



BC Officer Elections 2013 – Candidate Statements

Elisa Cooper, Candidate for Chair

My name is Elisa Cooper and I am the Director of Domain Name Product Marketing for MarkMonitor, now part of Thomson Reuters. I have 11 years of domain name industry experience with broad domain name expertise spanning from functional knowledge to policy development. I have worked with many Fortune 1000 companies in assisting with domain name and brand protection policy development.

Over the past 11 years, I have followed ICANN closely and have been part of the MarkMonitor team that has developed policy. I have personally written and submitted numerous comments to ICANN on behalf of MarkMonitor and their clients. In the past year, I have served as the CSG Representative for the Business Constituency.

As a candidate for the position of Business Constituency Chair, I understand that I will be responsible for coordinating our participation within ICANN.

If elected to the position of the Business Constituency Chair, I intend to focus my efforts on:

- Identifying issues of importance to Business Constituency members
- Bringing greater value to Business Constituency members through analysis of key issues
- Making it easier for businesses to participate in ICANN through the Business Constituency
- Increasing membership numbers through online outreach
- Better utilization of ICANN staff to explain reports, policies and initiatives to group
- Distributing leadership opportunities across the Business Constituency
- Improving transparency and input on Business Constituency budget
- Amending bylaws to include term limits and requiring elections for positions in which there are more interested than slots allowed

I will follow the policy and other positions of the Business Constituency and recuse myself and be clear about my affiliation when I cannot.

Lastly, I will fully participate in the work of the position nominated for, which requires significant time commitment to fulfill the duties of the position on behalf of Business Constituency members.

Steve DelBianco, Candidate for Vice Chair, Policy Coordination

BC members,

After serving 3 years as our first vice chair for policy coordination, I'm seeking reelection for 2013.

In the past 3 years, I believe we have raised members' awareness and participation in policy matters. One tool for raising awareness is our regular policy calendar. Another is ad-hoc emails where I attempt to succinctly cover a relevant issue with links to external docs and prior BC positions.

Raising participation levels remains a challenge, since members' time is limited because of other obligations. Still, we published 13 positions/statements on key policy issues during 2012. And we made significant policy impacts outside of the public comment process as well.

First, we led the CSG in advocating implementation improvements for the gTLD expansion. We published an extensive list in January, leading to the "CSG list of 8" in Toronto. Several improvements from that list are still alive in the Strawman, while others have been incorporated in the RAA negotiations and latest registry agreement for new gTLDs.

Second, BC members have been critical to review teams required by the Affirmation of Commitments, including Whois and Security & Stability. The BC also led the drafting of metrics and targets for 60 measurements to evaluate the new gTLD program in terms of Consumer Trust, Consumer Choice, and Competition. This work will feed into another Affirmation-mandated review during 2014.

In this role I also support our BC representatives on GNSO Council. As they are directly engaged in policy debates and voting, our Councilors deserve timely and specific guidance from the BC membership on relevant issues.

In the year ahead, the BC must press general business interests at ICANN. In just a few months, ICANN will begin delegations of new gTLDs, including single-registrant TLDs for BC member companies. As new gTLDs are launched we'll quickly assess the effectiveness of rights protection mechanisms. Beyond new gTLDs, ICANN will be implementing recommendations and conducting additional reviews mandated by the Affirmation of Commitments.

If the membership returns me to this post, I would continue working on the quantity and quality of our statements and positions. I am sure that BC members have additional ideas on how the vice chair for policy coordination could be more effective. If re-elected, I look forward to hearing those ideas.

Statement of Interest:

For 12 years I have been executive director of NetChoice, a coalition of e-commerce companies and online services, including AoL, eBay, Expedia, Facebook, NewsCorp, Overstock, Reed-Elsevier, TrueCar.com, VeriSign, Yahoo, and several thousand small online sellers, primarily in the US. (see <http://www.netchoice.org>)

I set the policy agenda for NetChoice and frequently testify at international fora, before the US Congress, and in state legislatures, on issues relating to Internet governance, e-commerce taxation, privacy, and consumer protection. I represent NetChoice at ICANN meetings and at the Internet Governance Forum (IGF). I also publish research and policy documents and maintain a blog at <http://blog.netchoice.org>

I have no financial ownership or management role in any registries, registrars or other firms that are, or aspire to be, contract parties with ICANN. Please note that one of my member companies is a large registry operator, and some of my member companies have applied for new gTLDs.

The nature of my interest in ICANN is to maintain the integrity and availability of e-commerce and internet services.

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Steve DelBianco
Executive Director
NetChoice
<http://www.NetChoice.org> and <http://blog.netchoice.org>
+1.202.420.7482

Marilyn Cade, Candidate for Commercial Stakeholder Group (CSG) Representative

I have been nominated and seconded as candidate for CSG Representative to the BC, and want to express my appreciation for the nominations.

It was an honor to serve the BC in the past as Chair and to contribute to achievements and efforts undertaken to serve the interests of business users.

Looking forward, if elected by the BC members as CSG representative for 2013, I will be available to support the BC's effectiveness in the supporting role prescribed by the Charter.

