

Remarks to the ICANN Board of Directors in the Public Forum
On
The New TLD Evaluation Task Force Report
Bucharest, June 27, 2002

My name is Ron Andruff. As mentioned earlier, I am a member of the Business Constituency, however I am speaking now as a private businessman.

On behalf of my company, Tralliance Corporation, I would like to thank the New TLD Evaluation Task Force for their work on this important task. We support its recommendations and Draft Final Report – and agree that it will require a longer, on-going process to be effective.

We have been deeply involved with ICANN, and in the ICANN process, for one year now, and having observed that wheels turn slowly – particularly in relation to the speed of the Internet itself – we support the well-considered (and debated) measured steps the Board has taken as they are critical to establishing a stable, lasting foundation for the Internet.

Having said that, it is also equally important for the Board to ensure that through all of the various activities it is charged to oversee – most notably at this time, E & R – it does not allow its primary mandate to grind to a halt. More specifically, we believe that it is very important for ICANN to be perceived as maturing, effective organization that is continuing to fulfill its mission.

Therefore we would like to respectfully request that the Board initiate a call for proposals for new, very narrowly defined, sponsored TLDs. Considering the fact that two years have gone by since the call for the first round of new TLDs – and that the world has changed radically in the last 24-months – we believe that the Board should, at the very least, be informed as to the climate for new TLDs. If this activity is not initiated at this meeting in Bucharest, it will be 2 years and 4 months from the time that new TLDs discussions were first introduced, before it can be taken up again (i.e., Shanghai); and 2 years, 9 months before new TLDs could actually be approved, according to processes we have observed and the current meeting schedule.

Report of 6-13-02, states, and I quote:

“The ICANN Board may find that it needs to move forward faster than can be accommodated by a serial and somewhat lengthy process. There may be a need to move forward in parallel.”
It continues: *“Certainly much of the planning for new gTLDs can be done in parallel with the evaluation, as can much of the proposal solicitation and selection...”*

Finally, it states: *“...there are risks in not moving forward in parallel. Although ICANN should certainly do what is right for the stability of the DNS, by not taking any action until after the evaluation is complete, ICANN becomes a pointed target of the criticism to those who have strongly held beliefs about the need for more choice of domain names and hence for more gTLDs. This is not a problem in itself provided that ICANN has clearly articulated reasons for not opening up a new round of gTLD proposals. In absence of such reasons, there is danger that the potential registry operators who would want to support ICANN processes may look to other alternatives.”* END QUOTE

In closing, I would like to make the Board aware of a most important fact, and that is that our company is working in the area of next-generation Internet directory services following John

Klensin's model of working in the third level above the DNS. That is our focus– and the key – to our business model. Therefore, we would like the Board to be aware that our interest in a new gTLD is to incorporate it into a significantly larger plan that serves a large and strongly supportive constituency.

Thank you for your attention and consideration of this important request to begin the planning for the selection of appropriately focused, new TLDs.