



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

International Delegates Meeting – Amsterdam 2008
Friday, 26 September – Sunday, 28 September

LESI Committee Report

Summary of activity (May to September 2008)

Name of Committee: Long Range Planning Committee

Co-Chair(s): Ron Grudziecki and Paul Germeraad

Vice-Chair(s): Benny Browne

List all active members on the committee: Chikao Fukuda; Pat O'Reilley; Allan Jarry; Art Nutter; Benny Browne; Chuck Neuenschwander; Dwight Olson; Heinz Goddar; Jonas Gulliusson; Juliana Viegas; Ken Payne; Nobel Jacobs; Peggy Moizel; Peter Hess; Wes Anson; Willy Manfroy

1. List any projects/workshops the committee has done during this period:

The committee's efforts have been to identify long range global business and licensing trends that affect LESI membership and program success. To this end interactive planning sessions were held at the January 2008 and May 2008 LESI meetings. These sessions involved all participants working in small groups to identify over-reaching trends and appropriate LESI responses to them. These areas were:

- 1) How do we increase membership: Four key areas were identified; Each area had suggestions that could be immediately acted upon.
- 2) Communication Between LESI Leadership & Members (individuals): Six sub-areas were identified; several areas of immediate action were found.
- 3) Delegates Roles: General issues were identified but there were no short-term suggestions to implement.
- 4) Committees: Areas of strategy, process, and metrics were proposed; several short term suggestions were found.
- 5) International Meetings: Areas to continue and to improve were identified.
- 6) Local Society Needs: Three key areas were identified, (1) material needs from LESI, (2) policy needs from LESI, (3) needs to be worked on locally.
- 7) Non-Participating Societies: Three thoughtful elements of action were created.

2. List projects that will continue, or start after the end of this period:

Work is now focused on implementing the suggestions obtained in area. The goal is to improve the strategy and operations of LESI so that a very robust international organization results.

3. List committee meetings (including conference calls) held outside the International Delegates Meetings.

None

4. List any committee publications (including anything posted on the web).

None

5. How can LESI help the committee be more active next year?

Implement recommended actions

6. How much money do you want in your committee's budget for next year?

None

Report by (Name) Paul Germeraad Date: 8 August 2008

Position on Committee: Co-Chair