



## GAZETTE

*January 2005*

Happy New Year and welcome to the 9th issue of the *GALA Gazette*!

### **PRESIDENT'S MESSAGE**

As we begin 2005, we have crossed a number of significant thresholds.

First, we hit fifty members, most recently adding the Dominican Republic and Macedonia, with pending applications from Nicaragua and Norway. When you think about that, it's quite incredible. Without doubt, our meeting in May will be an unbelievable opportunity to network and share both professional and personal stories in an intimate, non-competitive environment. That's unique to *GALA* and something we've all worked hard to accomplish. Congratulations to everyone and to Stacy for all her efforts in recruiting.

Second, we welcome a new set of regional officers having completed our second global election process. That event should not be allowed to pass without comment. It shows our depth and the commitment we all have to make *GALA* work. More importantly, it gives us a chance to thank the outgoing officers - Silvia Rico, Peter LeGuay, and Michael Plogell for their service and the leadership they showed in the last two years. And to congratulate our new regional presidents - Patrick Mirandah, Valdir Rocha, and Brinsley Dresden, together with the presidents-elect, Chris Job, Uri Weinstok and Michel Béjot.

Third, we're launching the Associate Member program, an advance that will move us ever closer to the global network we all envisioned when we started this journey.

And we need to hear from you. Is *GALA* giving you the support you want? Are we keeping in touch? What more can Headquarters do for you?

Read on to learn more from Stacy's report and for now rejoice in the beginning of a great New Year and the continuing success of *GALA*.

## **IN MEMBERSHIP NEWS...**

### **NEW MEMBERS**

We have recently welcomed two new *GALA* members from the Dominican Republic and Macedonia. Their contact details can be found below for your convenience.

#### **DOMINICAN REPUBLIC**

Jaime Angeles  
Oficina Jaime Angeles  
Víctor Garrido Puello 14, Suite 301  
Ensanche Piantini, Santo Domingo  
Dominican Republic  
Telephone: (809) 541-2040  
Fax: (809) 227-0517  
Email: [jaime@angeleslegal.com](mailto:jaime@angeleslegal.com)  
Website: [www.angeleslegal.com](http://www.angeleslegal.com)

#### **MACEDONIA**

Dr. Valentin Pepeljugoski  
Pepeljugoski Law Office  
"Veljko Vlahovic" - 4/1-1  
1000 Skopje  
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Telephone: 389.2.3211.005  
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Email: [vpepeljugoski@on.net.mk](mailto:vpepeljugoski@on.net.mk) or [vpepelju@unet.com.mk](mailto:vpepelju@unet.com.mk)  
Website: [www.pepeljugoski.com.mk](http://www.pepeljugoski.com.mk)

### **POTENTIAL MEMBERS**

#### **NICARAGUA**

We have received a completed application from Julian J. Bendaña-Aragón of the firm Guy Jose Bendaña-Guerrero & Asociados in Managua. The Executive Committee is currently reviewing the application and will revert to the AALA members shortly for their input.

#### **NORWAY**

We have received a completed application from Hans E. Skirstad of the firm Bull & Co. in Oslo. The Executive Committee is currently reviewing the application and will revert to the EALA members shortly for their input.

### **DEPARTED MEMBERS**

Effective January 1, 2005, the members in Greece and Osborne Clarke (UK) are no longer members of *GALA*. Osborne Clarke resigned for business reasons and we unfortunately had to terminate the membership of our Greece colleague for failure to pay dues.

## **LOOKING FOR MEMBERS IN.....CAN YOU HELP?**

Thank you to those of you who have provided me with the names of potential members in the countries mentioned below. I have contacted those firms you recommended and await a response. In the meantime, I hope to receive more recommendations in any of the following countries:

**AAALA:** Bolivia, El Salvador, Guatemala, Honduras, & Panama

**EALA:** Bulgaria, Cyprus, Estonia, Greece, Iceland, Latvia, Lithuania, Malta, Russia, Slovakia, & Slovenia

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

## **EVENTS UPDATE....**

### **PAST EVENTS**

#### **ASIPI ANNUAL MEETING (NOVEMBER 14-18, 2004)**

Doug Wood (USA), Genevieve Marcotte (Canada), and Valdir Rocha (Brazil) presented a panel on comparative advertising law in Santo Domingo before about 200 delegates at the ASIPI meeting. The reaction was excellent and the questions lively. It is clear that the GALA presentation that contrasts how comparative advertising is handled in various jurisdictions is of high interest to practitioners worldwide.

