



Candidate Statement of Philip S. Corwin For the position of GNSO Councilor for the BC

Overview

If elected by members of the BC to represent it on the GNSO Council for a two-year term my overall aim would be to utilize my policymaking experience, my prior work within ICANN, and my knowledge of cyber and intellectual property law to the benefit of the BC as the GNSO Council considers important policy matters during a highly critical period in ICANN’s evolution.

My top priority would be to assure that the GNSO Council retains and strengthens its effectiveness in establishing policy for generic top level domains (gTLDs) – and that the multistakeholder model (MSM) of policy initiation and development remains relevant and vibrant.

Experience

I have been involved in public policy matters for my entire post-law school professional career, spanning three and a half decades.

Upon law school graduation I served for six years as a legislative staff professional at the United States Senate. My Senate experience taught me that, “We can disagree without being disagreeable”, and I have followed that approach ever since -- and would continue to do so within the GNSO Council.

Following that, I became a lobbyist at a trade association representing community banks and, three years later, moved to the American Bankers Association (ABA) – first as Senior Legislative Counsel, and later promoted to Director of a lobbying division dealing with a broad portfolio of legislative and regulatory matters, including all consumer credit and payments systems issues.

In the mid-1990s I left the ABA for the specific purpose of entering the new field of cyberlaw. I thought that the Internet would have a vast transformative effect and that many old rules would no longer make sense or be enforceable. My initial private practice clientele included startups involved in digital payments, biometric e-signatures, and digital media distribution. I also continued involvement in the financial services sector, which included serving as ABA’s outside counsel on bankruptcy law matters and involvement in shaping the sweeping 2005 U.S. bankruptcy reform legislation.

My first involvement with ICANN was upon being hired in 2005 to lobby against Department of Commerce approval of the widely decried .Com settlement reached between ICANN and VeriSign. In that capacity I secured the only Congressional oversight hearing ever held on that subject. Introductions made while engaged in that project led to the establishment of the Internet Commerce Association (ICA) in September 2006 to represent the domain investment and development industry within ICANN as well as in Washington, and I have served as its Counsel ever since. In regard to the new gTLD program, I have carefully followed every iteration of the Applicant Guidebook as well as developments since the application period opened; and have provided legal counsel to a number of applicants, as well as to entities that have concerns in regard to particular applications.

I attended my first ICANN meeting in December 2006 in Sao Paulo, Brazil and have participated in every ICANN meeting since (except for Nairobi, Kenya). ICA became a member of the BC in 2007. I have served on multiple ICANN working

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groups over the last several years. I often publish articles and commentary on ICANN and other Internet-related legal and policy matters, and most of you have heard me speak on a wide variety of issues at ICANN programs as well as the Public Forum.

It is my long-standing practice to arrive at ICANN meetings early so that I can observe and network at the weekend meetings of the GNSO Council, and am thoroughly familiar with its operation. I enjoy good personal relations with most current members of the Council.

I was honored recently by being selected to serve a two-year term on the Internet Committee of the International Trademark Association (INTA), commencing in January 2014.

Overall, I am thoroughly familiar with the concerns of business entities of all sizes and types in regard to Internet challenges and ICANN’s operations and policies, and would employ that knowledge on behalf of the BC’s objectives.

Approach to BC Representation on the Council

If elected to serve as a GNSO Councilor to represent the BC I would strive to fulfill that role as an articulate and effective advocate on behalf of the consensus positions reached within the BC. I understand that this means subordinating my own personal views, as well as those of any client, to the decisions reached within the BC.

My general approach to any policy matter is to become thoroughly familiar with all details and to make tactical decisions within a strategic context calculated to maximize success. I strive to identify common ground with all participants in a policy debate, even those with divergent views, and to expand upon it. Another maxim applicable to reaching consensus within any policymaking body that guides my approach is, “Don’t let the perfect be the enemy of the good.”

I have substantial personal concerns about the continued efficacy of the MSM within ICANN going forward and will do all I can to reaffirm, revitalize and strengthen it. The Montevideo Statement, Brazilian “Summit”, and 2014 ITU meeting all create substantial uncertainty about the future direction of ICANN and Internet governance, including fundamental issues of oversight, transparency, and accountability – and all this will be occurring at a time when ICANN’s new gTLD program will be in its initial rollout period with its success by no means assured. Within this difficult context there is an imperative need for informed and enlightened leadership from the Council and the BC.

