

Hello,

I am running for the position of North American regional representative to the At-Large Advisory Committee (ALAC) for one simple reason -- to engage ALAC to best accomplish its mandate of representing the interests of billions of Internet end-users to the ICANN Board and community. To accomplish this, ALAC needs to be laser-focused on end-user needs, and to look at all relevant issues through this lens. I seek to improve ALAC's ability to apply this focus by advancing a number of initiatives and by setting an example through my own ongoing contributions.

In the fall of 2023 I proposed that ALAC engage in a process of producing a Strategic Plan that would help evaluate ICANN issues and determine whether they impact end-users, thus best making use of our limited volunteer resources. The proposal for a strategic plan review met with widespread approval at the time, and I am seeking NARALO's support to champion it directly from within ALAC.

In addition, I will advocate for the acquisition of the research and data that would enable ALAC to understand what the world of Internet users needs from ICANN and from us. Backing up ALAC's contributions with evidence will enable us to most effectively advance user interests, especially should those interests confront conventional ICANN practice. If we don't do this, who will?

Also in support of our efforts, I will encourage ALAC and ICANN to be more proactive in end-user education activities. We can best do this in strategic partnership with organizations already engaged in this activity, to supplement ALAC's own limited resources.

Beyond specific initiatives is a commitment to bringing a sharp end-user focus to all ongoing issues ALAC is tasked to address. Those familiar with my contributions to date know I have been unabashedly passionate in my advocacy for those who are outside the ICANN revenue chain but depend upon it for their Internet activities. I intend to be open and accessible to anyone in the community with concerns or suggestions.

I believe I have demonstrated, in my time involved within ICANN At-Large, both the experience and the initiative that have produced real results in both policy advice and At-Large community development:

- As the first-ever Chair of NARALO, I oversaw creation of a structure to provide inclusion for individuals who were not part of At-Large Structures, many years before the practice was adopted by other regions;
- Against initial (and intense) opposition from ICANN Staff, I was part of the team that advocated, co-developed and saw to completion the very first At-Large Summit at the ICANN meeting in Mexico City (of which I was co-Chair);
- In policy development I was co-creator and co-chair of the ICANN's first Applicant Support program, one of the first close collaborations between ALAC and ICANN's Governmental Advisory Committee;
- I am one of only two people (of whom I am aware, besides Sebastien Bachollet) who has hosted ICANN At-Large events in their own home;
- I am a co-author of two At-Large-produced white papers on ICANN policy and end-user relevance

In addition to my extensive period within At-Large leadership as NARALO Chair, ALAC Vice-Chair and Policy Committee co-chair, my time away from leadership over the last decade has also given me, I believe, a better perspective, of how ICANN is seen from the outside world, and especially by people who are impacted by ICANN yet are not involved with it.

In summary, I am running because I have a track record of accomplishment in the past, combined with perspective, passion and initiative necessary to support ALAC into the future. In running to be one of its two ALAC representatives, I ask for NARALO member support to enable me to do so.

Thank you.

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