

ICANN

**Moderator: Gisella Gruber-White
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7:17 pm CT**

Coordinator: Excuse me today's conference is being recorded. If you have any objections you may disconnect at this time. Thank you.

Marilyn Cade: Okay so I need to do that again. We are going to do this again. It is Marilyn Cade. We are kicking off and we will do the roll call again very quickly starting with (Jimson).

Jimson Olufuye: Jimson Olufuye, AfICTA.

Elisa Cooper: Elisa Cooper, Thompson Reuters.

John Berard: John Berard, GNSO Counselor from the B.C.

Marie Pattullo: Marie Pattullo with AIM.

Steve DelBianco: Steve DelBianco, Net Choice and Vice Chair for policy.

Bryce Coughlin: Bryce Coughlin, Fox Group.

Michael Castello: Michael Castello, Castello Cities.

Lanre Ajayi: Lanre Ajayi, (unintelligible).

Chris Chaplow: Chris Chaplow, Andalucia.com and Vice Chair for Finance & Operations.

Liz Sweezey: Liz Sweezey, Fairwinds Partners.

Marilyn Cade: And are we connected now to the remote - to Angie, Susan and (Gabby)?

Gabriella Szlak: Yes, this is Gabriella Szlak from E-Istituto.

Benedetta Rossi: And Angie and Susan are connected to a Adobe Connect so they are listening in.

Marilyn Cade: Okay fantastic. So you guys have the schedule for the next two days that Benedetta sent out to you and there are a couple of things that I want to particularly flag that I think we need to be aware of.

And that is we are going to have a very rare opportunity to have a lot of face time for the executive committee and for the remote members with the senior leadership.

And we talked a little bit about whether we are going to be happy with a sessional whether we think it was the right approach, et cetera. But we need to make the most of this opportunity that we have.

And one of the things I want to just mention to people is, you know, I think the organization is racing as fast as it can to build services and functions that had been missing for a long time.

But that means that there is a huge number of moving parts and a lot of new people who are in positions where they themselves are racing. So to give you an example, I saw Rodrigo, the Vice President for LatAm at the meeting in Peru that I was at.

And Rodrigo was there for a very short period of time because he is busy working on the strategy for Latin America. We are trying to do some outreach, (Jimson) and I and others with (Pierre), the Vice President for the African region.

They are trying to devise a strategy for outreach to stakeholders in their region and what we want to do in our conversation with (Sally), with Fadi, with (Terry) is to make sure that they are totally connected to us and not disconnecting themselves accidentally or prioritizing perhaps one group within a region over another.

Business users have not had the kind of support and attention that they need at the regional level and if we are going to succeed we have to be able to broaden and deepen the BC across the globe.

So strengthen our support and participation from global business, from brands that are coming on board, from small businesses, of course from Europe and North America.

But we also have to take into account the commitment that Fadi has made supported by the board to significantly internationalize ICANN by bringing activities down at the regional level. And so what that looks like for instance are meetings that take place in the regions.

And one of our challenges is going to be how do we make sure that they are working with us? So if you have a presence for instance in one of the regions and there is a meeting going on, we want to make sure that the business user voice is heard not just be applicants to be gTLD registries or gTLD registrars.

But that it is a more diverse participatory recognition of the importance of partnering with business. They are going to be sharing ideas about things that they are doing and there are going to be a lot of exchanges.

And I expect this to culminate in things being shared with us that we can post to our members with possibly very quick turnaround for us to then go back to the members and say, "Does this work for you as the business constituency? Is the approach that is being taken working?"

So to give you one example, there is an idea of building a special MENA Summit in the Arab states. But there is MENA ICT week hosted by the King of Jordan that involves the ICT sector already and which has a large number of businesses attending.

So, you know, from our perspective we might prefer to see the exchange of information so that we are able to draw on business users who already participating in MENA ICT week and bring Fadi as the speaker or (Sally) as the speaker or someone else into that environment as well as think about how we work with ICANN to increase and change the materials.

And we talked a lot about that today that the materials that right now are being developed are just not that useable with businesses whether they are large or small.

I think there is a huge amount of interest on the part of (Sally) and on the part of Fadi and others to figure out how to work with us. But I think we also have to be very pragmatic about there is a lot of new staff and there is a lot going on and we have some other key priorities.

So we need to also be thinking about what are our key priorities for ICANN? And if we could talk a little bit about, you know, what are our priorities for ICANN?

And where are they in meeting our needs as business users and how do we help them improve and strengthen the services that they are providing to us? Because I think this is the key time.

We are also facing an opportunity to provide input on the effectiveness of the toolkit, changes in enhancements to the toolkit in terms of resources, the idea that maybe it is time for ICANN to provide more policy support to the SGs that is not about just supporting the council but it is about more general support.

