

Janice Douma Lange:

Good morning, do you think that will help. We'll try it again, Good morning. I'm such a traveling microphone person; this is kind of confining me right now, so I'm going to have to learn how to do this without -- by sitting down. There we go. I'd rather be standing, but good morning. This is Janice Douma Lange. I am a member of the ICANN staff and I represent the fellowship program, the remote participation services, and also work with various projects within ICANN.

I am a four-year ICANN veteran which seems like a short time, but in ICANN it ages you rapidly. So I'm actually feeling quite old and a little bit experienced. I have volunteered over the past several ICANN meetings to present the Welcome to ICANN and Overview, because I experienced personally in the San Juan meeting in 2007 what it feels like to walk into an ICANN meeting, and feeling yet like you're the only face in the crowd that doesn't know someone else.

You feel like you're the one who doesn't know what is behind the closed doors. And you're the only one who doesn't understand what GAC, ccTLD, NCUC, ISOC, ccNSO and on and on, on the acronyms that live and breath in the ICANN community.

And so I wanted to be one of the voices that would reach out on the beginning of an ICANN week to tell you breath, relax. You are not the

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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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only one who doesn't understand the terminology. You're not the only one who doesn't know what session, and what doors to open. You're amongst a majority of people that are joining the bottoms up community known as ICANN. [Technical malfunctions 0:05:46 - 0:06:06]

Kind of got a quick preview there, so I'll go back to the beginning and act like you didn't see that.

So from the start, we just want to say Welcome. And the welcome comes from the staff, it comes from the entire ICANN community, and it does come from our sponsors. When you go into the main Ballroom on the Mezzanine Level, you will actually go through a gauntlet of sponsors. And trust me they are happy to see you here.

They're here to tell you what they bring to the ICANN community, what they can offer, services or support, and in fact some of you might go back home and talk to your corporation, talk to your individual registry or the folks that you work with, and say you know something, we need to get more involved in this World of ICANN. We need to start looking at what the possibility of some sponsorship would be and get really involved in the ICANN community.



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So I want to just mention the sponsors as well as -- we said the community who are looking to build their capacity. The community is looking for fresh faces. They are looking for a different experience. They are looking for individuals who are ready to volunteer, and that is the key word, volunteer, within the ICANN community, and bring what their region and their community and their company need from the multi-stakeholder model. So when our community welcomes you, they do. They want you here. They want your voice.

The staff during the ICANN week is going to be walking around with a badge, it has a blue stripe on the top saying "staff" and they're going to appear very busy, running up and down the halls and up and down the stairs, and going to the next session that they may be presenting or monitoring or advising the community in. And I want to tell you this, that the staff is never too busy to help those who are new to this community.

The face might appear busy, stressed, they are. But there is a handshake, I'm new, I see you have staff, I really like to engage. There is a time, there is a card pass, there's -- you know you can meet me after this presentation, follow me to it; but the staff are here to support and to engage you as well. So I just want to make clear that there is an entire community and about 1,700 people here at this particular meeting, yourselves included, who are glad that you're here.



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A quick peek at what you can find on the ICANN website which is the organizational model, called the ICANN multi-stakeholder model. The make-up of ICANN is the Board of Directors, it is the staff and the various community supporting organizations, advisory committees, stakeholder groups that are the voices for particular communities globally.

And by -- during this ICANN week, engaging in many of these sessions, you'll be able to find your niche, you'll find your home. You'll find which constituency group you can lend your voice to that makes the most sense for what you are looking for out of the ICANN community.

Of course we want things from you, your experience, your knowledge, your input, but you also need to look the other way and say which group is going to provide me the support and the information and the knowledge, that I can take back home and network and engage and teach and share, and get the participation rolling back in my region into my community, or in my corporation, whatever that may be.

So going through the week, you will be engaged with ccNSO, the Country Code Naming Support Organization. If you are involved with a



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top level domain, country top level domain, you might want to be engaged with the Generic Name Supporting Organization, the GNSO.

