



GAZETTE

JANUARY / FEBRUARY 2004

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

PRESIDENT'S MESSAGE

As we get closer to the *Global Meeting* in Atlanta, we fully anticipate that *GALA* will be fifty strong in members by the time we meet. That is indeed a great accomplishment and a testament to the value of *GALA*. In addition, since the last *Gazette*, increasing numbers of members have interacted and shared clients. Stacy has been integral in coordinating the joint projects and I urge everyone to keep her posted as you refer clients or work with members of the Alliance. Tracking referrals and joint projects is critical to measuring the value and return on our mutual investments in *GALA*. We've had excellent (but not perfect) participation in reports and other marketing materials and extend thanks to everyone who has contributed. But beware. Stacy will be giving us all grades at the Annual Meeting! And she's tough. So on to Atlanta for our second *Global meeting* and continued success.

On a personal note, I'd like to thank everyone for their good wishes on the transition of Hall Dickler into ReedSmith to form ReedSmith Hall Dickler. Moving the lawyers from Hall Dickler into 1,000 strong ReedSmith was quite a project but well worth the effort. The potential for *GALA* with a U.S. member with offices in 17 cities and dominant representation in life sciences, financial, and intellectual property, among others, is terrific. The firm remains fully committed to *GALA* and its continued growth. For more information on Reed Smith, visit www.reedsmith.com and check out the new look of Adlaw By Request at www.adlawbyrequest.com.

IN MEMBERSHIP NEWS...

NEW MEMBERS

We have recently welcomed our 49th member from Croatia. His details are below for your convenience.

CROATIA

Vukmir & Associates

Pantovcak 35

Zagreb 10 000

Croatia

Contact: Mladen Vukmir

Tel: 385.1.376.0511
Fax: 385.1.376.0555
Email: mladen.vukmir@vukmir.net
Website: www.vukmir.net

POTENTIAL MEMBERS

LITHUANIA

We have had interest from two firms Soloveicikas & Partners and Metida. We have been in contact with both but have not reached the application phase with either.

IRAN

We have been in talks with a firm in Iran who Steve Getzoff of Reed Smith Hall Dickler has had significant dealing with on trademark matters for his clients. The firm is the Law Offices of Dr. Ali Laghaee & Associates Inc. We are waiting to hear if he remains interested.

NORWAY

We sent an application form late last year to a gentlemen by the name of Tom Carsten Troberg of the firm Advokatfirmaet Nicolaisen & Co. Michael Plogell (Sweden) has worked with him on some matters and has recommended him to GALA. We hope to hear from him soon.

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

CHINA

It is a very important to have a member in China. Does anyone know an advertising and marketing attorney in China? We have been talking to King & Wood but have not gotten to the application phase yet. If you know someone at King & Wood or another firm please pass on their information.

EVENTS UPDATE...

RECENT EVENTS

DIRECT AND INTERACTIVE MARKETING LAW CONFERENCE (MARCH 1 & 2 - NYC)

Doug Wood (USA) chaired a conference produced by the American Conference Institute. Additionally, he and Felix Hofer (Italy) both presented at this conference. Doug presented on **Interactive Internet Marketing: Best Practices for Legal Compliance** with Andrew Sachs, Legal Director of Dell Computer Corporation. Felix Hofer presented on **Marketing Abroad: Navigating International Regulation of Direct Marketing and Privacy** with Elizabeth McNaughton, a Canadian attorney.

SEARCH ENGINE STRATEGIES CONFERENCE (MARCH 1 -4 - NYC)

Doug Wood (USA) and Felix Hofer (Italy) sat on a panel with several other legal experts at a conference focused on Search Engine Marketing produced by Jupiter Media.

8th ANNUAL IN HOUSE LEGAL CONFERENCE (MARCH 2-6 - JOHANNESBURG)

GALA endorsed the 8th Annual In-House Legal Congress in Johannesburg, South Africa on March 2-6, 2004. The event was organized by Terrapinn an international business media company producing trade exhibitions, conferences, training solutions and electronic and print publications. GALA was given the opportunity to have the GALA flyers and brochures distributed with the conference documentation at the event. The program for the event can be found at:

http://www.terrapinn.com/2004/legal_ZA/confprog.asp

UPCOMING EVENTS

PMA ANNUAL CONFERENCE (MARCH 17-19, CHICAGO)

Silvia Rico (Puerto Rico) and Wendy Reed (Canada) will be speaking in a session entitled *Promotion Marketing Law for the Non-Lawyer* with a focus on the changing world of international promotions.

GALA GLOBAL MEETING 2003 (APRIL 28-MAY 1, ATLANTA)

We are in the process of finalizing the details of the Atlanta meeting. This year, prior to the internal meetings of GALA, we will be holding 2 seminars for potential clients and office meetings with potential clients. The letter to potential attendees went out at the end of February inviting them to attend one of two seminars on *Advertising and Promotion Law in the Global Legal Landscape: What You Need to Know*. Some people may be more receptive to attending a seminar than having people visit their offices.

Currently, the members we are aware of that plan to attend the pre-events are:

Jose Barrera, Peter Schotthöfer, Damaso Pardo, Uri Weinstock, Silvia Rico, Doug Wood, Valdir Rocha, Ewa Tefelska, Ricardo Alberto Antequerra, Felix Hofer, Jan Ravelingien, Wendy Reed, Johan Löje, Michel Bejot, Laurent Fisch, David Wolberg, Peter LeGuay, Patrick Mirandah, Michael Plogell, & Brinsley Dresden

If you plan to attend and are not on the list please let me know as soon as possible.