ICANN’s decision to delay GNSO review by a year is quite disturbing, especially as the legacy “silo” approach to constituency boundaries is facing challenges to its continued relevancy as the new gTLD program scrambles traditional lines of demarcation. Many business entities – including many BC members – are entering into contracted party activities or are otherwise involved with new gTLD applicants. That does not mean that the BC should retreat from its traditional role of articulating the business sector perspective on ICANN issues, but it does accept that the perspective will inevitably broaden as new gTLDs are operated by and as businesses with a wide variety of registry models.

GNSO review will also bring into question whether the “divided Houses” approach to GNSO structure continues to make sense. My own view is that the present structure institutionalizes divisions and makes consensus more difficult. As Abraham Lincoln famously said, “A House divided cannot stand”. Contracted parties and the Commercial Stakeholder Group (CSG) likely share many common concerns about ICANN’s present direction and whether it is undermining the MSM, and both parties need to engage in a more constructive dialogue that sets aside old rivalries.

We are all challenged by ICANN’s rapid expansion, including the opening of numerous new offices as well as a doubling of staff ranks. A key personal priority would be to assure that this newly expanded staff works to support and is substantially directed by the MSM, as there is substantial danger that the growing ranks of ICANN professionals will tend to take direction from senior executives and subordinate community concerns to their own career



advancement. This could increase the tendency toward a top-down approach to policy development and implementation, supplanting the bottom-up approach that is integral to the vitality of the MSM.

Diversity

I understand that the BC encourages geographic diversity in the election of various representatives, and that if I am honored by election to the Councilor position I will be one of two BC Councilors from North America for at least the coming year. I considered that carefully when I was approached by Michael Castello and advised that he wished to place my name in nomination.

However, given the very substantial challenges that face ICANN and the MSM in the coming year I concluded that I did wish to serve the BC in this capacity at this critical time. I also believe that geographic diversity is less important in this role compared to positions such as the Nominating Committee (NomCom) seats, where the BC representatives exercise considerable personal judgment and discretion within a process that, for understandable reasons, is not open to public view. The workings of the GNSO Council are, by contrast, largely transparent, and the Councilor’s role is to use personal skills to advance consensus BC positions.

If elected my approach would be to represent the diversity within the BC – of business entities of every size and type, headquartered in and operating across the globe. That diversity of viewpoints and interests is reflected in the consensus policy positions reached within the BC, which I would do all within my power to represent faithfully and pursue to the maximum degree of success.

Conclusion

It would be an honor and a heavy responsibility to represent the BC as a GNSO Councilor during these challenging times. If elected I will use all of my knowledge and experience toward the goal of effectively advocating BC policy positions – while also doing everything possible to preserve the vitality of the MSM and the lead role of the GNSO Council in setting policy for gTLDs.

Thank you for your attention and consideration – and, hopefully, for your vote.

Philip S. Corwin

Candidate Statement of Gabriela Szlak For the position of GNSO Councilor for the BC

I am an attorney specialized in ICT Law, business, IP and civil Law, as well as an experienced negotiator and certified mediator at Rosz Law Firm in Buenos Aires, serving Internet companies in my region. (None of my clients have any contractual relationship with ICANN)

I am a Regional Director at the eInstituto (Latin American eCommerce Institute -ILCE- www.einstituto.org) where I lead two of its regional initiatives: *Online Dispute Resolution for the Digital Economy*, since 2009, and *eGobernanza - Internet Governance*, since 2012.

Through this position I have gained experience in working in international organizations that involve multiple members from different local chapters, with a common goal of coordination and development of best practices for eCommerce and shared policies. Indeed, the Instituto Latinoamericano de Comercio Electrónico (Latin American E-Commerce Institute - eInstituto), the organization that I represent at ICANN, is a regional organization in Latin America formed by

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local chapters of eCommerce Chambers of each country of the region. In fact, eInstituto (www.einstituto.org) can be described as an open federation of E-Commerce Chambers from over 13 countries in Latin America; which leads the development and enhancement of eCommerce in the region. Working and representing this regional organization, I understand this type of work closely and I am a successful team player in such structures. I believe this experience is very valuable for the collaborative work entailed by the GNSO council.

