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PRAGUE – Welcome to ICANN

Sunday, June 24, 2012 – 11:00 to 12:00

ICANN - Prague, Czech Republic

Janice Douma Lange:

I'm a PC, not a Mac so I'm a little bit scared by what I have in front of me. [laughter] So everybody take a big collective breath... I kind of did it for you. That felt good.

I am Janice Lange. I have been with ICANN for five and a half years. I have been challenged at ICANN for about five and a half years. This has been one of the most engaging, passionate, challenging, unique, confusing, exhilarating experiences of my life and I'm very old – I use a lot of makeup. [laughter] I actually asked to do this session probably about two years ago. I had a very similar experience with the entry into the ICANN world that Filiz had. Joining ICANN in January, 2007, I went to my first meeting in San Juan and not only did my fellow staff members who I love dearly completely run around me expecting me to catch up really fast to the fire burning on my feet – the whole community just acted as if “We've got it, we're engaged, we're good. Open that door and we'll stare you down until you shut that door with you on the other side of it.”

And that's about how it felt. I left the week so confused. I had been a teacher; I had worked at Disney Corporation for twenty-one years. I had done independent consulting and now I was a little ball of weeping fur, and I thought “Wow, I really made a wrong decision joining this. This is just really too crazy.” Five years later here I am and I can't

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*Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.*

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imagine any other place to be. So I wanted to be able to jump in this seat, and I'm really a handheld mic person – I don't know if you can tell but I'm really much more of an engaged out there but I'm sitting here and focused. I really wanted to take this seat for the "Welcome to ICANN" to make your experience so not that.

So we are here to ask you to breathe. We're here to tell you that we're all here to help, we're in it together and you would be surprised the amount of people who are sitting in the session rooms acting like they've got it who don't have it any more than you do. They're here for the same reason. They're here to meet others with a similar passion. They're here to learn as much as they can, and they're all afraid to get to the mic but somebody's got to do it first so why not let it be you, right? So welcome, welcome to ICANN – you're amongst friends.

ICANN is made up of staff like myself. There are probably about 150 now. When I joined in 2007 there were about 50, so we're growing at a very rapid pace actually for a small global organization and there are growing pains. But we're staff, we're proud of it and as such as are set upon to implement the work of the community. Our job is to not create the policy; our job is to implement the policy and to ensure the security and stability of the internet through our work and our liaisons with the other technical communities of the internet. So we are here to help you this week.

When you see someone with a staff badge... For those at home I'm holding up the lovely registration badge with a blue stripe on top. We are here to extend our hand out to you. If we're in the halls and the byways and the sessions, as long as we're not presenting please feel

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free to step up to any staff member to ask a question as simple as “Where’s the bathroom?” We get here early enough in the week that we have a pretty good lay of the land. In all seriousness, any of us and all of us are here to help make this experience better for you.

The ICANN staff is a very passionate and sincere group of people that come from a variety of backgrounds. We are experts in some fields, not all fields and that’s why we have consultants and contractors and we have the community, because they are experts in their fields. And so we engage with them to make this a stronger and a more complete community, and a community of work. But we’re a good lot so you know, hang with us for the week.

The community is made up of stakeholders which means as I said to my Fellows this morning in the Fellowship session, if your fingertips touch a keyboard you belong here – you’re a stakeholder in the internet. So whether you’re an independent contributor or you are part of one of our community constituencies or stakeholder groups you all make up our ICANN community. By coming here on Day One you are part now of the ICANN community.

And lastly the Board: the Board is an amazing group of people who are not all compensated for their time. They are volunteers like the community is, all volunteer, and you’ll hear some about compensation of the Board members and that is an evolving practice. But for the most part they are all volunteers and spend countless hours out of their day jobs to be involved in this community, to help make good decisions for the global internet community. They are also available with their hand out. I told my Fellows this morning titles go out the window when you

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come into this conference. So the Board members are here to engage with you.

Everyone has a busy week. Someone might actually say “I’d really like to help you but I’m on my way to a session to present or I’m this.” That’s okay – that’s not a rebuff. You’re going to see them again at one of the five cocktail parties that go on all week. You’re going to see them in the hallways when they aren’t busy during the coffee breaks, and please go up and reengage Board, community and staff – we’re all here for you.