If you're looking at a Generic Top Level Domain, which by the way would be quite the hot topic for the week and for the past say oh, six, seven years, you might want to be engaged with the GAC, which is the Government Advisory Committee. This involves representation from many of the governments around the World, assigning their member representatives from the various governments.

Many of the sessions of the GAC this week may be closed. There is a reason for that. There is intense discussion on the gTLDs, the generic top level domains with the Board and with some other constituency groups, and some of these meetings are very progressed, and in that sense do need to be closed. But there are very few, let me stress closed doors at the ICANN meeting. Most of our sessions are open, open to the public, open to you.

Even if the conversation isn't something that you completely understand or can wrap your head around, you have a seat in that room. And you can sit, and you can listen, and you can ask questions, and you can engage. But I just want to say that because of the level of discussion with the generic top level domains this week, there may be some of those meetings that are closed, that are for the members only.



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There are other committees that are more technically oriented, such as the RSAC, the Root Server Security Advisory Committee, and the SSAC, the Security and Stability Advisory Committee. So for those more technically-oriented, those may be sessions that you, you know would want to focus and to meet people of the ICANN community to discuss those further.

So we say you know it takes a village to raise a child, and it takes a community to create and implement policy that works for a global society. Now ICANN may have offices in the US, in addition to offices in Sydney and in Brussels, but we are a global community, where you lay your head at night doesn't speak to where your work extends.

So as we look at the individuals and the constituency groups that make up the ICANN community, we need each one, we need every voice, we need governments, countries, end users, we need people from academia, we need people from civil society, and yes, we need the lawyers. We need a voice from around the World, from all different components, and so I just want to emphasize in this particular slide that when you get inside the ICANN community, you are inside a global network.



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How ICANN works. The great mystery resolved right here in this room. Not true. What you're hearing today in this hour is very much an overview to get you engaged into the work that's being done. But how ICANN works and what it does, and what it doesn't do; and I think some of the misconceptions are things that need to be cleared up for you as a newcomer this week as well.

ICANN is responsible for the global coordination of the unique identifiers of the Domain Name System, the DNS. And throughout this presentation, I will try to not go acronym on you, and try to say the full names of those things that you'll hear all week that are acronyms and a little later in the presentation can give you a helpful hint to where to find some of these acronyms and the full definitions.

But we are responsible for that global coordination, and that extends to a security standpoint, maintaining the security and stability of the internet, which in these modern times can be quite a challenge. And I think everyone needs to understand that it is a policy built implementation that ICANN is about.

The maintaining of the security and stability internet is not about being involved in how governments are dealing with their individual issues with the security per se. We're here to create and implement policy that will help to maintain the security and the stability of the global



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internet. And we are here to assign and maintain the names and numbers that are in the root of the domain name server.

And so it's a policy creation, a policy maintaining, a policy implementing body. And one of the things that we do not have control over is content. And I think for a newcomer that's very important that you are clear on ICANN's mandate not being content on the internet.

And I think one of the interesting side notes from here is that for the past couple years, ICANN has been working with a new top level domain XXX, and it might be forbidden, we know not to talk -- yes, we do, because it is a topic here at ICANN. And I think it is important, because one of the public session comments that came out in a previous ICANN meeting was talking about the content, the possibility of content in XXX. And that is not part of the ICANN mandate. It is about the security and stability behind that top level domain.

So we name here the names, the numbers, the security root server, and protocol development as four components of how ICANN works. So the IP addresses; internet protocol; the registries, everything to the right of the dot; the registrars, who provide the names for the registrants who would like to be known on the web and have their own address and own identification; and we talk about the root server stability and the security and stability SSAC, Security and Stability Advisory Committee.





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So those are really the four kinds of components about how ICANN works.

So this is the -- kind of my favorite part of the presentation. Because here you all are sitting in the room, and anyone who is virtually remotely participating with us, you are virtually here with us, because you'll be remotely participating throughout the entire week in all the sessions, so I'm here, now what?