At the eInstituto, together with my colleague Celia Lerman, we have created and currently lead the eGobernanza initiative, which focuses on two main objectives: 1) raising awareness on Internet Governance issues that are important for the companies in our region, and 2) bringing the voices of these Latin American companies to the Internet Governance fora. From our unique position at the eInstituto organizing the eCommerce Day events (www.ecommerceday.org), the largest eCommerce events in the region that reach over 80% of local companies with online presence, we have launched our successful workshops, webinars, and other activities and online materials that promote and raise awareness on Internet Governance issues that are crucial for Latin American companies. My experience in developing and managing this initiative, intertwined with my growing involvement at ICANN, is of special value to this position.

I am involved with and have experience in working with local and international organizations as consultant, representative, expert and speaker. I have founded the Online Dispute Resolution initiative at eInstituto and through it I coordinate the Online Dispute Resolution Service at our regional Trustmark “eConfianza” and the local Trustmark “Sello Cace”; I represent eInstituto at UNCITRAL Working Group III in Online Dispute Resolution; I am a member of the Legal Commission at the Argentinean eCommerce Chamber CACE; I have recently joined as a board member of the International Online Dispute Resolution Journal from Eleven International Publishing; I have participated together with other regional leaders in 2012 in UNCTAD regional workshop for Cyberlegislation for Latin America; I have also been a consultant for Mercosur Digital on a study for the growth and harmonization of Digital Economy Ecosystem in Latin America held during 2011 and 2012. Mercosur Digital is an international cooperation initiative supported by the European Union and Mercosur (Argentina, Brazil, Paraguay and Uruguay). The focus of Mercosur Digital project is to reduce legal and technological asymmetries, and to promote policies and common strategies for the consolidation of the Information Society, which contribute to the development of eCommerce growth and of cross border legal and technical integration inside of Latin America and between Latin America and the rest of the world. I have also been a speaker in around 20 local and international events, workshops and conferences, in cities such as Buenos Aires, Santiago, Asunción, Montevideo, Mexico DF, Vancouver, Montreal, Washington DC, New York and Prague, and also in many webinars in both Spanish and English.

Finally, I have recently founded a Start Up focused in Online Dispute Resolution services for managing eCommerce claims and disputes in Latin America. A buyer can start a claim and negotiate, plus eventually mediate online with the seller, through our agreement-oriented platform, easy to integrate with ecommerce vendors and helpful for them to build trust in their brands. My project, which helps to build trust in the Digital Economy Ecosystem in Latin America, has been selected by Start Up Chile incubator in early 2013.

My legal background complements my skills as I am comfortable with legal work and texts both in Spanish and English. Regarding my negotiation and mediation skills, there is no doubt that the work at the GNSO council needs someone that has a consensus driven personality, with developed negotiations skills. These skills, combined with my expertise as a public speaker in International conferences and my solid work in International, regional and local organizations during the past years, together with the strong networks I have been building at ICANN in the last 3 years make of me a suitable candidate for this position.

I am passionate about ICT and I strongly believe in the improvement of the developing economies through the use of ICT. I daily advocate and work for the challenge of bringing awareness to my region on ICANN’s role and mission. My

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current work responsibilities through the *eGobernanza Initiative* strive to enhance ICANN’s efforts on awareness, outreach, engagement and participation.

Regarding my involvement at ICANN, I started as a fellow in 2010. All fellows consider themselves privileged by being members of our community where most of the developing world leaders start their journey into the Internet Governance landscape. We create bonds and a special respect for each other as we all know that our experiences include passion and a strong personal commitment to our regions and to the enhancement and growth of the Information Society and the Digital Economy in the developing world, together with the belief in the multistakeholder model and a global Internet for all.

This experience had a positive effect in me and made it possible for me to get engaged and understand ICANN’s crucial role and mission for the Internet, and to advocate for eInstituto’s deeper involvement in ICANN to serve better our region’s needs. In 2011, with eInstituto’s endorsement I participated in the South School on Internet Governance, held in DF. Mexico. After this experience we gathered a small team of experts in order to start planning a strategy to bring awareness and do outreach among business stakeholders in Latin America regarding Internet Governance. In early 2012 (Costa Rica ICANN Meeting), eInstituto joined the Commercial and Business Users Constituency at ICANN and we then launched our eGobernanza Initiative.