The ICANN multi-stakeholder model as Filiz said, you’re going to hear this over and over again: some people sitting in this room have already been engaged with it in some way even though they’ve never come to an ICANN meeting so it may not be a new experience. But it is a model that is unique and for 14 years at ICANN we’ve been learning it, helping to guide ourselves and the model in the direction that works for the community. But it is meant to be the great equalizer. So again, no matter how you arrive here by your own independent self or as part of a community group, you have an equal voice here.

I went ahead and stole this slide from Filiz when she shared it with me; again, the repetitive nature of understanding the community names, the community mission and the constituency and stakeholder groups. The worst part about the first-time experience at ICANN is the acronyms. Those things that are kind of guttural in your throat, “GAC” – who thought that was going to sound right. You sit there practicing that in the mirror, like “GAC,” why? I don’t know, the Government Advisory Committee.

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So there is actually an acronym breaker and later on in this PowerPoint I'll share that with you, and this PowerPoint is loaded up in the remote schedule on the Prague website. And like all presentations you can access those and we'll hit on that later, but from a name perspective and the acronyms don't be afraid to ask someone. Again, it's so easy to sit in the middle of the session, you're next to someone you don't know and God help them, they may not know what it means but don't be afraid to ask. Don't be lost in the session for fear of asking someone the simple question "What does 'GAC' mean? Who are those people and what do they do?"

The Governmental Advisory Committee is actually kind of an interesting phenomenon. Some call it the "mini UN" but the governments of the world, and not all, are represented here. Not all choose to send representation to the GAC, but those that take their time here are here on behalf of their government, not their country. It's very important to distinguish that. You might be government and country but you are definitely government and that is your purpose – not as an individual on the Governmental Advisory Committee but as a representative of your government.

Each of these advisory committees, and you see it with "AC" – again, to be repetitive, it's an advisory committee. We even have advisors on the Board, who sit on the Board but who do not get to vote. There are voting and non-voting seats on the Board. If you are an advisor or a liaison to the Board you do not vote but you are there to give advice, and Heather Dryden who is the Chair of the GAC sits on the Board to give advice. And it must be listened to. We take it very seriously.

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The ccNSO on the other hand you see “SO” on the end – that’s a supporting organization, a different function in the ICANN multi-stakeholder model. So representatives from each of these groups sit on their own councils and also have nominated positions onto the Board. You can take someone like Sebastien Bachollet who was the Chair of the At-Large and who now sits on the Board, and when he sits on the Board he is sitting on the Board from that perspective – not to represent per se the thoughts or the intents of the At-Large any longer. He certainly as a Board member listens to each of the SOs – supporting organizations – and ACs – advisory committees – but each Board member sits in their own seat to listen equally to each of the SOs and ACs and their work.

Before I leave this slide, each of the supporting organizations and advisory committees have a webpage within the ICANN site. The GNSO, the Generic Names Supporting Organization recently updated their website and I have to tell you, I was impressed. They worked with ICANN staff and our web admin and technical team...

[audio drops out]

Janice Douma Lange:

...we all have a name that we log in through and take part in the internet from an email to a website. The registrars and the registries are both stakeholder groups in the Generic Names Supporting Organization. They are contracted stakeholders, meaning they have contracts with ICANN. The other member groups of the GNSO, the

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Generic Names Supporting Organization, are non-contracted in that they have no contract with ICANN.

So the registries and the registrars, which make up the 21 .net, .museum, .com, .tel, .mobi, .xxx – they are all part of our registry family; and the registrars, which I will not name up to about 1000 because I don't want to put preference on one registrar over another, but they are the entities that you lease your name from. And I say "lease" because that's one of the things that I really didn't understand, and it's the only term I can use as a layperson to understand that each year, if I want to have a domain space, if I want to have a webhosting site, if I want to have a business name under .com or .net or .org I need to pay someone for the privilege to have that. And both the registrars and registries in their contracts make payment to ICANN as a nonprofit organization in order to support the mission of ICANN and the coordination of the global internet. So it's a very symbiotic, wonderful relationship, and the registries and the registrars are well represented here and have their stake in what we're doing.

