



Laying Down the Law

Attorneys' association opens its doors to corporations.

Last spring, the Global Advertising Lawyers Alliance (GALA), a New York-based international association of attorneys specializing in advertising, marketing and promotions, announced that corporations could now join as associate members.

The association, which has a strong international membership, addresses issues from search engine marketing law to regulations governing advertising of alcoholic beverages.

GALA made the announcement in April to coincide with its annual meeting, explains executive director Stacy Bess, "so that corporate members could get to know the organization." She adds, however, that GALA had always intended to eventually extend its membership to corporations "from the day the articles of our association were written back in 1998."



Benefits for corporate members include access to written materials such as advertising guidelines for different countries, as well as the opportunity to attend any of GALA's seminars free of charge. "We did a seminar at our global meeting in May on advertising

to children, decency issues in advertising and the use of celebrities in advertising, with a panel of international lawyers commenting on each topic," says Bess. But possibly the greatest benefit of all is the fact that corporate members can network with GALA's law-firm members worldwide.

If the number of companies that have joined GALA's ranks is any indication, Corporate America is eating up these offerings: At press time, 10 multinational firms—including Coca-Cola and Western Union—had signed on with the alliance.

—Sara J. Welch