in due course.

We will also be printing a French and Portuguese version of the insert sometime in the near future for additional member usage.

Rates

I am attempting to put together a listing of rates for all *GALA* members. It would be most helpful if each of you could send me a list of your partner / associate rates as well as trademark filing rates for use in compiling a list.

Internal Surveys

We are going to initiate internal annual surveys of costs members incur in the operation of their businesses, e.g., starting salaries for associates and paralegals, overhead, billable hour rates, etc. While we realize that such data is not readily comparable from country to country, we think this will be a valuable resource to members. Your comments are welcome.

PowerPoint of Ads and Commercials

The good news is that Doug and I are working to develop a PowerPoint presentation with all the ads and commercials on file. The bad news is that it's a bigger project than either of us thought. Our library is truly amazing. So please be patient.

Each slide will have an ad or commercial on it and in the notes section will have a script of what a moderator or a panelist/presenter would say about the slide in a presentation setting. This will create an easy way for members to pull together presentations and panel discussions for conferences and seminars on varying topics. This will serve as an on-going tool which members will be asked to contribute to on a regular basis.

Each member will soon receive the PowerPoint on CD for review and comment. At that time, we will ask each member to review the slides and if there is any missing or incorrect information you will be asked to fill it in appropriately. Additionally, if you have any ads you would like to add, that would be a convenient time to do so. Once the PowerPoint has been revised, we will then post it on the members only part of the site for members to use at their leisure.

Again, we cannot overly stress the value of this library and that everyone limit its distribution solely for GALA and GALA member initiatives. We also ask that everyone help it grow. If there's a commercial or ad that is challenged or represents valuable seminar content, get me a copy with an explanation and background. If you have trouble getting a copy of a commercial, let me know. We have a terrific service that can locate commercials throughout the world.

Articles

International Journal of Advertising and Marketing to Children

Thank you to Felix Hofer (Italy) and Sharad Vadhera (India) for their recent articles. Originally Sharad's article was scheduled to appear in the July - September 2004 issue, however, the Journal has made a change and Felix's article will appear in its place. Sharad's article will now appear in the October - December 2004 issue. Thank you to Sharad and Felix for their contributions. Additionally, the Journal has undergone a re-design and name change to Young Consumers. Gerhard Volz (Spain) has agreed to author the next issue which will appear in the January - March 2005 issue of the journal.

E-Nuggets (The electronic newsletter of The Marketing Society)

Brinsley Dresden (UK) has made an introduction of GALA to The Marketing Society in the UK. We have been invited to contribute articles to the newsletter periodically. The first article contributed last month was written by Michel Béjot and Barbara Doittau (France) on Advertising to Children in France. The next article which will be submitted in December will be written by Peter LeGuay on the new SPAM legislation in Australia. Thank you to Brinsley Dresden for this introduction.

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- Thank you to Brinsley Dresden (UK) for the introduction made to E-nuggets and for all his hard work on the EACA Extranet project.
- Thank you to Duncan Grehan and Conor Griffin (Ireland) for all their hard work in planning a successful EALA meeting in Dublin.
- Thank you to Michel Béjot for his recent contributions to the GALA website.
- Thank you to Felix Hofer for his recent contributions to the GALA website.
- Thank you to Silvia Rico (PR), Dámaso Pardo (Argentina), and Uri Weinstok M. (Costa Rica) for their hard work in translating the GALA brochure into Spanish.

FYI

Please note that I will be out of the office on holiday beginning December 3rd and returning December 20th. If you will require my assistance for events / meetings taking place during that time period please let me know as early as possible.