#### **EUROPEAN COMPUTER LAW ASSOCIATION CONFERENCE & CLIENT SEMINARS (NOVEMBER 18-20, 2004)**

##### **From EALA's Regional President, Brinsley Dresden**

On 17 and 18 November 2004, a group of GALA members participated at three very successful seminars in Amsterdam. The first of these was held at the offices of Wieden & Kennedy, Amsterdam and was organised with the assistance of Dirk Robinson, a freelance Finance Director previously based in London and now based in Amsterdam working with 180 Communications and with Reeves & Mills. Dirk was able to arrange for the seminar to be hosted at Wieden & Kennedy's offices through his previous associations with their London Office.

The EALA team comprised Brinsley Dresden (UK), Jan Willem Fernhout (Netherlands), Felix Hofer (Italy), Jan Ravelingien (Belgium), Michel Béjot (France) and Jesper Sundstrom (Sweden). The audience made up of members of the three agencies and numbered about 35 delegates. The topics covered included parodies, using people in advertising, comparative advertising, taste and decency, and children's advertising. The session was very successful and interactive and was followed by a drinks reception. The talk was comprised mainly of examples of real television and press advertisements from around the world, including Australia, the UK, Brazil, Belgium, Sweden, Holland, France, Germany, Italy and Spain. We were also joined by Marina Palomba and Chris Hackford, the lawyers from the Institute of Practitioners in advertising in the UK. Marina is also our contact with the EACA, for whom we have been creating the content for the extranet.

The second event was in the morning of Friday 19 November. This was our slot at the Computer Law Association Annual Seminar. The opportunity was secured by Michel Béjot, who chaired the session, and the EALA speakers included Brinsley Dresden, who spoke about television commercials which had been banned from broadcast on television, but were being used virally on the internet,

and Jesper Sundstrom, who spoke about marketing on the internet to children. Unfortunately, attendance at the session was affected by the fact that it was the first event in the morning following the major social activity of the conference on the Thursday evening. Additionally, Felix Hofer presented a simultaneous session on Search Engine Marketing and Trademarks.

Finally, on Friday afternoon, Jan Willem Fernhout organised for the team comprising Jan Willem, Brinsley, Felix and Jesper to attend at the offices of the Amsterdam member of the Euro RSCG network to deliver a seminar to their staff. This event was also well attended by about 18 members of the agency and was a lively and interactive session.

We should all consider how we can follow up on this event with the relevant agencies and what we might do hold similar events at the other hubs of international advertising in Amsterdam, London, Paris and elsewhere.

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

Patrick Mirandah (Malaysia) was invited to speak at iCOM's Asia Pacific Regional Meeting in Singapore on November 18-20<sup>th</sup>. iCOM is one of the largest independent communication network in the world and represents over 80 member agencies internationally. 25 members from the Asia Pacific countries gathered for the Singapore meeting to be updated on iCOM's new initiatives and to welcome 3 new members from Pakistan, Indonesia and Australia into the iCOM network. Patrick spoke at the Meeting on "Regional Advertising Legal Issues" on behalf of GALA. Patrick's talk focused on the common denominators in regional advertising codes touching on hot issues like: unfair advertising especially comparative advertising, fair use defenses in copyright, false advertising, gender issues, SPAM and data protection, alcohol and tobacco advertising, and online advertising.

### UPCOMING EVENTS

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

GALA has been invited to present a panel on the second day of the ANA Advertising Law and Business Affairs Conference. Douglas J. Wood (USA) who is the General Counsel for the ANA, will be chairing the conference. Additionally, Doug will be moderating a panel on Legal Challenges in Global Advertising presented by GALA members to include Peter LeGuay (Australia), Valdir Rocha (Brazil), Felix Hofer (Italy) & Brinsley Dresden (UK).