The work of ICANN again is policy, and policy is for the Generic Names Supporting Organization, the Country Code Names Supporting Organization and the Address Supporting Organization to help ICANN build. We as staff implement any of the policy that is created in those entities. So through all of the new gTLD examples or through the Fast Track IDN ccTLD Program that was launched two years ago, those were all community driven, bottom-up consensus built policies that we are now in charge of implementing. And it does take all of us, and now you're included in that wonderful experience.

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The additional work of ICANN is security. Security is that day-to-day work that we do. Security is the coordination and cyber security. We work with law enforcement agencies globally to enforce the security of the global internet. One thing that we don't do is content – again, something that's really important that I learned a little bit late going in which was part of my confusion; and it's one of the things that is kind of bugging to the end users like you and me, isn't it? Who owns the content on the internet? We all do, so we all have an equal say in how that content is presented but yet we don't.

We are provided with information that we don't ask for on a regular basis on the internet. It's much like a commercial coming across the television that you would prefer to not see. You can control that with a click, you control that with a click on the internet but the content is really up to all of us. It's not up to ICANN; it's never been part of our mission to control the content. How do you control the global community? How can you tell someone from The Netherlands that their culture or their methodology needs to be modified because someone in Macedonia or China or Taiwan or North America doesn't think that their view of internet content is correct? Who amongst us will go there?

Content is tricky and who knows where ICANN will go in the future, but it's really important that you understand we are involved in the security and stability of the root servers, the security and stability of the global internet. But what we can't control at this point is the content, and I really say that a lot because I feel that it's really up to all of us as end users. We need to play a part in that separately.

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The work of ICANN continues past the global coordination of names, numbers, protocol, security, and policy. There are support services at ICANN behind the scenes. We've got our Legal Team, we've got Finance, we have Project Support. We have like any company Human Resources and IT and Admin. All of them are support services so that this work can be done, so that we can all be here to engage with the community. We are in continual mode of global outreach, participation and engagement.

Each one of us in ICANN in the ICANN community is responsible to be an ambassador to what the ICANN community is trying to accomplish, and outreach is part of what you will do when you leave here. Whether you take it back to your region in a newsletter, in a blog; whether you do presentations back at your place of employment – whether it's in the government, in your registry or in your business – all of us need to get involved as ICANN is in global outreach and engagement, and encourage more to participate in this multi-stakeholder model.

Contractual Compliance I always add here because it's an important aspect which you'll learn about later this afternoon from the Compliance Team. As we go into this extended world of new gTLDs it becomes more and more important, the function of compliance of the registries and of the registrars to their contracts, to how they work with the registrants – you and me; and with so many more TLDs coming down the line their work is going to grow exponentially. It's a great presentation actually that Maguy gives so we'll see it this afternoon.

The New gTLD Operations which is actually a separate entity within ICANN; we will see that grow throughout the years and learn more

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about it all this week. There are probably about five different presentations on the gTLD Operations so plenty of opportunity to engage and ask questions.

So now that's done, I'm always glad when that's done. It's kind of like going into buying your house, and you really want to be excited about getting into your house but you have to sit there with the real estate agent and everyone and sign all the papers, and all you want to do is get in your house? So now you're in the house! [laughter] So I really do want to encourage smiles and laughter. I love the young lady sitting here in front; if you could sit here all day I'd really appreciate it, I'll get you coffee, whatever.

But now that you're starting to get your head a little bit wrapped around what's the community in ICANN and what this is all meaning to you from a content standpoint, now what does being here for the week mean to you? This is the important part. So we want to kind of give you an insider track to this experience and to the community, so again, I'm going to reinforce myself and the Fellowship alumni – and I'll backtrack and say that I'm the Manager of the Fellowship Program for the last five years which brings individuals to the ICANN meetings three times a year, two times next year in the fiscal year; but brings them here so that they can engage and bring the information back to their region and into their country.

The Fellowship Program gives focused time every morning from 7:00 to 9:00 in the Hilton Grand Ballroom, gives focused time to whoever would like to join the 23 fellows with certain presentations on cyber security and law enforcement, internet governance, new gTLDs and IDN ccTLDs

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from two experts on our staff. And the Fellowship also gets to meet community leaders: the Chair of the ccNSO, the Chair of the Nominating Committee, the Chair of At-Large and so forth. So anyone who's a newcomer who would like to join us any morning upstairs in the Hilton Grand Ballroom at 7:30 as an extension of the newcomer sessions, please do come join us.