So let me shut up and ask for comments and thoughts and priorities. Realize that first up tomorrow morning is our meeting with Fadi. So we have some ideas but I think I would like to kind of hear again, you know, what do you guys want to prioritize? It is 90 minutes with just the CSG participants. So that is the IPC, the ISPs and the BC.

Steve DelBianco: This is (Steve). The questions I asked today of the staff we met with already reveal what I believe our priorities ought to be. And I think that we ought to ask an inquiry.

We don't want to necessarily challenge Fadi on this notion that he thinks the strong man was a mistake. I think you want to back into that rather than take it on head on.

And the way to back it is to ask about the evolving thinking about what is implementation versus policy. And what we learned from David Olive is that his document was merely supposed to be descriptive of the way it works now and that simply isn't true.

If you look at the document he is actually inventing what he thinks it should be. That it isn't the way it has worked so far. So we want to try to everybody get familiar with that so we can ask intelligent questions about that.

And hopefully that will give us a chance to say, well I can see a few things we have done in the name of implementation that if you ran them through this model that David built that they would be called policy.

Things like the drawing, right. Just to say we understand that implementation has to happen. So that is one element. Another is I asked about the review. What is the board going to do to define a standard review?

And I would encourage the CEO not to dump resources into review until the board does its job of defining the criteria it is complete waste of time. But we can start the review but it is really the board has a job to do.

And then I do think we want to work our way into this implementation improvements in the clearing house. But from the perspective of registrar protection, business user protection, the things that (Marie) said in particular and avoid doing a me too discussion where we sound just like the IPC.

I know we have the same concerns but we do it to protect our users, not to the reduce cost of defensive registrations. Let them have that rhetoric. For us it is to reduce the distress put on our users and customers and it is not just about defensive registrations right?

Marilyn Cade: Others?

(Gabby): This is (Gabby).

Marilyn Cade: Yes go ahead (Gabby) and then we will come to (Jimson).

(Gabby): Okay hello everyone. I just wanted to say that what we are really needing around here is materials for bringing awareness to businesses with materials that would be easier to use.

Because for instance when we organized the event in Argentina we spent a lot of time just trying to make the right material so that (unintelligible) doesn't know about entity of this at all.

So we are faced with a lot the explanation on how to submit a trademark to a clearing house but how to explain what ICANN is and what (unintelligible). And then what trademark clearing house and after that how to submit a trademark, so it is harder for us.

So that is one point and the other one is to say that there is a meeting in (Monte Video) the 6th and 7th of February that is going to be about Latin American strategy and we are invited so (unintelligible).

So if you can go and can give like feedback for you after that meeting for being able to have this communication between the regional strategies and the BC.

Marilyn Cade: That is fantastic. I had heard that you were being invited and that was one of the questions I wanted to come back to you guys on. Just a real quick example, (Gabby) and (Celia) did an eInstituto event and we literally had to reinvent everything from scratch including they had to translate of course everything into Spanish.

And even though they had an excellent panel, you know, it isn't even useful to send - I think we were able to use our fact sheet but even our brochures don't really work when you are going to a really brand new, novice environment.

And I know (Chris) did a workshop in Spain last year that where we were starting out was the, what is ICANN and why is it relevant?

And, you know, now the interesting thing is a lot of media has happened which may have at least created what we would call name recognition but not name understanding.

But just to reinforce and support your comments. I think we do want to talk a little bit about that and I think our needs are different from the IPC stage. Maybe more like the (unintelligible) needs we may find or more like the small ISPs needs. (Jimson)?

Jimson Olufuye: Thank you Marilyn. I think I will first and foremost comment on Fadi's outreach regional strategy. I appreciate the fact that the big gap is being filled or addressed.

I will say about the gap because again it is not (unintelligible) that we just had in Dubai it (unintelligible) that there are a number of entities that are not reached out and are not aware of the relevance of ICANN.

And so we need to focus on specifically reaching the GAC or the government in the developing nation, in those regions (unintelligible) Africa. Government is very important to business in Africa. In fact they are the biggest spender in Africa.

So if the government fully believes in (unintelligible) model it will (unintelligible) businesses. And then addressing the businesses itself see there is a lexis, there is a connection and now reaching out to business on its own requires fundamental view of whatever they have done right now.

Because I know that (Pierre) is trying to reach out to registries but it goes beyond that. So (unintelligible) users to be new entrepreneurs and strategies about reaching students, there are a lot of young people all around the place and they need to be talking. They are not talking yet like we are leaders here in Africa.

So I think government needs to be engaged along to be involved more and not (unintelligible). That outreach as to have mechanically place, very mechanically to make sure it is active.