At ICANN I have also been a member at the Newcomers Lounge project, providing support, guidance and help to Newcomers in ICANN meetings and helping them bond with members of the ICANN community. This experience has been a complement to the work undertaken as representative of eInstituto at ICANN. My work at ICANN also involves the “Locking of Domain Names subject to UDRP proceedings WG” whose final report has been recently adopted by the GNSO, the “ICANN Outreach WG”, the “Latin American Steering Committee”, the “Advisory Group for Digital Engagement”, and of course in the BC I am involved in several issues, such as the drafting of the charter, outreach and awareness activities, and as you all know, I am an active and passionate member, and we, together with Ms. Lerman, represent the only member of the Latin American region at the BC.

I have gained valuable experience at ICANN, and have built a solid network both in my region and beyond, which combined together with my background, passion and commitment make me a strong candidate for this position. Moreover, I am a deep believer in the multistakeholder model, which is of vital importance to ICANN and to the global Internet ecosystem and I am strongly committed to its implementation through my work. I am a consensus builder, I work in a collaborative manner and I am looking forward to representing the BC at the GNSO.

As a representative elected to the GNSO Council by the members of the BC, and as applicable, I will support and remain faithful to approved positions of the Constituency. Moreover, I will work hard to build relationships with other Councilors to gain support for BC motions, I will closely monitor the Council email traffic, since as far as I understand, this is where threats (and opportunities) surface early, I will keep my fellow BC members informed about Council activities - before and after Council meetings- , and I will volunteer to be part of working groups on topics that are BC priorities and to encourage other BC members to also take relevant roles in the working groups in which the BC needs to reinforce participation to support our views and to make sure the business users of the Internet are well served and represented in the policy making processes.

Sincerely,

Gabriela Szlak
Regional Director
eInstituto



Candidate Statement of Ron Andruff For the Small Business Seat on the Nominating Committee

I became a member of the ICANN community in 2001 when I flew to ICANN 10 Montevideo to attend my first meeting. My interest began upon hearing about an expansion of the Internet DNS with the addition of .INFO, .AERO, .BIZ, .MOBI; .PRO; and .NAME.

I joined the BC three months later because I was impressed by ICANN’s unique multi-stakeholder model but also surprised at how few people were engaged in ICANN activities at the time. I wanted to help build a distinctive institution that allowed all voices to be heard regardless of who they were or where they came from. One of my first contributions as a BC member was at ICANN 12 Ghana, building consensus within our own BC membership; then with IPC and ISPC, as well as with what was the then very fledgling GAC. At the Public Forum I called for shifting the focus away from contracted parties and on to the users funding ICANN. Sound funding mechanisms, combined with greater recognition of the users providing it, enabled ICANN to become financially stable so that it could hire critically needed staff to keep up with the ever-growing workload.

I did not do this alone. Many BC members from those days will recall the debates, and the collaboration, that we engaged in. However this type of work helped to establish the BC’s overall influence within ICANN that remains in evidence today.

Coming off of Durban, I have missed but 3 international meetings since joining ICANN. Through that long-term participation I have gained an inordinate amount of knowledge, understanding and experience through collaboration in what has been called one of the greatest and most important experiments of our time. Watching the organization grow from the few hundred participants in Montevideo to the thousands that we now see at meetings makes me reflect on the term ‘volunteers’. Seen through the eyes of those who have participated from the start the volunteers who have built ICANN could, and should, be regarded as ‘investors’ in ICANN’s multi-stakeholder model -- particularly when one considers that many individual business people like myself have funded an extraordinary amount of travel to all of those ICANN meetings at their own expense.

Over the course of the last 12 ½ years, I have served the BC through multiple activities, including:

- Participation in numerous working groups such as the Vertical Integration WG
- Chaired ICANN bodies such as the Standing Committee on Improvements Implementation (or SCI, as I currently do)
- Held positions within the BC Ex Com such as CSG representative, as well as a member of the BC Credentials Committee.