The Lounge again is open through the end of the day Wednesday and you can come back as many times as you'd like, ask any question you'd like. The alumni of the Fellowship Program are well-versed now and are there to help you. The schedule is available through this link and obviously on the Prague webpage, and we do lock the schedule several weeks before the meeting starts as a way for everyone to know what to expect. And that being said, sometimes things changed so just make sure that you continue to refer back to the schedule.

If you need help deciding in the wide array of sessions, over 100 sessions here – again, go to the Newcomer Lounge and sit with the schedule with one of our staff or with one of the Fellows and they'll help you to understand your interests and what the better sessions would be for you that week. Now, they aren't mind readers, they aren't looking in a crystal ball so they may miss the mark, so come back and check with them again. We just want to make sure that you get everything you want out of this week.

There are closed and open sessions. The closed sessions are not meant to keep you out; the closed sessions are because three times a year these stakeholder groups and constituencies get the chance to face-to-face meet. They don't always get that opportunity. So sometimes they

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just need to shut the doors to do their work much as you would do a working group or a committee at your own job. They just need time to have a regular agenda and get through their daily grind – trust me, you don't want to be there. So those closed sessions are off of the main schedule so what you're seeing now are open sessions that are available to everyone.

There are no closed doors to an open session, and I referred earlier to my San Juan experience which was absolutely true: when I opened doors and the room was full, I took the look of death from people as in "Step back, it's not your room." So please do not let that happen to you; the rooms are all open. On the other hand, you go into a room that's full – you want to go outside, find another room that has a chair and bring it in. But if you are sitting there and it really isn't getting you, please don't hesitate to stand up and leave. We're not formal here. You don't have to be glued to your seat with a teacher rapping your knuckles if you leave. Again, we want you to get the best out of this week so if that isn't it for you and you've given it its due, get out. There's so many other sessions to get in, okay?

The other thing that you can do: if you can't particularly find a session that you think grabs you, go into the main hall – Congress I and II are our main halls, or any other room, and sit in the back. Open up your laptop, turn off your volume – very important in our meetings, turn off your volume – and open up the session in the schedule. Filiz is going to talk about that with remote participation tools, but you can sit in one session and listen in on another. Put in your iPod ear buds and you can actually engage into another session while sitting in a separate one.

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Multitasking for newcomers is not encouraged because you should be more in the moment of what's happening in that room. But there's always a place for you to sit, even if it's not a session you're particularly engaged in if you can't find anywhere else in this hotel to find a moment, a quiet place, but you can always link in.

We've already talked about the Newcomer Track here on Sunday, to not be repetitive. The Monday is about the Welcome Ceremony at 9:00. It's the best way to start your week. There's always a cultural experience from our local host; we always have different types of presentations but it's the CEO and President's time to set the pace for the week, to give you the hot topics and give you a place to understand where the community and the Board are coming from as far as what their expectations are for the week.

Again, our Fellowship Meeting you're invited to. Some highlights: the ICANN and internet governance landscape, the New gTLD Program update and DNSSEC for Everybody. Please let the light bulb go off in your head on DNSSEC. I was lost for three years, I went to this session and I am a believer. They do like a play, very interactive, to teach you about DNSSEC and it's brilliant, brilliant. So if you have any questions or don't feel you fully grasp that concept please go to DNSSEC for Everybody – it's fun.

Anyway, Constituency Day can be the most confusing day of your week and at some point you're going to pack it up and say "It's time to go shopping." Please don't do that, stick with it because during the Constituency Day each group is basically all day in one room doing their work, talking about their issues. The Board may come in and out to

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different sessions; they have different speakers or presenters, but it's easy to feel lost because most of the people are in fact previously engaged in that community and they're picking up from the Costa Rica meeting where they left off. And so they're kind of fast forwarding on you.

Sit by someone who's already in the community. Again, ask questions. But every session room here is full with a different community so if that one doesn't hit the mark, again go to one of the other ones. But it is a tough day because it is a lot of regular work being picked up from the past and being forwarded, but you know, try to share in the experience. It's the only way to start getting involved – everybody started there. Everybody started from a confused place, so the only way to start being un-confused is to get involved and sit in.

