



July 13, 2010

Peter Dengate Thrush, Chairman
Members of the Board of Directors
International Corporation for Assigned Names and Numbers
Internet Corporation for Assigned Names and Numbers
4676 Admiralty Way, Suite 330
Marina del Rey, CA 90292-6601
USA

Dear Chairman Dengate Thrush and Members of the Board:

I am writing on behalf of LatPro Inc. in business since 1997, to urge you to reject Employ Media's request for authority to permit second level registration of strings that do not correspond to an employer's name in the .jobs sponsored top level domain. My organization would be directly and adversely affected by this request and therefore opposes the unilateral expansion of the .jobs charter to encompass regional and industry-specific second-level registrations.

Our flagship websites are LatPro.com (for Hispanic and bilingual jobs) and DiversityJobs.com. Apparently Employ Media's partner SHRM.org thinks it can do better and is promoting the idea that HR could benefit from new websites at diversity.jobs, bilingual.jobs and SpanishSpeaking.jobs. Note that SHRM recently sent a survey to a select group of its members to solicit feedback on the proposed expansion of the .jobs service. Of the five examples of dictionary words provided, three of them target my company's sites. None of the examples fell within SHRM's own area of expertise, namely human resources.

Since 1993, the community of online employment service companies--job boards, associations, staffing firms, newspapers and other publications that operate job posting and/or resume search databases--has effectively served working men and women and employers worldwide. These same organizations have also significantly improved the career prospects of veterans, minorities, disadvantaged persons and those affected by natural disasters such as Hurricane Katrina. They have, in every respect, acted as "the Sources of Success," the trademark of the International Association of Employment Web Sites (<http://www.employmentwebsites.org>), their only industry trade association.

This community is now threatened by the proposed expansion of the .jobs top level domain (TLD). The charter holder is attempting to extend the application of the TLD from its approved community--direct employers--into the online employment services community by introducing geocentric (i.e., Atlanta.jobs, NewYork.jobs, Athens.jobs) and occupation specific (i.e., nurse.jobs, salesperson.jobs, systemsanalyst.jobs) web sites. It now has a proposal to implement this plan before the governing board of the Internet Corporation for Assigned Names & Numbers (ICANN).

This proposal violates both the spirit and the letter of the charter holder's contract with ICANN. No less important, it will grievously harm the online employment services community and therefore my organization by confusing the job seekers and employers who have long been the customers of the community.

Sincerely,

Eric Shannon
President, LatPro, Inc.
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