I have been a committed participant in the BC’s, and the greater ICANN community’s, policy development process; often as the rapporteur as a contributor, as well as speaking in the Public Forum. Today, I continue to fight for Internet users through the tools and channels that are afforded by the BC and its Charter, by building consensus within the ICANN community, and by developing beneficial relationships with the GAC. All these activities are dedicated to ensuring that public interest issues are properly addressed and served by ICANN. Perhaps it’s ‘the Canadian’ in me, but I feel strongly

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that having received the good fortune to affect important ICANN policy decisions, it is incumbent upon me to serve these most important of interests; particularly as both ICANN and the Internet embark into uncharted territory.

In my ‘day job’ I built my career consulting for large global brands such as McDonald’s Europe, Mercedes Benz, Philips and Hewlett Packard. Notwithstanding being an SME, many years of experience working within large business have given me deep insight into the particular concerns and issues that multinational corporations deal with on a daily basis, and on a global scale. Entrepreneurially, I have had six start-ups in my life, three being post-Internet. Of those, I took one public on the London AIM (60M pound sterling valuation); another was sold to a public company; and I am now building my third.

This past year I have had the honor to serve the BC as its large business representative on the 2013 Nominating Committee, and I have relied upon my background advising multinationals as well as the opinions and concerns of large business representatives in the BC in fulfilling the responsibilities of the position that my fellow BC members had placed me in. Members can expect me to work as diligently in 2014. With all constituencies, advisory committees and supporting organizations sending representatives, the Committee finds itself with 16 voting members coming from broad social, economic, academic and cultural backgrounds. My experience taught me that – as this small cross-section of humanity comes together to make very consequential choices – each representative is obliged to also bring qualities other than those particularly related to their constituencies. Diplomacy, patience, respect for others and their opinions, level-headedness, a bridge-building nature, critical analysis, teamwork, rigor, openness, and similar attributes constitute the required skill set.

At the Committee’s first meeting in ICANN Toronto, I personally called for groundbreaking innovations that were firsts in the history of the Nom Com. These included recording all of our calls to ensure that issues that had been determined could not be open to re-litigation later in the process by those who missed meetings; publishing all attendance records to ensure that each sending organization would have direct insight into their representative’s participation; and co-sponsoring and editing monthly Report Cards to bring greater transparency into the previously opaque world of the Nom Com. Being on the calls and present for in-person meetings is critical to ensuring effective and accountable engagement in the process. Having missed just one of the many, many calls, I am one of the very few who was present virtually from the beginning to end of the process that produced unanimous Nom Com 2013 decisions in Durban in record time. (None of those who had previously served on the Committee could recall ever seeing such a collegial, expeditious Nom Com process.) That happy result came, in part, from the tone and objectivity that I drove from the outset and constantly reinforced with my fellow members right through the final deliberations.

Serving the BC on a committee whose decisions carry such gravity and consequences was not taken lightly. ICANN is now working with a \$186 million dollar FY14 budget; setting up new ‘business units’; engineering ICANN in a manner that reflects our new CEO’s view of the new gTLD program; and holding \$350 million in the bank with no clear indication of how those funds will eventually be used. SSR and external eco system challenges also come into consideration. Proper Board management of funds, unprecedented expansion of the DNS, GAC relations, and ICANN delivering on its core responsibilities, with no guarantee that the new gTLD rollout will be a success are all major large business issues, vital to ICANN’s long term success and to addressing the many concerns of BC members. Such understanding, critical analysis, examination and scrutiny is what I brought to Nom Com 2013 on behalf of BC large businesses – as well as small businesses, the greater ICANN Community, and Internet users. I am proud of the Committee’s final selections, many of which I urged for, of the Directors of the Board and other important Community appointees. While we are not able to describe our positions, I think you will be in full agreement that the selected appointees are excellent additions to our community.



Given that this candidate statement to present Ron Andruff’s *bona fides* for continuing to serve the BC on Nom Com 2014 has been requested by the Voting Officer, I trust that members will permit what might otherwise be interpreted as immodesty.

Having been asked to serve in every position that I have stepped into on behalf of the BC, should members determine that the labor and accomplishments of the past year merit my continuance as one of your two NomCom representatives for the coming year, I pledge to do my part in continuing to raise the bar on the quality of Nom Com appointees to the ICANN Board of Directors, GNSO Council, ALAC and ccNSO Council in a manner we can all take pride in.