One of the first things you do is register. When you register for an ICANN meeting, as a newcomer, you are given a newcomer ribbon, it's a two -- it's a green ribbon, it goes in the bottom of your badge. This is not to mark you out with a red letter, Scarlet Letter for the week. This is to help the staffing community remember who you are, that you are new to this meeting, that you do want to have some help and some guidance, so that your meeting is successful. And that's really our goal.

We want this meeting to be successful. We want you to keep coming back, either remotely or physically to keep coming back to the ICANN meetings and listening, and participating and having your voice heard, and having your topics discussed. So the green badge helps all of us to reach our hand out to you.



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After registration, where you should have picked up a current schedule, it is up to you to take a look at that schedule and the agenda items, and kind of think what it is that is priority for you this week. What are the big things that I stress to my fellowship program and to the attendees to that program is, stay calm, do not over commit. The minute you start to over commit as a newcomer, you will lose your grasp, you will -- you will forget the real reason you came. You get so overwhelmed by the amount of sessions, and the priority given to sessions by other members of the community that sometimes you forget your own track.

And you think I need to see it all. I need to hear it all. I've got to be there to every single thing, or I will go home and not be able to successfully report on everything about ICANN and everything that I learned. Take it one step at a time. Really focus on your priorities, look at those sessions that are going to give you the answers that you think, and guess what, if you are in that room, and you aren't getting the answers, or that is not the -- the title does not talk about the content you thought it was going to be about, you can leave the room remotely, or you can leave the room physically, and step out and find another session. No one is holding you to the seat in the room virtually or physically. It's a come and go.

So when the session isn't what you expected it to be, they'll be people like myself, my partner in crime sitting here next to me, Filiz, other staff and there is a Newcomer's Lounge on the Mezzanine Level that will be



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staffed by fellowship alumni, alumni of the grant program that the ICANN sponsors. We're going to be there to answer questions and get you focused in the right direction. So don't let too much time go by in a week to say I'm twirling, I'm like now what, and where do I go. There are people here to help you to get you in the right direction and get you in the right sessions.

So I want to reiterate again about in navigating the week, making your plan, and again, when you get the printout schedule if you're here physically, not remotely, remotely you are going to the ICANN meeting for the Silicon Valley meeting site and web page, and you click onto the remote schedule and you can find the fluid schedule there, as well as anyone here physically. There is also a mobile site.

Because the schedule is fluid, session rooms can change, session times can change. If the GAC and the Board have to be extended in a physical meeting room, sometimes another session will have to get moved, instead of moving 150 people, we're going to perhaps try to move a session. We absolutely try not to do that, because everyone needs to stay focused, but you need to stay in tune with a fluid schedule that may change. So continue to be able to click onto the ICANN meeting site, and to the remote schedule to make sure that you're up to date on the times and the session locations.



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The glossary of terms I alluded to before in navigating the week, you want to be able to click on that, and go through some of the terms, some of the acronyms that are getting floated around at different sessions. Again, don't spend too much time feeling lost, click on, find the notes, or if you see a staff member, ask them as well. And we should be able to tell you.

The newcomer track, again this is the first time we are -- we are trying this to try to promote getting our newcomers feeling welcome in the community and walking in the right footsteps, and some of the things that we think are important for you is following this session will be the remote participation overview, it's a half an hour overview of how you can remotely participate in multiple sessions, or at least one other session, while you're in a physical room at a session here at the meeting. You can actually be in several sessions at once.

So if you have a priority meeting, but you see another meeting in conflict with that, that you think might be something you might engage in, you can go through the remote schedule on the ICANN meeting site, and you can click in to another meeting going on right here in the venue.

Multi-tasking for a newcomer is not something that I advise. I think you should stay focused on your plan and stay focused on that session,



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because every session here at ICANN is recorded, and/or has a written transcript to it that is loaded up on the remote schedule after the meeting. So you'll be able to get the notes, you'll be able to get the information. And these transcripts on the most part are translated within a month after the meeting as well into at least five languages.

So stay with your priority as a newcomer. If that isn't the right session for you, get up, walk out, go to your next session that you had on your priority list, but if there's meetings in conflict, know that you can find all that information both recorded and transcript following the meeting, okay.