On Wednesday you have the regular DNSSEC Workshop. We're also talking about the IP addressing activities. And Carole, I'm just not sure if Wednesday is the day that you're doing Strategic Plan development – is that Tuesday?

Carole Cornell:

No, it's Wednesday.

Janice Douma Lange:

Okay, it's Wednesday. The Strategic Plan development from a newcomer's standpoint may not seem like something of value but it is. As a stakeholder in the internet community and the ICANN community, you have a vested interest in what we are planning for the next three

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years – what is our agenda? What is our vision? How are we going to spend the budget that ICANN has?

It was approved yesterday, the FY'13 Budget was approved by the Board yesterday to the tune of about \$74 million. What is ICANN going to do with that money? You have a vested interest in that. What are we involved in? What policies are we going to engage in? What work are we going to do? What projects are we going to do? As a stakeholder now in this community the Strategic Plan building is an important place to start in understanding what our thinking is, and then you get the chance to publicly comment on it to try to have the staff and Board understand your opinion on the directions we're going.

Thursday we're doing two key sessions on outreach because the ICANN staff has been taking on the initiative to coordinate our outreach internal activities with the community's desire for more outreach in their individual communities. How do they market? How do they get more capacity, more participation in their particular community? How will ICANN help the business constituency or the at-large community to get their message out and get more people in?

Our mission in outreach is to move people like yourself into the community, move you up as participating members and then further train you to be the best that you can be because of the expertise that you bring to us so that we can utilize you and sap your brain the best way as possible. So outreach and the Public Participation Committee meetings are very engaging, very important so that you understand how to better be part of this community.

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The Security and Stability Advisory Committee is having an open session. Again, I think it's going to be fantastic. DNS security and stability, IDN variant TLDs, and the afternoon is the Public Forum and the Board resolutions. You may have heard that the Board decided to suspend the Friday open Board session, and the Supporting Organizations and Advisory Committees wrap up sessions. So now the Board will report on the week of resolutions at the Public Forum.

The Public Forum is also the unique opportunity for every one of you to step up to the microphone to give your opinion, your comment or ask a question of the Board or of a member of the staff: "Here are my thoughts on that." The Chairman of the Board meets actually with Filiz before the Public Forum. They determine the themes for the Public Forum. They determine the time available for each individual to stand up at the microphone to comment. If you have something that you need to say, the time that you are given is posted up on the screen. It may be two minutes; it may be three minutes. My advice is to put it on your laptop or to write it on a pad of paper. Get it down; make sure it's two minutes or three minutes.

Your introduction as a newcomer into the ICANN community, your first impression is very important. You can ask any question you want – there are no dumb questions. You heard that in kindergarten, you heard it in college; you heard it when you started your first job. It's the same here – there are no dumb questions. We need you here, we need participation, new voices, fresh voices, innovation. We need it desperately. So there are no dumb questions to be had up at that microphone. If there is something that you didn't understand, something you need to understand – ask it. Someone else did five years

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ago and everyone else has been afraid ever since, okay? But get it ready and get ready to do it in two or three minutes because that leaves a great impression on the community.

You will be asked to say your name and whether you're speaking on behalf of yourself or your place of employment, or your community. Marilyn Cade is a longtime member of the internet community and the ICANN community, and the Chair of the Business Constituency, and she teaches my Fellows every Monday at 7:30 this lesson: "Hi, my name is Marilyn Cade. I am standing here on behalf of the Business Constituency," or "I am Marilyn Cade, I am here on my own behalf" – really important.

If you are here as a member of staff in your government or as someone who represents the registry and you do not have the permission or authority to speak on behalf of them do not. Speak on behalf of yourself. It's a very important distinction and you will when you step up to the microphone need to make that distinction. But it's a great experience, a great opportunity to do. The other way if you are not feeling good about coming up to the microphone, we have a public comment all the time on all the policies and all the initiatives we're doing. It's on our front webpage. You can always go in that way to provide public comment as well.

