



GAZETTE

JULY / AUGUST 2003

Welcome to the second issue of the *GALA Gazette*!

In an effort to keep all members involved and updated I will be putting out a newsletter every other month to report on the marketing, membership and general initiatives of the alliance. Should you have something to contribute to the coming issues, please send it to me by the deadlines outlined:

- September / October Issue - October 30th
- November / December Issue - December 23rd

Please note: ALL ACTION POINTS FOR MEMBERS CAN BE FOUND IN RED

PRESIDENT'S MESSAGE

Now that summer is over and those of you in countries that like to take vacation for the entire month of August (they shall remain unnamed), it's time to once again face the realities of our workplace. Finding new business, maintaining existing business, and trying to keep up with an ever changing legal landscape, nationally and internationally. But I guess there is good news -- the global recession is ending. As I watch and read reports of the end of the recession, I can't help but wonder why any of these prognosticators has a clue of what's going on. What are their qualifications? Why is their data adequate to make such bold predictions when most of us common folk just don't buy it. But who am I to argue? Then again, why aren't I just as qualified as they are to make bold conclusions? With that in mind, I proudly announce that the recession is indeed over and that the future for *GALA* is flowing in wine, revenues, and victories. Anyone want to prove me wrong?

IN MEMBERSHIP NEWS...

PENDING APPLICATION

ISRAEL

We have received a completed application form from David Wolberg of the law firm David Wolberg Intellectual Property Law. He came recommended by APALA Regional President Peter LeGuay (Australia). The *GALA* Executive Board has already approved the application made the decision to have him become a member of EALA. Currently, EALA members are reviewing his application and voting on his acceptance. Should his application be accepted by a 2/3 majority of the members in

the region, he will be invited to attend the EALA Regional Meeting in Florence next month where he will be formally accepted to membership of GALA,

POTENTIAL MEMBERS

LUXEMBOURG

We are awaiting an application from Laurent Fisch of the Luxembourg law firm Molitor, Fisch & Associates. Mr. Fisch was introduced to GALA by Stephen Groom, he assisted Stephen with a survey he prepared on EU Directives.

CYPRUS

I have recently been approached by an attorney in Cyprus who is seriously interested in joining GALA. He is currently the attorney that handles all the Belvedere and Chopin work in Cyprus for Hall Dickler. I will keep you posted as more details become available.

EVENTS UPDATE...

UPCOMING EVENTS

REGIONAL MEETINGS

EALA - October 16-19, 2003 - Florence, Italy
AALA - November 14, 2003 - Cuernavaca, Mexico
APALA - TBD

PMA LAW CONFERENCE - DECEMBER 2003

Felix Hofer (Italy), Stephen Groom (UK), Michel Bejot (France), & Wendy Reed (Canada) will be giving a session on "Conducting Promotions in a Global Economy" at the PMA Annual Legal Conference in Chicago in December 2003. They will be stressing the importance of legal counsel and attention to regional concerns when running international promotions. Their presentation will use examples that raised interesting problems in the different regions.

If you have any examples of 'problematic promotions' in your region that you believe would be a valuable addition to their presentation, please send them to me.

In addition, Silvia Rico (Puerto Rico) will be holding a round table (Q & A session) at the conference as well. The session be Q & A on issues in promotion law and promotion mechanisms that must be considered for Caribbean, Latin America and Canada.

GALA GLOBAL MEETING 2003

As mentioned in Amsterdam, the GALA Global Meeting will take place immediately preceding the INTA Annual Meeting. This year the GALA Global Meeting will take place in Atlanta, Georgia, USA on April 29 - May 1, 2003. Regional Meetings will be on April 30th and the Global Meeting will be on May 1st.

The GALA Executive Committee has been working to put together a mini-road show for the days prior to the GALA meeting in Atlanta. The current plan is to divide the GALA members from

different regions interested in participating into groups to make presentations to clients in and around the Atlanta area. Additionally, we are attempting to get the names of the local advertising agency associations to work with to create a seminar for interested parties to attend.

We have identified the following cities as cities of interest to visit: **Birmingham**, AL (1 hour), Charleston, SC (1 hour, 10 min) - most other SC cities are similar time, **Charlotte**, NC (1 hour) - most other NC cities are similar time, **Nashville**, TN (1 hour, 6 min), **Cincinnati**, OH (1 hour, 33 min), **Columbus**, OH (1 hour, 26 min) **Gainesville**, FL (1 hour, 13 min), **Jacksonville**, FL (1 hour, 6 min), **Melbourne**, FL (1 hour, 15 min), **Orlando**, FL (1 hour, 25 min), **Tampa**, FL (1 hour, 18 min), **Indianapolis** (1 hour, 26 min), **Lexington**, KY (1 hour, 8 min), **Louisville**, KY (1 hour, 29 min), **Little Rock**, AK (1 hour, 36 min), **Memphis**, TN (1 hour, 17 min), **New Orleans**, LA (1 hour, 33 min), and **Richmond**, VA (1 hour, 25 minute).

Please check within your firm to see whether you have any clients or companies of interest within those cities that might be able to utilize GALA's services.

So far we have commitment from the following members to participate in the road show: Silvia Rico (Puerto Rico), Douglas Wood (USA) Valdir Rocha (Brazil) Alfredo Barreda (Peru), Felix Hofer (Italy) and Peter Schotthofer (Germany), Michael Plogell (Sweden), and Brinsley Dresden (UK). Hopefully some additional members will express interest in the coming weeks.

If you are interested in participating please advise me and / or your regional president.

INITIATIVES

Contact Details

Earlier in the summer I circulated a list of everyone's contact details, staff details, and banking details. Several members still have not provided me with their wire transfer information. At your convenience please send this to me so that I can complete the list. Additionally, should any of your details change or you discover any changes in a member's information, please pass it on to me.

Rates

EALA has begun to pull together a list of rates for their members. Each member is providing the hourly rate for a partner and an associate. Keep your eyes out for the chart which I will circulate shortly. I will be asking for each member to fill in their firms information.

Articles

International Journal of Advertising and Marketing to Children

Thank you to Brinsley Dresden (GALA United Kingdom) for his recent contribution. Once the article is published you will all be able to find it in the what's new section of the GALA website.

The article written by GALA Canada for the July - September 2003 issue can be found at <http://www.gala-marketlaw.com/pdf/kidlaw.pdf>

Unclaimed Countries

We have received several comments in response to Doug's memo in June. We have been reviewing the responses and will be back shortly with a response.

Email Addresses

Just a reminder, if you would like to email everyone in GALA you can do so by sending an email to gala@gala-marketlaw.com.

Additionally, you may now email each regional groups at the following addresses:

ALA - aala@gala-marketlaw.com

APALA - apala@gala-marketlaw.com

EALA - eala@gala-marketlaw.com