You know so I think business not on the short term but on long term. The long term I think that is the whole idea of the outreach. Thank you.

Marilyn Cade: The job is delivering content or is, you know, selling products or, you know, delivering (unintelligible) services or trying to enter the markets and new countries. And I am really struck with how difficult it is to translate. So why

don't you come and work on the IRTP B-1 because it is really important to your business.

I mean really even a conversation like, you know, how about who his? That is really important to you. That just doesn't translate to businesses. And I am really kind of feeling like, you know, we also have to think about how we can be a better translator for business.

Okay here is why it is relevant and it is not, you know, come and sit through a policy development working group, a PDP on - so we are thinking about what we want ICANN to help us so we can help them. You know isn't this part of our challenge as well?

Woman: Yes I would just say I mean I think that's a little bit more palatable. Like at least I can kind of explain well, wouldn't you like to be able to sign the real owner of a Web...

Yes so - I mean I am going to - the stuff that like I cannot get people interested or excited about and nobody I mean it's just not what they sign up for is all the other stuff.

Is the review teams, it is the, you know, selection of the - I mean it is just all of it. Like the non - like all of it just all that stuff that doesn't have to do with the policy is just hard for people.

It is a ton of stuff to learn, a ton of stuff to understand and it is also not really what business is really interested in. They are interested in, you know, finding the real owner or Web site. That is what they want to do.

Man: (Unintelligible).

Man: Yes I mean the one comment I want to make here is that I think one of the things that ICANN can do and I know that Fadi he has focused on that but frankly in many ways we have yet to see it. Is ICANN has to be a better communicator. I mean that is just huge.

I mean and there are so many examples, very recent examples where that just doesn't happen on major, major issues. I mean in all sorts of ways. Whether you are talking about like (unintelligible) or any (unintelligible) or even like the TMCH. I mean really huge stuff.

I mean this is a great way to differentiate from the IPC also because this is not solely focused on the cost dependent registrations or what have you.

I mean for example, we - the fact that someone had to discover what the best pricing scheme just happened to be posted on the TMCH Web site and that is a major focus of businesses that are coming up with budgets that have fiscal years, that have figured this stuff out.

And not just from a point of view of defensive registrations but also point of view from where they are going to participate, where they are going to sell their services and products. Where are they going to be in the Internet a year from now?

I mean the fact that we just haven't discovered that is ridiculous. It is also ridiculous that we still don't have a good idea about where new applications and gTLD really are. We have the priority drawing. We don't know when those evaluations are actually going to be released.

We don't know what the - I mean and part of what they say is okay well now that we did the priority drawing we can group them and then we will them in groups.

We don't know how big the groups are. We don't know when the groups are coming out. We don't know - because all we know is that okay, this application is Number 1500. That tells us absolutely nothing. That is a random data point that is not helpful to our business.

So basic things like I this I mean and then one day we will get an email and say P.S. now you have two weeks, you have 10 days yes I mean it is not a feasible way.

Woman: (Unintelligible)

Man: Yes and the big problem is this is not the way that as all of us know in this room. This is not the way that businesses operate.

We don't get an email and have 10 days to come up with our fiscal year budget on ICANN, you know, clock and then figure out where we are going to be with our business in that time. That is just not how it works.

And they have at their fingertips the ability to share this information with us in a way that we can then translate to businesses. We can then share and pass along all of our different networks in a way that is useful. They have got to get better about communication. It is just got to change.

Woman: (Unintelligible).

Jimson Olufuye: We were just talking about the examples and the one that I came across quite recently and I think it was quite a good one was a client of ours who just did a Web design for us some years ago.

Called us and said our Web site stopped working please can you help us fix it and of course it was the domain that they hadn't renewed it and it has gone down a few days before.

So for one of the policies it was before my time, one of the BC policies to give the time period after the registration fails. That is one of the things - that is a good example that clients can (unintelligible) understand.

And just one other quick point about the IRTPD, that is a very good working group for any of us or any friends or contacts of our that want to start with a working group. It is a practical one. It is unlikely to be contentious. So it would be a very good one for people to cut their teeth on if their hands and dip their toes in the water. Thanks.

(Gabby): I can add something if you want me to. This is (Gabby) again. When I talk about the need for materials I am also referring to materials that the marketing people will understand not only the lawyers or people on our engage team internal government.

I mean marketing people I will understand talk to their clients about the need to be aware of what is going to happen with the Internet in the future. So I understand that would be different and easier and that they can move with their clients.

Because if they have to build the materials by their own they will need like two years of training for being able to do that. So I need these materials

already ready for them and not for them to be needing to create these materials.

I am not sure if this makes sense to you.

Marilyn Cade: Let me give you guys a small homework assignment if you are online. Go to www.ITU.INT. And what you will see there if it is still what was there last night at 2 am in the morning is an announcement about the ITU hosting the UN Youth Forum.

