



## GAZETTE

March 2005

Welcome to the 10th issue of the *GALA Gazette*!

### **PRESIDENT'S MESSAGE**

As we approach the Annual Meeting, much is happening.

The Annual Meeting's agenda is established and the seminar topics assigned. The venue is fantastic and we expect more than 100 to attend. It will be our largest meeting yet and one that will allow for networking and the exchange of ideas. And some partying as well.

The Associate membership program is underway. Thus far, The Coca-Cola Company, Remy Amerique, Claria, and Publicis have joined, with many more expressing interest. And Carlos Cazaña & Hugo Berkemeyer (Paraguay) were kind enough to translate the Associate membership package into Spanish so that it can be used more widely by AALA members. But we need all our members to approach clients and contacts and urge them to join.

Most importantly, we've hired *G.S. Schwarz*, a public relations agency, to help us market the Alliance globally.

We also welcome Norway and Nicaragua as new members. Regrettably, we lost Taiwan. But we continue to grow, confident that we will replace any country we lose and add more every month. Stacy's got more on that as well.

Stacy provides more details on all of these developments in her report. I commend it to your reading and, most importantly, welcome your reactions and suggestions.

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

### **NEW MEMBERS**

#### **LAW FIRMS**

We have recently welcomed two new GALA law firm members from Nicaragua and Norway. Their contact details can be found below for your convenience.

#### **NICARAGUA - #49**

Guy Jose Bendaña-Guerrero & Asociados  
PO Box 3140, Managua 5, Nicaragua  
Contact: Julian J. Bendaña-Aragón  
Tel: 505.266.5662  
Fax: 505.266.8863  
Email: [julian.bendana@guybendana.com.ni](mailto:julian.bendana@guybendana.com.ni)  
Website: [www.guybendana.com.ni](http://www.guybendana.com.ni)

#### **NORWAY -#50**

Bull & Co. Advokatfirma AS  
Postbox 552 Sentrum, 0105 Oslo, Norway  
Contacts: Mr. Hans E. Skirstad / Ms. Bente Holmvang  
Tel: 47.23.01.01.01  
Fax: 47.23.01.01.11  
Email: [sk@bullco.no](mailto:sk@bullco.no)  
Website: [www.bullco.no](http://www.bullco.no)

#### **ASSOCIATE MEMBERS**

On February 9, 2005 the applications began going out for Associate Members. In the first month since the applications went out we have already sign up 4 members with many others interested. We would like to welcome the following members:

#### **CLARIA CORPORATION**

D. Reed Freeman, Jr., Chief Privacy Officer, VP Legislative and Regulatory Affairs

#### **PUBLICIS**

Russell Kelley, General Counsel

#### **REMY AMERIQUE**

Donna H. Hartman, Vice President & General Counsel

#### **THE COCA COLA COMPANY**

Bernadette Drankoski, Marketing Counsel

## POTENTIAL MEMBERS

### **BOLIVIA**

We have received a completed application from Ramiro Guevara of the firm Guevara & Gutierrez S.C. in La Paz. The Executive Committee has approved the application and it is now being reviewed by the members in AALA.

### **GUATEMALA**

We have received a completed application from Marco Antonio Palacios & Cynthia Sequeira of the firm Palacios & Asociados / Sercomi in Guatemala. The Executive Committee has approved the application and it is now being reviewed by the members in AALA.

## DEPARTED MEMBERS

Effective January 18, 2005, the firm in Taiwan is no longer a member of GALA. Taiwan Commercial Law Offices merged with Preston Gates which will no longer support their membership in GALA.

## 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:

**AALA:** El Salvador, Honduras, & Panama

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

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

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

### PAST EVENTS

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

On January 26 & 27, 2005, the first of what will become an annual legal affairs conference sponsored by the Association of National Advertisers was a great success. Over 100 delegates attended from some of the leading global marketers. GALA's panel of Doug Wood, Felix Hofer, Peter LeGuay, Brinsley Dresden, and Valdir Rocha presented a review of global advertising regulations. The presentation was one of the highlights of the conference and gave great exposure to the Alliance.

#### ISBA ANNUAL CONFERENCE (MARCH 2005, LONDON)

On March 4, 2005, Brinsley Dresden and Doug Wood attended the ISBA conference in London, complete with a booth that was prepared by Lewis Silkin, giving GALA terrific exposure with the decision makers in European advertising circles. With almost 200 in attendance, GALA conducted a contest on decency in advertising with a bottle of Champaign as the prize. We'll show everyone the brochure and entry form at the Annual Meeting. Let's see how we all score on the contest. And Doug Wood has contributed a bottle of Chopin Vodka and Belvedere Vodka for the first and second

place entrants! Most importantly, we made a great connection with the World Advertising Federation, establishing a liaison that will develop joint efforts the WFA and GALA can pursue in the future.

## UPCOMING EVENTS

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

The 2005 GALA Global Meeting is just around the corner, as you all know by now, the meeting and seminar will be at the Intercontinental The Barclay Hotel in NYC on May 11-13, 2005. The revised schedule for the meeting is as follows:

With the addition of Associate Members and the large number of spouses attending this years events I need the information to come in a more uniform manner. If you haven't done so already, please make sure to register for the Global Meeting at <http://www.gala-marketlaw.com/membersonly/2005registrationform.html>.