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

The 2005 GALA Global Meeting will be taking place at the Intercontinental The Barclay Hotel in NYC on May 11-13, 2005. The tentative schedule for the meeting is as follows:

##### Wednesday, May 11th

1pm	Executive Committee Working Lunch (Presidents and Elects)
4 - 7pm	Seminar and Cocktails for Associate Members and Clients
8:00pm	Welcome Dinner

Thursday, May 12<sup>th</sup>

9am-4pm Regional Meetings  
4-5pm Executive Committee Meeting  
7:30pm GALA Group Dinner

Friday, May 13<sup>th</sup>

8am- 1pm Global Meeting  
1-3pm 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. American and Jet Blue (a fabulous low cost carrier) offer non-stop internal flights from JFK to San Diego. Additionally, Continental offers the same non-stop service from Newark Airport.

HOTEL:

We have reserved a block of rooms at the Intercontinental The Barclay Hotel, at a rate of \$289/night. May is a very busy and expensive month in New York City, I recommend making your reservations as soon as possible to take advantage of this discounted rate. Once the room block is full, I cannot guarantee that this rate will be available. Please refer to **GLOBAL ADVERTISING LAWYERS ALLIANCE** or **GALA** when making your reservation. Additionally, for those of you who would like to book online, please visit <http://new-york-barclay.intercontinental.com/>, select reservations and enter **G03** in the group booking code field.

The hotel's details are as follows:

The Intercontinental Barclay Hotel  
111 East 48<sup>th</sup> Street (at Lexington Avenue)  
New York, NY 10017  
Telephone: 212-755-5900  
Fax: 212-644-0079  
Email: [newyork@interconti.com](mailto:newyork@interconti.com)  
[www.new-york.interconti.com](http://www.new-york.interconti.com)

**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

We have received some input from the focus group and the Executive Committee is now in the process of approving the application for Associate Members. The plan is to begin sending applications after the 1<sup>st</sup> of the year. Please let Stacy know if you have anyone you would like to invite to become an Associate Member.

### 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. Reports to the entire membership will follow.

### 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. Shortly we will be giving the members the opportunity to develop their own sign in to further protect the site. The programming is currently being developed.

### Dues

Shortly you will be receiving invoices for your 2005 GALA dues. Please remember that the first payment is due on January 15, 2005.

### 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 have completed the Spanish insert for the GALA brochure and it has been very well received. We are now in the process of finalizing the French and Portuguese versions of the brochure and should have those shortly. If you have a specific need for inserts in any of the languages, please do not hesitate to send me an email requesting them.

## 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

### *Young Consumers*

Thank you to Gerhard Volz (Spain) for his recent article for the January - March 2005 issue of the journal. We are waiting to hear from WARC regarding their future countries of interest.

### *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 was written by Michel Béjot and Barbara Doittau (France) on Advertising to Children in France. The second article which was just submitted, was written by Peter LeGuay on the new SPAM legislation in

Australia. Felix Hofer (Italy) will be the writer for the next two articles, one will be on Search Engine Marketing in Europe and the other on SPAM in Italy.

## THANK YOU

- Thank you to Silvia Rico (Puerto Rico) for serving as the first Regional President of AALA.
- Thank you to Michael Plogell (Sweden) for serving as the Regional President of EALA for the last two years. .
- Thank you to Peter LeGuay (Australia) for serving as the first Regional President of ROWALA.
- Congratulations to Ricardo Alberto Antequerra (Venezuela) for being selected as one of the top 25 young lawyers in Venezuela.
- Thank you to Peter Schotthofer (Germany) for his recent contributions to the GALA website.
- Thank you to Genevieve Marcotte (Canada) & Michel Béjot (France) for their hard work in translating the GALA brochure into French.
- Thank you to Valdir Rocha (Brazil) & Cesar Bessa Montiero (Portugal) for their hard work in translating the GALA brochure into Portuguese.
- Thank you to Michel Béjot (France) and Ricardo Alberto Antequerra (Venezuela) for recommending our new member in the Dominican Republic.
- Thank you to Mladen Vukmir (Croatia) for recommending our newest member in the Republic of Macedonia.