And young people debating the future of the Internet and I will just say that the engine of communication at the - and I know a lot about what the ITU is actually doing. The engine of communication is incredibly effective at the ITU and I think (Jimson) you saw that while we were together.

I think what we are looking for is how do you - we want that kind of ability to translate something that is actually that worked at a telecommunication standards body but it got translated into, it is about the future of the Internet.

So, you know, I am going to say more effective communication, more fact based communication, materials that are generally that we can customize and we use.

But that also I think they have to be spending more time listening to us and other people like us about what it is going to take to be effective communicators.

There ICANN is planning to launch a speakers' bureau and originally the plan was to have only ICANN staff and senior executives, former board members and board members.

And some of the pushback has been you are not the most effective communicators with our communities. And oh by the way - someone posted and oh by the way, too many of the staff are brand new and don't actually know a think about ICANN. So it was a fairly direct posting.

But, you know, let me park the concept of communication and realize we have two bites with that. One is the conversation with Fadi and the other is in the conversation with (Sally) in the afternoon.

Man: In terms of communication, there is a certain fragmentation as well. So you make the point about the trademark clearing house fee structure okay. So I got an email from Bruce Tonkin on the council list on Wednesday which had the fee structure information.

I then sent it to the BC list on Wednesday. But it becomes almost like an error (unintelligible) - I did I just confirmed that I sent...

Marilyn Cade: I am shaking my head because I feel like it is the game of whisper.

Man: Right so but my point is that it becomes almost like an aerosol. Right I mean instead of having something solid that you can look at feel, touch and discuss it becomes an aerosol and it just sprayed into the air. The assumption being that well if you are involved with ICANN some of these droplets will fall upon you.

Now, you know, Bruce he is great at sending stuff out to the council list. I mean I get - I mean I only forward a third of what I get from him some of which I don't even understand.

But this notion of forwarding emails from a small group to a slightly larger group to a slightly larger group is not an effective way to make people aware of what you think they should be aware of.

Now I haven't talked to (Sally) since we met with her in Toronto. (Sally) has an extraordinary background in terms of being a public relations agency executive. I don't know if she still has all her hair or what in the months that she has been on the job.

But it is such a large, fast growing disparate organization that I believe suffers from sort of tick box syndrome. Right, I mean they have got a to do list and when one of those things gets done man they tick that box and they move on to the rest of it.

So in talking to Fadi tomorrow I would like to know - he is an executive, former technology industry executive. How is he deploying technology to improve the productivity of his staff?

I also think that your point about being sucked into the vortex of what the IPC might want to focus on. I mean I have long had this conversation with - I hate the fact that we so often look like a sidecar in their motorcycle. It just bothers me.

But listening to Elisa, one of the key factors that a business person can actually get his or her hooks into is risk management. And the fact is risk management well I have got lawyers that handle that.

So AT&T will dispatch a security specialist but if you are like Fox or some other large company, risk management. Okay let me get, you know, Latham & Watkins they handle all that stuff for us.

So IPC has the sort of the, the ability to build their time yet they are almost the only non-contracted party that can act like a contracted party.

The rest of us sort of have a personal interest, professional interest come together but, you know, I am a GNSO counselor and believe me I try and pay as much attention as I can. But I probably don't see everything that I should see and some of the stuff I see I probably don't understand the full importance of.

Man: I think my point on that is just that that really shouldn't really fall solely on you. I think your comment is totally insightful and right on in the sense of I love the imagery of the aerosol. I think that is so appropriate.

And I think it totally underscores the problem which is that it is not always about having information out there. Like yes it is technically available at some totally obscure link on the ICANN Web site. Yes like that is not the point.

The point is about the quality of the information. It is about how it is presented. And I think really the underlying issue is an understanding of what the needs are behind us needing that information.

Not just having it. It was what you were saying earlier. It is about what are our needs? Why do we need this information? What are we going to do with this information? And if ICANN can get that I guarantee they will present it in a different way.

Marilyn Cade: So I am going to say two things to you guys to think about. You have Fadi. Then you have a meeting with the CSG. Then you have (Sally). I want us to think about spreading our messages and making sure we're hitting the right

level of message for Fahd and the more detail for (Sally) on - because she owns support to stakeholders.

Now the interesting thing for us is I am sorry to tell you, you're going to have to do more work, right? Because you now have to not only work with the policy process but you also have to devote your time to bridging into the implementation team.

Right? So, (Christine Willet) and her team are now increasingly important to us just as we know that (Maggie) is. So when we think about what ICANN can do to make, you know, there's only so much we can do.