Another important meeting today is the Policy Update. It's an half an hour of hot topics from one of our Policy Directors will help guide you to the right sessions that you know you may have not known that will be of interest this week. The new GTL basics will follow that. You basically can just stay in this room, grab a glass of water and take a couple breaks down the hall. But basically for the newcomers this is a great room to be in.

The new gTLD basics is a great way to get your feet on the ground with the hot topic new gTLD before the more intense and complex sessions and discussions happen later on in the week. As some of you may know the GAC and the Board, the Government Advisory Committee and the



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Board with some ICANN staff met in Brussels February 28th and March 1st. There were many discussions during those meetings and there will be follow up to those discussions and those issues raised at two separate meetings -- at least two separate meetings during this week.

So in order to really get your head around those, it would be good to go to the ICANN gTLD basics today so that you can set the standard for everything else you're going to hear.

The ICANN Welcome Ceremony on Monday which sets the tone basically for how the week will go. Our CEO and our President will speak a report and an update on how the week will move, so that is a great place also to meet the rest of the community and kind of see the full span of the community members there in the -- in the Great Hall on the Mezzanine level in the Grand Ballroom.

Another key on Monday, DNS Act for Beginners. This started I believe two meetings ago, it's amazing popular. As staff members, I know we all went to the first one and said oh, my gosh, this is what we've been looking for ourselves. Because we have jobs, we get caught up in what we're doing in our work, and aren't stepping out, you know of our own doorstep to find more about this very important topic here at ICANN. So the DNS Act for Beginners, I definitely would encourage you to go to.



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FY 12 Budget Framework. As a new person in the ICANN community, you should understand what the; as a not-for-profit, what the community budget dollars are going towards, okay. It's an overview. It's easily understood. You can also go onto the ICANN web page and you can see the posted FY 12 Framework, if you don't have time to go to it, but that and the Strategic Plan which is later in the week are good ways, as a newcomer, to overview about the mission and the vision of ICANN and how the budget dollars are being spent with our constituency -- with our constituency groups are main projects, such as IDN variant and IDN fast track, DNS and Security, and have a voice onto how those budget dollars are being used.

On Tuesday, all day, at every ICANN meeting is constituency day. This is really you really have to be brave, walk into closed doors, because the meeting isn't closed, just the doors are. So you want to walk in and experience what particular constituency group is finding important and what they are focusing on to see if that is something that -- that would be your niche, that would be where you feel like you would have a home.

The business constituency, the non-commercial business constituency, the intellectual property constituency, the internet provider constituency group, the GNSO, the Generic Name Supporting, those are



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some of the doors that you may want to walk in, to see if they properly can represent you and the voice that you would like to have heard.

For more advance, the DNS workshop, gTLDs, Grand Ballroom, always, always, always, because that's where the most of the people are going to be, so anything gTLD is going to be in the Grand Ballroom on the Mezzanine level. And remotely, you'll find it again on the remote schedule.

WHOIS policy review, some WHOIS sessions were today already in California West on this same level. NomCom round table, the nominating committee, NomCom, this is the very unique and single group in the ICANN community that recruits, finds, interviews, brings outside members, as well as people that are already in the ICANN community onto the ICANN Board, or onto various ICANN constituency councils.

Length of time in the ICANN community does not equate to an opportunity to belong on a council seat or a Board seat. It is who you are, it is what you stand for, it is the corporation or the group that you are working with and the goals of that group, because every year, there is a change within the -- within our mission, our vision, but there is a change in who is looking at it. As the Board members go through their cycles, as we go through our topics and the things that are important to





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the global community, we need different voices and different viewpoints on the ICANN Board and on the constituency council.

And so everyone is welcome to go to the roundtable to find out more about how they might become a member of the ICANN community as a seated council or Board member. If it's not right now, it's fine, but it's something to understand for future.

I mentioned the strategic plan which really goes over the vision for ICANN for the next three years and IDN fast track, which has been now launched for about a year and a half since November 16th of last year, and is a very successful project which has now become part of our core operation.