Thank you for your consideration.

Ron Andruff

Candidate Statement of Anjali Hansen For the Small Business Seat on the Nominating Committee

Fellow BC Members,

It would be my great honor to be selected as the BC representative for the small business seat on ICANN’s Nominating Committee. I am heading into my third year as a member of the BC and the insights and experiences I have gained in over two decades of international legal business issues (including trade, intellectual property, privacy and security, e-commerce and the Internet) will be valuable background to bring to this very important committee.

It is my belief that the voice of small businesses worldwide is not well represented in the ICANN multi-stakeholder process and small businesses are particularly vulnerable to the changes taking place in this high-paced, rapidly evolving technological Internet space. It would be my priority as representative to the Nominating Committee to find and support board and other ICANN leaders that will be attuned to the needs of small business communities worldwide. In addition, I also feel very strongly that ICANN should fill its leadership positions in a manner that provides overall geographical balance. If chosen to serve on the NomCom, I will seek and support qualified leaders from the developing world.

Currently, I am the Deputy General Counsel of the Council of Better Business Bureaus (CBBB). CBBB has a membership of 113 Better Business Bureaus throughout the U.S. and Canada and we are poised to add the 114th BBB serving Mexico by the end of this year. Our collective mission is to be leaders in developing marketplace trust by encouraging self regulation by businesses by following good marketplace standards that will, in turn, protect consumers. BBBs accredit businesses that meet the BBB Code of Business Practices and Standards of Trust (for more info, see <http://www.bbb.org/us/bbb-accreditation-standards/>).

Notably, out of approximately 400,000 businesses currently accredited by BBBS, 381,770 are categorized as “Micro-Small” business (256,709) and “Small” businesses (125,061).The BBB organization does a great deal of outreach to small businesses to educate and assist them to develop trustworthy marketplace practices -- including online standards. We also work with many countries outside of North America that have asked for our organization’s advice on developing standards for their business constituencies. In this past year alone, I have worked bilaterally with representatives from Mexico, Saudi Arabia, India and Japan to develop business standards in those markets.

Prior to my role at CBBB, I worked for the U.S Trade Representative and the U.S. International Trade Commission where I was responsible for trade relations between the U.S. and other countries. While at USTR, I held a portfolio of 37 countries in Central and Eastern Europe, Central Asia and Russia. As a result, I have a great deal of experience working

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and negotiating with developing countries, foreign economic and trade ministries, ambassadors, importers, exporters and business lobbies.

As a BC member, I have volunteered to facilitate greater outreach to businesses worldwide to create a BC global business database and develop educational materials that will assist businesses understand and navigate the domain space and the policy work of ICANN. This outreach will dovetail nicely with the NomCom requirement that representatives engage in outreach, recruitment and information gathering. I will be networking with business representatives from across the globe on behalf of the BC and can collect and provide feedback on what needs businesses have that ICANN should be considering as it develops its policies and future ICANN leadership candidates.

For purposes of disclosure, CBBB has applied for .BBB as a closed community application. I do not believe this application presents any conflict of interest. Domains for .BBB will only be available to our member BBBs, affiliates and accredited entities that meet BBB standards of trust (charities and businesses). Moreover, CBBB and its entire membership of BBBs are nonprofit associations.

As an applicant, and a representative for an organization that has been the victim of a fair amount of illegal Internet practices (*e.g.*, phishing, counterfeiting, trademark infringement), I am well aware of the need for ICANN to balance a myriad of interests including: the interests of the contracting parties; the need for freedom of speech and unhampered information flow on the Internet; self-regulation without undue government control; protection of legitimate legal rights; and the commitment to ensure a safe Internet market for consumers and businesses. As such, I will seek ICANN leadership candidates that are able to understand the nuances of these various and competing interests and who will foster a proper balance.

I have read the ICANN Bylaws section VII (Nominating Committee), the NomCom Committee Guidelines, the NomCom Operation Procedures and the NomCom Code of Conduct. I will attend all NomCom meetings and abide by all requirements and time lines.

Thank you very much for considering me for this position. I am available to answer any further questions you may have.

Sincerely,

Anjali Karina Hansen