ICANN also has to organize themselves to that they can support us in being effective. And I think that - part of that message needs to go to (Sally) not just to Fahd so think about the level you want to go into it with Fahd because Fahd's got another big agenda item, you know, I bite my tongue every time we talk about this crazy schedule about the implementation of 1900 gTLDs or whatever they are because of the number of times that the BC and others tried to get them to take the more reasonable approach.

But they're on that timeline so I think one message I think we need to deliver to Fahd is we are ICANN's biggest customer and their best friend at business and we're actually much more important than contracted parties one of the time are.

When you think about the whole scheme of the internet and what ICANN wants to be in our relationship with government.

Michael Castello: You already have your hands in the minutia of what needs to be done with policy. I pretty much - I stand outside of that in more general terms. But when

I look at the BC and what used to be the DNSO and is not the GSNO -- that to me is one of the most powerful organizations, I think, on the internet.

Because you're structure revolves around domain names and what domain names do is being power everyone. You know, it's an even playing field from the highest to the lowest. In every other county everybody has the access to reaching anybody on the internet with that domain name.

So what we're doing here is of extreme importance. ICANN has a marketing problem. They don't really have any personalities -- there's no glamour in it. With - does glamour free mean, I made a lot of money off of domain names off the last 15 years. I mean, I was (unintelligible) them when they were free.

What's glamorous is when someone can just pick up an iPhone or a MAC and just put in the word daycare (unintelligible) and it goes right to somebody without going through a search engine or going through Facebook.

It really empowers both users and I think that's what's glamorous. I think that is where ICANN really needs - can find its place with businesses and with these local populations around the world where there's that glamorous part of it. It's exciting.

It's become very to me - when I read a lot of the emails and all of you are doing a lot of work, I'm like, wow, I don't even know if I can get my head wrapped around. But I know it simply works for me as a business man. And I know it simply makes me somebody who's just a musician that used to play on stage actually able to reach a lot of other people around the world like I used to with my music. Now I can just do it with a domain name.

So that's the glamour that I think. And this - the BC is so important to me. I think the GNSO and the BC are probably one of the strongest positions in the internet, I think. It just isn't being seen that way right now but it is. It's very important.

Marilyn Cade: Okay, we're going to make Michael come to all our meetings.

Steve DelBianco: That's right. This is (Steve) and the discussion of the last like 20 minutes has been about business communication and participation and we could go on all night about that. But I'll just quickly reinsert -- because I'm one of your vice chair for policy coordination -- two additional policy topics that we want to take to the CEO tomorrow.

I gave you three earlier Marilyn, there's two extra ones. One is near and dear to Elisa and Susan. It's the notion of this Whois expert group. The CEO and his staff and the ones managing the expert group and we'd like to remind the CEO -- because he probably has never heard about it -- there are five fact based studies of Whois that should be the foundation of what this expert group does.

So that will be news to Fahd I'm sure and he'll want to write that down and talk to his staff about don't start from a wish list of what Whois ought to be but talk about how it is being used and if it is being abused. Because part of our studies traced whether there is abuse of Whois to violate privacy or send spam since that's what those who want to blow up Whois are saying. So it's a small point about having him manage the expert group.

And the final policy point is - I brought up a few times today to understand whether staff is even thinking about it and they're not. And this is the question of how does several hundred applicants who want to run closed TLDs -- how

will they get the exemption from ICANN? It's not the board that grants the exemption, it's management.

So the CEO will have to cook up a committee, a policy group, a staff group that has to evaluate hundreds of applications. (Bryce)'s company is going to come and say, we want to run (Dot Fox) -- he has no contention -- we want to run (Dot Fox) only for our own stations and properties.

You have to ask permission to run it to get an exemption from the code of conduct to own any second level domain. And the criteria to get that has not been defined. It might not be the CEO's job to define the criteria -- that's probably new gTLD committee or the board -- but it will be Fahd's job to figure it out, press the board for an answer and to communicate what that criteria is so that company's like (Fox) can make the application but also so that hundreds of other companies who don't want to run their trademark (it's closed) but they just want to run a generic term, right?

So that when Microsoft, Amazon, Google -- who are all members of ours and a bunch of members of mine want to run generic words as a closed TLD are they going to be allowed to do that through these exemption process?

Marilyn Cade: I want to be careful about our (unintelligible) - if we could think overnight about how we position the comments at a high level about the (Straw Man) and about the - yes, thank you - about the (Straw Man) which I want to go back to.

Steve DelBianco: (Unintelligible) (Straw Man), at least a list of policies that I wrote down. We nickel around the edges by asking about (unintelligible) versus policy. (Unintelligible) claims notices but we didn't actually list yet in this room taking on the (Straw Man) face up.