Some other are internet governance forum which will be in the Grand Ballroom on Thursday, getting ready for new gTLDs for new generic top level domains, if you want to know how you individually or as a corporation can get ready for the application process, this is the place to go on Thursday.

Public forum Thursday afternoon, four o'clock, that is where you'll find our diehard community members as well as newcomers if you are brave enough, and you should be, to stand up to the microphone and have



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your voice heard directly to the ICANN Board. It's a fantastic opportunity to be able to face to face speak to ICANN Board and staff on the current issues and topics, from your view point, or from the view point of your organization.

And a tip here, you'll hear some of the individuals who are used to this public forum come and do is standing up at the microphone and saying my name is, and I am representing myself, I am representing my community, community name, I am representing my organization. It's very important to clarify whether you're representing yourself as an individual, or you do have the authority to represent your organization.

Okay, so another important part of the public forum is to be prepared with your comment. There is a two minute or three minute marker that is put up on the main screen at public forum. It depends on how many topics are being discussed, and how much time the public forum is open. Currently we look to be open for two hours; that may change, fluid schedule. Sometimes the public forum is open up to four and five hours. Right now it's scheduled for two. So there will probably be a two minute marker on the public forum.

If you're participating remotely, your voice will be heard as you type in your question to the remote participation team who will be your physical voice in the room to the Board or staff members that question



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or comment is directed to. And there will be turns taken evenly for the people in the room and those remotely participating.

But when you step up to the microphone in the public forum, have it written down, have your comment or your question clear and concise, be ready for that two minute, because the drill will have a count down, and you will be asked to move for the next person to come up. So be prepared and do not think because you're there for the first time, you do not have a place at the microphone. You do. Just prepare yourself, be ready for your question or comment, come and present.

If the question cannot be answered in that room at that time, that question is taken and it is addressed after the public forum and responded back to, okay.

And the topics are preset and so you do need to go to topic, but we do have an open -- open forum for comment as well, or some various questions. But you do have to watch the topic, because those are the only ones Peter Dengate Thrush, the Chair of the Board, will accept during that topic time, okay.

On Friday is the Supporting Organization Advisory Committee along with our stakeholder group constituency group chair report. This more



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or less started in Cairo as an official part of the Friday sessions that with all of the SOs and ACs and stakeholder groups busy throughout their week, there's an opportunity really for everyone to come together and hear what the different groups have been working on throughout the week. And it's a great opportunity for you as a community member to hear that report back.

As I tell my fellowship members, the Board meeting is key. Now, can you get the transcript later? Absolutely, you can. Is there another opportunity to actually be at a Board meeting of ICANN in person? Two other times a year. So three times a year, you can be a participant in an ICANN Board Meeting. And I think that's an important reason, if you're here for the week that you are physically in the room and part of that -- that presentation. And again, you can get that information on transcript after the meeting is over.

I'd like to go to the next page. Yeah, I tried that before and it wasn't happening. Okay.

Then I kind of get to my fun part. Because being part of the ICANN community means you got to let it out a little bit too. It can get pretty intense. So I feel it's very important to socialize. The networking in the hallways, the networking in the bars, the networking in the restaurants, the networking in the back of session rooms, that's your week.



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When you're reaching your hand out and sharing your card, and sharing your ideas and your thoughts, it can be over a beer, over a coke, over a dinner plate, over breakfast, okay. You need to take advantage of every opportunity to develop relationships. And you also need to blow off some steam.

Tonight the Welcome Reception from five to seven is a great way to have your first introduction to the community. Tomorrow night, we have the North American RALO, the Regional At Large Hosting Vint Cerf and if you miss that, I'm sorry, because that is a session that I think every newcomer, as well as every alumni of the ICANN meetings should be at. Vint Cerf was a former Chair of our Board, stepping down in 2007. He is a voice, obviously of the internet, one of the original voices of the internet. And I think everyone should try to attend that session on Monday evening.