So this is the best part – it's the fun part. We work hard; we play hard. So when the day is done we get to do this kind of fun stuff. Monday, the CEO Rod Beckstrom is having a farewell reception and everyone's invited, so that's Monday evening. It's in the schedule on the Prague webpage as to its starting time. I think it's 8:30 but don't quote me on

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that. Tuesday is music night. I love music night – everybody lets their hair down. You have Board members coming up to the stage and singing karaoke or coming up and playing their saxophone. It's everyone having a chance to say "I'm a human being just like you; I've had a hard day. Let's knock back a beer and have a song." You know, it's a great way to just kind of let out the tension for the night.

Wednesday is the Gala. The Gala tickets will be available Tuesday and Wednesday right outside the door at the .cz, our local host's booth. Here is the trick: there are limited tickets, so go on Tuesday and pick up your ticket. As long as you're registered for the conference you can pick up a ticket to the event. More information will come soon on transportation and that will be shared with everyone, but if you want to go to the Gala go get your ticket early. Thursday we're hosting an ICANN wrap-up. This is the first time we've done this. We did it before a staff member...

[audio drops out]

Janice Douma Lange:

...off topic, last night walking in the Old Town there was a family making their move back apparently to their hotel together and they were divided in what they wanted to do. Their conversation was extremely loud, I wasn't trying to eavesdrop – I want to make that very clear, it wasn't an eavesdrop. But two members of the family were saying they wanted to stay out for the night and the other two were heading, pushing them, pushing them back to the hotel. Now mind you it was

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about 12:30 but for goodness sakes, you're on vacation, you're in Europe, you're in Prague – woo-hoo! Right? [laughter]

And the two won who kept pushing to the hotel, and as they walked away the one gentleman said “We flew all this way to go back and sleep in the hotel?? I don't get you people.” And that's kind of how I feel about this whole experience, right? You came all this way, you've done a lot to get here – give it your everything. Don't stand against the wall; jump in the fray. Get in the middle of it. If you're afraid to get up in front of the microphone you know, I'll stand with you and hold your hand for goodness sakes. Come and join me on the mic at Music Night, and I share the mic really well, but have fun with it. Have fun with it.

It is a great community, it's a great experience. You can learn so much. Don't focus on the taking notes; focus on being in the moment. The notes will come in the recordings and the transcripts of every single session. You'll get it later. What you won't get is the in-room energy and experience. So take that, look around the room at each other, remember the faces and really just take in this whole week of experience. And I'm always available, seriously. If you see me grab me and say “I was in the session. You said to do this, I'm not trying to be rude.” And I'm here to help.

Oh, my last thing: so the going away message is to think about joining a constituency or stakeholder group, to participate in internet forums out of here, webinars that ICANN runs, workshops; remotely participate, which Filiz is going to cover next. Your regional work – if you don't have the time right now to get engaged in ICANN in a community group, that's cool. Go back home and engage. Go back home and do you thing

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as an ambassador of outreach for ICANN, because that's doing our work for us. So you are taking part, you are participating, you don't necessarily need to be in an SO or AC – I should quiz you on that right now. But sooner or later we'd love to have you back to do that and participate in that way.

But if what you can handle right now is to just go back home and share the knowledge and share the work and be our voice, that's excellent. That's all we can ask. You'll find the info on the remote participation schedule. You'll find all the information that you ever need about ICANN and more on [www.icann.org](http://www.icann.org). And I talked about all the community websites that are there for your information.

Whew, okay – I'm finished, now what do you need? Are there any questions? Dang, I'm almost that good.

Male: Thank you. Transcripts and recordings are from these sessions as well?

Janice Douma Lange: Yes.

Male: Thank you.

Janice Douma Lange: And sometimes it takes a little bit of time, a couple weeks to get the transcripts or recordings posted so just keep checking back every day.

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With over 100 sessions it's a little hard to catch them all up at once but they will all be posted. Wonderful.

Well, everybody, I love having you here. It's wonderful to meet you this way and I wish you all a fantastic week.

[Applause]

Filiz Yilmaz:

Well, back at me. Before we leave just checking for information. We will resume in this room, in this very room at 1:00 PM and we will continue with all the other presentations that I showed you on the agenda. So have a nice break but don't get too far away, and hopefully you'll be back at 1:00 PM. Thank you so much.

[End of Transcript]