#### Wednesday, May 11, 2005

11am-2pm Executive Committee Meeting (Regional Presidents & Elects Only)  
3-5pm Regional Meetings  
7pm - Welcome Dinner - Law Firm Members & Guests Only

#### Thursday, May 12, 2005

8:00-8:30am Continental Breakfast  
8:30am-12pm Regional Meetings, cont'd  
10:00 Coffee Break  
12:00-1:00pm Lunch  
2-5pm Seminar (see below)  
5-6:30pm Cocktails  
7:30pm - Dinner - Law Firm Members, Associate Members & Guests

#### Friday, May 13, 2005

8:00-8:30am Continental Breakfast  
8:30am-1pm Global Meeting  
1-3pm Regional Meetings, Working Lunch  
4pm - Optional Activity & 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:

By now you should have reserved your hotel accommodations; however for those of you who have not, I would recommend doing so as soon as possible. The discounted block of rooms we have at the Intercontinental The Barclay Hotel, is very close to selling out, once it is sold out, you will have to pay the prevailing rates at that time. When making your reservation, please refer to **GLOBAL ADVERTISING LAWYERS ALLIANCE** or **GALA**. 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: +1 212 644 0891  
Fax: + 1 877 508 9890  
Email: [newyork@interconti.com](mailto:newyork@interconti.com)  
[www.new-york.interconti.com](http://www.new-york.interconti.com)

### SEMINAR

Thank you to all of you who volunteered to speak at the seminar in conjunction with the Global Meeting. Based on the requests we received, we have done our best to include everyone. The seminar will cover three different topics, Children's Advertising, Publicity Rights, and Decency in Advertising. If you have any interesting visuals from your country related to these topics that you think might be of interest please pass them along. An invitation is in the process of being designed and Continuing Legal Education credits are being sought. The event will be marketed to Associate Members, clients and different association members. Please let me know if you would like to extend an invite to anyone in particular.

The panels have been set up as follows:

#### *Children's Advertising*

MODERATOR:

Felix Hofer (Italy)

PANELISTS:

Valdir Rocha (Brazil) / Johan Løje (Denmark) / Chris Job (South Africa)

#### *Publicity Rights / Use of Celebrities*

MODERATOR:

Brinsley Dresden (UK)

PANELISTS:

Dámaso Pardo (Argentina) / Michel Béjot (France) / Peter LeGuay (Australia)

#### *Decency in Advertising*

MODERATOR:

Douglas J. Wood (USA)

PANELISTS:

Uri Weinstok M. (Costa Rica) / Peter Hofer (Switzerland) / Patrick Mirandah (Malaysia)

## INITIATIVES

### EACA Extranet

Thank you to everyone who has uploaded their information onto the EACA Extranet. This will become a very valuable project for GALA, and really requires everyone's participation. EACA is in the process of beginning a pilot program with a few of the National Associations, and then will roll out the rest going forward. To those members who have not yet had the opportunity to upload the information, it is not too late, in fact it would be ideal to have each member participate. Please let me know if you need assistance with this or if you are having any technical difficulties.

### Associate Membership

The Associate Membership program has begun. All GALA members should be working on recruiting new members. In the first month we have received 4 applications, with many others interested. We would like to keep the process web-based, and ask that members instruct those interested to apply online at <http://www.gala-marketlaw.com/associatemembership.shtml>.

### GALA Website

You will all be happy to know, the GALA website continues to be visited by more and more visitors each week. On average we are seeing between 1500-2000 requests for pages each week!

The members' only part of the GALA website has been live for quite some time now. I hope all of you have found it useful. I have not heard much feedback from you about the site, at your convenience, please drop me a line and let me know what you think, if there is anything missing, if there is anything not really needed, etc.

Additionally, you all should have received an email from the GALA webmaster to change your password. The username MEMBER and the password STACY, will no longer work after March 20<sup>th</sup>. If you need to change your password, please email [webmaster@gala-marketlaw.com](mailto:webmaster@gala-marketlaw.com) and you will be sent instructions.

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.

### Dues

Shortly you will be receiving the second round of invoices for your 2005 GALA dues. Please remember that the second installment is due on April 15, 2005. Please note, late payments will not be accepted, it makes a very unfair situation for those members who pay in full and on time.

## GALA Brochure

We now have completed the Spanish, French and Portuguese inserts for the GALA brochure and they have been very well received. If you have a specific need for brochures or 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.

## 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. In the meantime, you can see numerous presentations that have been given in recent years online in the members' only section. The commercials and ads are downloadable.

When the project is complete, 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

### *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 was written by Peter LeGuay on the new SPAM legislation in Australia. The most recent article was written by Felix Hofer (Italy) on Search Engine Marketing in Europe. Felix will also be writing an article in April about SPAM in Italy.

## THANK YOU

- Thank you to Michael Plogell (Sweden) for recommending and recruiting our new member in Norway.
- Thank you to Ricardo Alberto Antequera (Venezuela) for his recent contributions to the *GALA* website.
- Thank you to Brinsley Dresden (UK) and his colleagues for organizing our participation at the ISBA event.