So that you finalize your plans, the schedule for the Global Meeting is as follows:

Wednesday, April 28	Seminar (9-11 AM) @ Westin Peachtree Plaza Office Visits (12 -5PM)
Thursday, April 29	Office Visits (9AM-1PM) Seminar (2 - 4PM) @ Westin Peachtree Plaza GALA Welcome Dinner (7:30PM) @ Location TBD
Friday, April 30	Regional Meetings (9AM - 5PM) @ Westin Peachtree Plaza GALA Dinner (7:30PM) @ Location TBD
Saturday, May 1	Global Meeting (9am - 3pm) @ Westin Peachtree Plaza

For those of you attending INTA, they have posted their hotel options on their site at http://www.inta.org/annual/2004/hotel_rates.html. From what we understand their hotels however are sold out.

For those of you who cant get a room through INTA or are not attending INTA, we have negotiated some discounted rooms at the Westin Peachtree Plaza at a rate of \$149/night + 14% tax. **These rooms must be reserved by March 28th or the rate will not be available.** To make reservations at the Westin contact Westin Central Reservations Office in the Continental U.S. and Canada at 1-800-228-3000 or the hotel directly at 404-659-1400. Please refer to the Global Advertising Lawyers Alliance (GALA) meeting when making reservations. The rooms have been blocked for the nights of 4/27, 4/28, 4/29 & 4/30, however, the discounted rate will be available two (2) days prior and two (2) days after these dates.

ADVERTISING LAW CONFERENCE (JUNE 21-22, LONDON)

Brinsley Dresden (UK) and Stephen Groom (UK) will both be speakers at an event produced by Euro Forum (the sister company of American Conference Institute and Canadian Conference Institute). There is also a possibility that either Michael Plogell (Sweden) or Michel Bejot (France) will attend and speak. GALA and EALA both have agreed to endorse the event which means that we will have our logo on all conference materials, on their website, etc. Additionally we will have the opportunity to distribute our brochures in the delegate packs and on a display table at the conference. If you are interested in attending this event, inform Michael Plogell (Sweden). GALA members receive a 15% discount off of the registration fee.

WEBSITE CONTRIBUTIONS

Written contributions to the GALA website are on the rise which is fantastic. We are getting articles on varying hot topics from all over the world. Feel free to include links to these articles on your own firm webpages. (If you require the files electronically, please contact Stacy Bess and she will send them to you.)

Thank you to the following members for their recent contributions to the website:

George C.J. Moore (Caribbean) - [Update on Trademark Legislation in the Caribbean](#)

Peter LeGuay (Australia) - [The Spam Act2003 - Electronic Marketing and Commercial Messaging](#)

Uri Weinstok (Costa Rica) - [Costa Rica Will Open State Monopolies in Telecommunications and Insurance](#)

Eric Contreras (Puerto Rico) - [Press Release: Political Advertising Laws in the State of Florida](#)

INITIATIVES

GALA Website

The re-design of the GALA website is well underway and should be live by the end of March. In addition to the new look, we will also be adding a members only section where you will be able to download printable reports, GALA marketing materials, etc. that until now were only able to be emailed.

Financial Report 2003

Attached you will find the final financial report for 2003. In the end we came in over budget by approximately \$8,000. The cause of this was mainly as a result of higher than expected website activity and the purchase of CD burning equipment that has become extremely cost effective. Thankfully our dues intake left us with an approximate \$24,000 surplus and the ability to use part of it for the aforementioned expenses and part as a cushion for 2004 so we didn't need to raise dues despite anticipated increased expenses. If you have any questions about the attached please feel free to contact Stacy Bess.

Dues

Please note the due date for payment of the first installment of 2004 dues was **JANUARY 15, 2004**. If you have not yet paid this portion of your dues, please ensure that they are paid ASAP.

GALA PowerPoint Template

The revision of the GALA PowerPoint template is complete and looks even better! This should be used for all panel presentations and for individual presentations where appropriate. If you need the file please let Stacy Bess know and she will be happy to send it to you.

Articles

International Journal of Advertising and Marketing to Children

Thank you to Michel Bejot (GALA France) for his recent contribution to the January - March 2004 issue. Once the article is published you will all be able to find it in the what's new section of the GALA website.

Sharad Vadhera (GALA India) has agreed to contribute to the next issue.

THANK YOU'S

Thank you to Felix Hofer (Italy) for hosting the EALA regional meeting in Florence this past October.

Thank you to Roberto Arochi (Mexico) for hosting the AALA regional meeting in Mexico City this past November.

Thank you to Michael Plogell (Sweden) for his spearheading the Atlanta roadshow efforts throughout the regions.

Thank you to Damaso Pardo (Argentina) for making the introduction to GALA for our new member in Croatia.

UPDATES

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 can reach the regional groups at the following addresses:

AAALA - aala@gala-marketlaw.com

APALA - apala@gala-marketlaw.com

EALA - eala@gala-marketlaw.com

Contact Information

Please update your contact information for ReedSmith Hall Dickler:

Douglas J. Wood

ReedSmith Hall Dickler

599 Lexington Avenue

New York, NY 10022

Tel: (212) 549-0377

Fax: (212) 521-5450

Email: dwood@reedsmith.com

Stacy Bess

Global Advertising Lawyers Alliance

599 Lexington Avenue, 28th Floor

New York, NY 10022

Tel: (212) 549-0343

Fax: (212) 521-5450

Email: sbess@gala-marketlaw.com

sbess@reedsmith.com