Music night on Tuesday. That's the time that you do let it rip a little bit, listen to some music, step up to the karaoke, give a little dance, and you'll feel a lot better on Wednesday, trust me. It's the best way to kind of get that hump day and get through the rest of the week and kind of feel like you're a human being again, and not sitting in sessions endlessly. We also have some great community members who bring their instruments and entertain us as well.



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Gala Night on Wednesday out in the Union Square, again great opportunity, everyone's welcome. You can pick up your pass at the registration area, but your badge will get you in.

Thursday night is free. So start now planning, meeting people in the community that you might not have enough time with, plan a dinner with them, around Union Square. And that kind of wraps up your week but you've got -- the clock will start ticking very quickly. So start to make your engagements and be with those folks that you feel like you need to talk to during the week.

The big message to you as a newcomer is to get involved. It's never too early. And even if you don't feel like after this week that you can quite step up to the next level of joining a constituency group or a stakeholder group, that's okay too. Go back home and get involved. Go back to your region. Go back to your corporation. Go back to your community. Go back to your organizations. Tell them about the experience here. Tell them about the things that can happen if more voices from your area are brought remotely physically to an ICANN meeting.



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And that's a great way to participate and be involved on a very rudimentary level, to start with. And then once you really feel that you found a place that suits you and your needs, then you can step in and get a little bit more involved with a seat around the table.

Participating in regional workshops, internet governance, internet forums, all important ways to stay involved in the internet. Just because they don't have the label ICANN on the meeting doesn't mean they aren't important meetings to participate in and get your voice heard, and then bring that back here.

Again, those are voices and those are opinions, and those are comments that we need to hear in ICANN. We need to know what's happening in the rest of the internet community, and what's important to the internet community, and bring it back here, and be vocal about it.

So that concludes my presentation on the Welcome and Overview. And I'd like to ask if anyone has any questions of me as a representative of staff after this session. Wow, I did great. For those of you at home listening, I did great. Well, fantastic.

I'll conclude the meeting with this. You will find me, because I am pretty visible, those that know me from the ICANN meetings around the



hallways and byways, so please do not hesitate at any time that you see me, I am never too busy to help someone who needs some direction, whether it's to find a session room, to find where the nearest restroom is, to be introduced to another staff member, we have probably 130 here throughout the week. So if there's someone that you really need to meet and I'm the face that you know or Filiz is a face from being here with me as our Senior Director of Participation and Engagement, if you need to find somebody and we're the faces you know, come find us and we'll get you hooked up.

If there is anyone else from the community, constituency chairs or community members that you know the name of but you don't know the face, again come find me, come find Filiz, we will get you introduced and get you going on your journey because we want you to continue to come and be part of ICANN. We want you to continue to come and be involved and to participate. So thank you all very much. And I think I'm turning the microphone over to Filiz.

Filiz Yilmaz:

Thanks, Janice. Hello, is this working? Okay. It says request, I don't know what that means. Thank you, okay. All right. So we can talk over each other, that's good.





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Yes, my name is Filiz, Filiz Yilmaz. I'm the Senior Director of Participation and Engagement, and I just wanted to add something on what Janice has said.

I think this is great to have you all here in one room, and I'm really amazed we could pull such a crowd here. I believe your route went through the Newcomer's Lounge, and if not, you find here on your own, yourself, well done. But still please remember to drop by the Newcomer's Lounge. I'm saying this because we will have people out there until Wednesday end of business. And they are -- we are going to be there to help you guys out. It can be just asking where the nearest coffee shop is, as simple as that, but we are there, we are going to be there for you.

And the thing is social events are important part of these ICANN meetings, as Janice has already mentioned, and tonight there is one at I believe five, so if you get around the Newcomer's Lounge, maybe we pose a threat to the security being so crowded but within that time if you are around there, maybe we can take off all together and that's another nice way of start networking in this event. Okay, thank you.

And now normally we have the remote participation session after this meeting, but I want to start it on time. You were really good finishing it



early, Janice, so we will gather here in ten minutes. And it will be nice if you're back. I don't want to lose this crowd. Okay, thank you.

[End of Transcript]