Marilyn Cade: Microphone. Thank you (Jessie). So let's start thinking about, this is the CEO, it's 90 minutes, there's three constituencies, they'll be multiple people on the phone. And I don't want this to turn into a debate with the CEO about the implementation of the new gTLD program alone.

Because to me it is a major operational issue, right? And it's a program that brings lots of negative externalities. It also brings some positives. But we need to figure out what the right level is to pitch the concerns that we have and also recognize we have another hour with (Christine) tomorrow.

And we kind of have the advantage of having had an opportunity to meet with her. So just think tonight about what you - kind of what you think the right level is to pitch some of this. And let's keep going through some of the other issues because we've also got sessions tomorrow.

(Christine) - so we have (Sally) and (David) for two hours right after lunch. And it seems to me - so one of the things that I'm going to be asked to do is make introductory comments about our engagement plans and expectations.

So (Gabby)'s doing - we have some existing initiatives underway. One that (Afixa)'s working on with us. One that the (Instituto) is -- the idea of doing the event at (Amina ICT) week. But we need to be thinking about what are we asking from (Sally) and from (David) in terms of support and in terms of changes in support.

Before I turn to you (Chris) let me just also say to everyone if you haven't signed up for My ICANN just be aware that it is very possible that Fahd thinks the answer to customizing communication with you is My ICANN. And I'm here to say, I don't think so but we need to hear from others on that.

Yes Elisa and then I want to go to...

Elisa Cooper: I was going to say I think that will be - so if we talk about, you know, the need for improving communications, I think they will say that My ICANN is the solution and I don't know. I signed up for it. I receive daily notifications. It's overwhelming, like, you know...

Man: I set mine up a week (unintelligible).

Elisa Cooper: Using email to manage information is really not a good solution actually.

Man: Well it notifies you. You go click on link (unintelligible).

Elisa Cooper: Right.

Man: (Unintelligible).

Elisa Cooper: Right.

Man: It could work.

Elisa Cooper: No, I use it. It doesn't work for me. It's too - well I get it daily and it doesn't work for me. It's still too much information. And it's still, like, sending me back to that website. And so if I ever want to try and find something on the website, you know, I'll spend another 10/15 minutes trying to find it.

Man: I only did it once (unintelligible).

John Berard: This is John Berard. And a problem with My ICANN is that it puts a different wrapper on the old problem.

Woman: (Unintelligible).

John Berard: I better stop there.

Woman: I'd just like to follow up on that and in particular something that (Bryce) said because with you talking, brainstorming here, one thing that strikes me is if (unintelligible) email if you know that you need an email because ICANN is doing something that affects everyone.

Whether or not businesses chose to engage, whether or not users, consumers, your man on the street chooses to engage -- it's actually irrelevant. It's happening, it's going forward and it's going to affect you. It's all well and good being the CEO of a very large company that's multinational that has heard of domain names but Fred Smith and his local hair dresser in Auckland doesn't know that he needs an email about a trademark (unintelligible) clearing something or other house.

So perhaps ICANN needs to remember that it may be a stand along not for profit but it is in fact, operating something that affects every (unintelligible).

Man: And I would also - I completely agree and I would also add that that in addition, I mean, the people -- and even for a big company -- that people that need to have that email and need to have that information aren't necessarily the people who are focused on risk. Or aren't necessarily the lawyers or aren't even necessarily the people that have engaged in policy or government relations or any of those things.

Sometimes those people are the part developers. Sometimes those people are the people that have no idea what is going on in this organization. And My ICANN is the solution for those people.

Marilyn Cade: So I - I'm going to be sure Lanre gets in and then can I go to you John? Lanre did you want to?

Lanre Ajayi: Yes. I think ICANN is improving communication to the community. I mean, My ICANN is a good example. But a constantly improve communication to (unintelligible) society. I can't see (unintelligible) for example to the (unintelligible) members. A lot of different members - I'm not aware of any developments of the new gTLD, of the new RPMs and all that stuff. So I think that is the area that ICANN have to improve on communication.

Marilyn Cade: Excellent point.

Lanre Ajayi: In addition to that I also believe that (unintelligible) some roles to play in all of this and (unintelligible) ICANN to be able to (unintelligible) communications, that information to the members. I believe (unintelligible) strategies to get the word out.

I mean, we can't limit it out only to ICANN. I mean, the (unintelligible) communication from the (unintelligible). The (unintelligible) that that's a good example - I mean, it's a good job, the designs to improve communication. Is I guess the (unintelligible) averaged and (unintelligible).

If (unintelligible) participate in ICANN, they should go out to the businesses and that's my thinking.

Marilyn Cade: The purpose of the newsletter initially was to show ICANN what they needed to do. I mean, originally the purpose of doing the newsletter -- the one we did in Nairobi -- was to say, for Pete's sake, this is what something needs to look like. And we - we're not putting the substance into it partly because of lack of resources.

