

Beau Brendler
Statement of Interest/Qualifications
Board Liaison Candidacy

September 5, 2008

Here's some brief information about me:

- Director and founder of Consumer Reports WebWatch, launched in 2002 to improve the credibility of Web sites. Primary work as journalist, researcher, advocacy via journalistic methods. Former founder and editorial director of major U.S. media news Web site (ABCNews.com).
- WebWatch mission has grown broader to consumer protection on the Internet, through investigation, advocacy and research.
- Consumers Union is one of the world's largest consumer organizations.
- WebWatch has held conferences throughout the U.S., but has also worked on Web credibility and consumer protection issues in Holland, U.K., Portugal, Slovenia and Central Europe, Malaysia, Korea and Thailand.
- Attended recent OECD ministerial conference in Seoul, Korea on future of Internet economy.
- URLs:
<http://www.consumerwebwatch.org>
<http://blog.consumerwebwatch.org/>
<http://www.frontgroups.org> (Full Frontal Scrutiny, a joint partnership with the Center for Media and Democracy)
<http://www.stopbadware.org/> (WebWatch helped launch, and serves as unpaid special adviser to this project)

Here's some brief information about my work so far in the ICANN community:

- Elected to represent the North American region in 2007. First meeting was in San Juan, where I spoke as a panelist on workshops on the RAA and new gTLDs.
- Have worked with ALAC and others (and sometimes with my own organization) to submit statements on the JPA, new gTLDs, the RAA and other topics.
- Presented specialized consumer research commissioned by WebWatch on ICANN issues, to the ALAC and selected members of the ICANN community.
- Published on WebWatch blog tips for consumers in choosing a registrar, in conjunction with Dave Piscitello and other members of ICANN.
- Some current work on first iteration of WHOIS working group (not hypotheses group); observing on ALAC's behalf in fast flux working group.
- Worked with ICANN staff on recruiting event for consumer organizations in Washington, D.C.
- Tend to define pro-consumer role from WebWatch perspective as primarily concerned with safety, stability and security issues.
- Other principles: Transparency, registrar compliance, public education.