My comments focus on the responsibilities of the CSG rep, and how I would fulfill them, and work to support the ExComm and the BC. The CSG rep is a collaborative and supporting role within the ExComm, with a primary focus to advance collaboration within the other constituencies on behalf of the BC's interests and to support the BC constituency interests by advancing the CSG agenda and presence within ICANN. The CSG position was created to fully support the ability to collaborate in a positive manner with all other parts of the CSG [ISPCP and IPC] and within the House: NPOC and NCUC to achieve outcomes that advantage the Business users perspectives and interests.

This role will be important in 2013, which is the term of office for this election, as ICANN is facing many challenges and the BC is also looking to increase its functionality and effectiveness within ICANN. The ability to use relationships and contacts within ICANN, broadly, will serve the BC members interests in 2013, and I welcome the opportunity to contribute to meeting the challenges facing the BC to benefit BC members.

The success of the role of the CSG representative is dependent upon established and trusted relationships with a wide diversity of players, both within the other CSG constituencies, and more broadly with the Board members, with the Governmental members of the GAC, and with other constituencies, including the contracted parties, and with the ICANN staff. I bring a history of productive achievements working with other groups noted above, and would welcome supporting the BC's priorities in 2013, as CSG representative.

The CSG itself will face new challenges, as ICANN is considering how to first establish a strategic direction, and then undertake an examination of how to structure [or not] its core entities. This presents a risk to the role of business users. The BC's ability to engage with sister constituencies is key to BC success. It is a role and function that I am uniquely qualified for, built on long standing and established relationships.

Today, as mandated by the CSG Charter, the BC cooperates 'lightly', but in key areas that benefit the BC from a policy perspective, or budget perspective. Some of the areas that the Chair and CSG rep and other officers advanced in 2012 are:

1. Promoting the Strawman Proposal, as designed and supported by the BC

2. Retaining a Vice Chair for the Council /GNSO, from the CSG Constituencies
3. Earlier, in 2011 the BC was able to advance the BC candidates for the past SSR RT and WHOIS RT, and just recently, we were successful in advancing the BC Candidate for the WHOIS WG
4. Building support from other constituencies to support the BC's request for ICANN budget for increased support and funding to the constituency activities [still under development but a serious new commitment from CSG constituencies and ICANN to increase ICANN support for an extension to the Toolkit] to add in support for secretariat services and banking services, and to maintain travel support to gNSO Councilors and officers and other core functions such as conf. calls/transcripts, and meeting room space at ICANN meetings
5. Meetings with the Board members during ICANN meetings which have been coordinated and advanced by contacts and relationships
6. Organizing receptions with the Board and GAC for the CSG

The CSG representative supports the BC ExComm's and members perspectives, and if elected, I will fully respect that limited mandate. The work load of the BC Chair is quite considerable as are the other officers and the councilors. It can only increase in 2013, even with streamlining. Having a productive relationship with sister constituencies will improve the BC's effectiveness. It would be an honor to support the effectiveness of the BC in 2013.

In summary, I bring to the CSG role a history of effective interaction with individuals and other leaders within ICANN; with GAC members; with Board members both within ICANN and in other settings, with the sister constituencies of the ISPCP and the ISPs, and with many key members of each other constituency, both in the NCPH and in the registries and registrars. I also bring relationships with the senior and mid level ICANN staff, which has served to help the BC gain access and appointments and interactions that we seek, to advance business users interests. I will value the opportunity to support the BC's members in the role of CSG representative.

I would also welcome questions from the BC members.

Marilyn Cade

Bill Smith, Candidate for CSG Representative

As a member of PayPal's Internet Standards and Governance team, a significant portion of my remit is to represent PayPal at Internet Governance organizations like ICANN, the IGF, the RIRs, the ITU, the OECD, and other relevant organizations. A safe, reliable, secure, and trusted Internet is an essential component of our electronic world. PayPal is committed to the continued health and vitality of the Internet and recognizes that it is dependent on engagement by interested members of the community. I am pleased to offer my expertise, experience, and effort in that regard.

With Brussels my first in-person ICANN meeting, I am a relative newcomer to ICANN. However, I have attended all subsequent meetings, served as a an independent expert on the first WHOIS Review Team, and have actively participated in the Business Constituency for several years now. I have that mix of experience that enables me to navigate the ICANN waters effectively and at the same time offer perspectives from "the outside".

With approximately 20 years experience in the bottoms-up, multi-stakeholder environment of several Internet Standards organizations and trade associations, I have both breadth and depth of knowledge. Over the past few years, have employed that experience here at ICANN and other Internet Governance fora. I have served as a member of the United States delegation to

WCIT-12, member of the ITU's WTPF Informal Expert Group, the Board member and President/Chair of OASIS, Board member and Secretary at the Liberty Alliance, Board member at IEEE-ISTO, and cochair of the W3C's XML Link Working Group.

My background at diverse organizations has permitted me to adapt to each of their individual cultures quickly enabling me to contribute from the earliest days of my tenure.

While my individual background is useful at ICANN, I also rely on input and advice from many others and synthesize views that seek to achieve consensus.

I am classically trained as a Computer Scientist and have spent some 35 years practicing my trade, in most instances aided by the Internet. I have seen the Internet evolve and grow from use by a few individuals at a smattering of institutions connected via less-than-reliable (by today's standards) IMPs to its current position as an essential communication medium used by a substantial portion of the world's population. The skills I have acquired in my professional and volunteer career make me uniquely qualified to represent the Business Constituency at the CSG..