We had a fantastic article from Elisa that we were able to put in on new gTLDs. We had something from the security team and we have something coming from them again. But we really don't have the resources going into the content that, you know, like an update that is written for an insert in Association Magazine that says, new gTLDs are coming to the online pharmaceutical world.

You know, or something that is really customizable so that it can be translated, you know, regulated entities like insurance and banking are facing major change. The things that would resonant so that if you went to a Tech America or a (Witza) and you said but this in - you know, would you like to carry this in your - as an Op Ed or a letter from Fadh.

So I think there's a lot we could do. The substance is lacking however, right now. And I like your comments about, you know, could we make some major changes in this. But I think we do have a role to play. We need to make sure that ICANN thinks they're going to support that though and not just take on work. (Chris) wants to say something.

(Chris): Thanks (Chris). You've written in the past (Marilyn) to tell (Sally) what we want and just to bring up the point (unintelligible) made. In the SOAC support requests content was specifically excluded so that's just underlining what you said. The production was supported -- the printing, the transport of the content

was specifically excluded and that had to be to the volunteers according to the current model so maybe that's a need to chip away at.

The other things I was just going to say - I've forgotten - I'll come back, sorry.

Marilyn Cade: Let me use this opportunity to compliment (Chris) on the great time line that he did for us which conveyed - which could go in with our filing which conveyed the message very effectively. Go ahead (Chris).

Chris Chaplow: Thank you, it's come back. The speaker's bureau's a good initiative. It always existed before, it was always possible to get ICANN people to speak at meetings and I - the solution I think is in the word underwriting.

Now I tried very hard to get the Chamber of Commerce in Spain and Madrid to run an event which would - basically would have gone sorted and done outreach on the back of it.

Some members thought it was a good idea, others didn't. They were all nervous, what if we hold this event and we spend money and then nobody turns up. And there wasn't the confidence that educating people at gTLDs. It was just too techy and nobody would be interested so it didn't happen. And that was a shame.

And there was no mechanism within ICANN at the time -- and still isn't -- that ICANN could have perhaps underwrite it and said, you know, you hold the even, you charge €30 a head or whatever because we want serious people to come and publicize it. And if it's to whatever -- it's just a disaster -- then we'll pay that underwrite it by 2/3000 (unintelligible). It's not a huge amount of money to ICANN. But that's a sort of mechanism that I think might be an idea.

Man: So when we met with (Sally) in Toronto there was no lack of good ideas as to how it could be done - communications could be done. How the business constituency could be helpful. But it ultimately comes - public relations communications comes down to storytelling. And ICANN does not tell very good stories because it spends too much time talking to itself.

The reports from (Davos) -- I applaud Fahd for going to the World Economic Forum. I applaud him for being well spoken but if you read what he said it's not really a story except about him, you know, it's my story and we can all be happy that Fahd has come as far and done as much and been as successful as he's been but he didn't really do anything to convince, in my mind, the people in the audience -- business people -- that ICANN is an important institution.

I mean, the risk management side of ICANN is fairly clear and it's not really very interesting. Okay, I'm not a lawyer, I didn't have the discipline or the desire to do that to myself. If I were perhaps it would be more interesting, ICANN.

But where ICANN matters - so I think about amazon.com and 15 years ago when Jeff Bezos had this idea and he said, okay, what's a good metaphor for what I'm trying to do? You know, that Amazon delivers everything it can to the people that live along that river. He said, it's (unintelligible) like (Anthony Quinn) said, you know, I am like a river to my people.

So he picked amazon.com, right? Under the terms of the new gTLD program he wouldn't have - might not have had access to that name because it's a geographic region and there would have been an objection -- could have been an objection. And so Amazon wouldn't exist.

And what if there was a couple of enterprising people in New Delhi who said, you know, we're going to take Amazon on and we're going to do it directly. We're going to go with indus.com right? Because the Indus River is to India what the Amazon is to South America. Well they couldn't get that either.

And so the stories that ICANN should be telling are about how by your involvement you are creating opportunity not just risk prevention. If you want to prevent risk send your lawyer, okay? The guys at Latham and Watkins here in LA they can handle that for you. But if you want to participate in what the future of the internet is going to look like how it will act -- how it will be responsive to you then that's really why you need to participate.

I'm a consultant. I can talk to all my clients until I'm blue in the face. They're not going to listen to me about that. They're just going to expect me to pay attention and bring them in when they need to be brought in.

But it's really ICANN's role, I think, to establish that magnetic umbrella for businesses to participate. And I just don't think they do a good job and I think I'm being polite when I say I don't think they're doing a good job.

Man: I totally agree. I mean, I can just give you my personal experience in this. Not for me personally but - here's the truth about my organization just as to completely support what you're saying. I mean, I am a lawyer in the legal department and the - really the primary reason I am here is because we cannot get a business group interested in this organization.

We cannot find in our vast global corporation there is not a single business group - business uses group that wants to participate in ICANN because they don't think it has value.

And so that's why we end up here as lawyers because it's like this is the only place in the organization. And that I agree, is totally a failing of ICANN. Because I can talk to all of our business groups until I'm blue in the face but if they don't find it to be useful they don't think there's a need for it they're just not going to participate and that's what's happening.

Man: My client interactions are either at the CEO level at the (unintelligible) communications or some public relations person. And I bring ICANN up and they (unintelligible) me so fast.

Woman: Microphone.

Man: My head spins.

Marilyn Cade: We've just got a couple more minutes. We just want to see - so we talked a lot about communications. I want you to look, if you don't mind, again, at the list of items tonight that are - because, you know, and on issues like Elisa will take the lead on Whois. I asked (Steve) if he would take the lead on RAA and also on new gTLDs but (Marie) will need to be contributing and Elisa there as well.

Remember that this is supposed to be a dialogue and the people in the room with you from the executive committee from - not everyone in the room agrees with you. And some of us are going to have dinner with the ISPs tonight and we're going to try to improve the interaction with the ISPs who have some confusion, I think, that the BC is the shadow IPC.

The BC has always focused on security and stability and threats and risk through the abusive use of domain names. And we have looked at trademark protection as a mechanism and a tool to help protect consumers as opposed to

being driven just by - well and there's nothing wrong with saving money for brands. Brands are companies that deserve not to have to waste their money just as all businesses deserve not to have to waste their money.

But we just look at it differently. We also look at it as there's opportunity in this as well. So I think we've to a great opportunity to try to understand more of the concerns of the ISPs. And actually we might have an ISP sitting in this room now that I think about it.

But, you know, tomorrow we're also going to have the opportunity to try to find some kind of commonality with some of the other SGs or constituencies. I think with the (NPOC) it's going to be a great opportunity for us to talk to the (NGO)s. There is a real academic there from Canada. There's - you know, there are people who (Poncilay) is coming with the (NPOC) and he is affiliated with (Affixa) as well.

So it's an opportunity for us to try to understand more and see where we can build some bridges so we can then work on policy issues collaboratively. This issues of whether the GNSO is broken is one that I think we need to be very careful about. There are people who want to blow up the GNSO and the policy council and start over.

And one of the things that I could say about this organization right now is it's going through massive, massive change and just moving deck chairs around before you know how many people, you know, you need to get to the promised land kind of thing here. I think there needs to be - I'm mixing my analogies.

But I think we need to be very thoughtful about what would the purpose of blowing up and starting over being. Ideally brands who become registries are

not going - (Bryce) is not going to stop being interested in all the other things that he's interested in.

So ideally what we should be trying to do, I think, is say, let's be very welcoming to the brands who are running the registry business but that's not their primary use of the internet and how do we broaden and deepen their involvement. They can be members in two places. They just can't vote in two places.

And let's see what we think at the end of this two days and we review the transcripts and we sit down with our members. What is it that ICANN can do to help us be much more influential on behalf of business? Not just in the GNSO but at ICANN overall?

I think that's sort of the objective I'd like us to take into this and to, you know, not have Fahd in the position of going around the business constituency and striking individual arrangements but thinking that he needs to work with a very empowered business constituency. Other than that you have nothing to do.

We're going to stop the recording. Is there a last word (Gabby) from you or (Susan) or (Angie)?

Woman: (Unintelligible) everybody's saying about the importance of the communications and having done this kind of work for quite a while it's a big challenge. But I think the internet has the potential to make it easier if we use that tool wisely to reach these groups and get the responses that we need -- mainly involvement and action. Thanks.

Marilyn Cade: Guys thanks again and we will, you know, I'm going to try to put together a few notes that we can sort of - so we can start some thinking about - not everybody will be able to listen to the transcript or be on the call so what we'll try to do tomorrow is come up with some key points as we kind of - maybe over lunch we can think about so what did we hear in the conversation with Fahd that we think is worth our saying to the members, here's the issue.

And we are going to have to think about how we deal with the concerns about the implementation but also think about what the high of the new gTLD program but also what are the higher level issues we need to get across as well. So we're having a CEO relevant discussion.

Thanks again everyone.

Woman: Thank you.

Benedetta Rossi: Thank you (Bobby) can we please stop the recording?

Coordinator: Thank you for everyone's participation you may disconnect.

Woman: Thanks.

Marilyn Cade: Thank you (unintelligible).

END