



## The World of .ORG

### Alexa A.S. Raad New Chief Executive Officer

#### Special points of interest:

- New CEO—Alexa Raad
- TIAA-CREF Multimillion dollar ad campaign
- New Faces at .ORG
- Policy
- Internet Society News

The Public Interest Registry (PIR) is pleased to announce the appointment of **Alexa A. S. Raad**, an entrepreneurial technology executive, as its new CEO. The appointment is effective July 9, 2007.

Prior to joining PIR, Ms. Raad served with dotMobi and Versign and brings her Registry experience to .ORG “This is an exciting and important development for PIR,” said board chair Susan Estrada. “Alexa is an inspiring and accomplished professional who is well-equipped to take the organization to its next

level. She is determined to make sure that the organization continues — and even exceeds — its ability to ‘do good’ within the domain name business.

We believe her passion, along with her unique business savvy, will make it possible for PIR to increase the registry business and ensure continued funding of the Internet Society. We are thrilled to welcome Alexa to our staff and look forward to her leadership.”



Alexa A.S. Raad—CEO

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### Powerof.org : TIAA-CREF

Have you seen the recent ad campaign by TIAA-CREF, underscoring the value of .org domains as a trusted address? If not yet, you will likely see more and more about the financial powerhouse that put together a multi-million dollar campaign emphasizing the value and trustability of a .org address.

TIAA-CREF is one of the largest financial services com-

panies in the United States, with more than \$428 billion in assets under management as of June 30, 2007. Its approximately 15,000 institutional clients are drawn from the non-profit and educational sectors, and the company itself is operated on a not-for-profit basis.

You can see their ads on their website at <http://www.powerof.org>. In fact,



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the ad campaign, done by Modernista! out of Chicago, caught the eye of NY Times who ran a full feature on it - <http://www.pir.org/News/News.aspx>



## The Powerof.ORG Promotion— “Three of the most trusted letters on the internet”

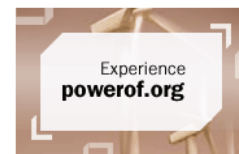
Now that you’ve seen the ad campaign by TIAA-CREF, you should also see the related sales promotion for all US-based registrants.

The Powerof.ORG promotion is a great opportunity for to capitalize on an existing and large scale ad campaign. This campaign is a brilliant customer testimonial on the value of a .ORG address.

Pricing discounts are available on a rebate tier basis and provide ad banners from the original campaign.

The campaign runs from 1 October 2007 until 31 December 2007.

For more information on how to take part in the promotion, login to the Registrar Area at [www.pir.org](http://www.pir.org) or Contact [promos@pir.org](mailto:promos@pir.org).



## International Advantage Program (IAP)

This is a great opportunity to increase Domain Registrations in non-US markets and take advantage of the growth in demand in the areas of the world where the Internet (and associated services) is growing the most. The .ORG Registry is providing its sales channel a huge price incentive to do just that.

The IAP provides an effective 75% discount off of the wholesale price of new .ORG registrations for registrations in eligible

countries made between 01 September 2007 and 31 December 2007.

**Need to get a .ORG domain?**

Please contact your Registrar for a list of the eligible countries in this program.

**Want to take part in the IAP promotion?**

Login to the Registrar Area at [www.pir.org](http://www.pir.org)

or  
Contact [promos@pir.org](mailto:promos@pir.org) for more detail. Registrations are still being accepted through 27 November 2007.

*“A great opportunity to increase Domain Registrations in non-US markets”*

## Where in the World...

### .ORG Quarterly Event Calendar

#### September 2007

- CENTRE Legal & Regulatory Workshop (Latvia; David Maher)

#### November 2007

- Afiliias Registrar Retreat (Turks & Caicos; .ORG Team)

#### October 2007

- CENTRE General Assembly (Paris; Alexa Raad)

- ICANN (Los Angeles; .ORG Team)



## New Faces at .ORG

Along with PIR’s new CEO, there are other new faces within the organization and more to come. PIR’s Sales and Marketing departments will be augmented with all new team members.

Crystal Peterson, Marketing Manager, is the first to come onboard as of September 3, 2007. Crystal joins the

team from dotMobi where she worked with Alexa Raad on the Marketing Team. Two more members will be added shortly, Director of Marketing and the Head of Sales.

## Secondary Market

### The impact of the domain name secondary market

The secondary market for Internet domain names has grown beyond anything envisioned by most people as recently as several years ago. There are new uses of domain names, new business models and new ways to work around ICANN's policies and procedures.

As a result, domain names are increasingly unavailable for their originally intended

uses. In addition, there are new concerns about cyber-squatting and the protection of intellectual property rights.

*Forbes Online Magazine*

"The bidding started at \$300,000 and blasted through the seven-figure mark before settling at \$1.8 million. No, this wasn't **Sotheby's**--nor was the *object d'art* a Picasso.

This battle was for the URL "Seniors.com" - Lisa LaMotta 06.29.07

[http://www.forbes.com/entrepreneurs/2007/06/28/google-news-corp-ent-tech-cx\\_0629webaddresses.html](http://www.forbes.com/entrepreneurs/2007/06/28/google-news-corp-ent-tech-cx_0629webaddresses.html)

**Policy Guru  
and  
Sr. VP of Law  
and Policy,  
David Maher**

## IDN.IDN

### The uncontrolled spread of IDN.IDNs outside the root

The internationalization of the DNS is proceeding at a pace that has outstripped ICANN's plans to deal with the issues raised by the use of IDNs. Throughout the world, domain names in the format IDN.IDN are being registered in ever-increasing numbers in a variety of scripts. These top-level domains are not in the ICANN administered root and are not presently globally oper-

able. However, they are in such widespread use that they pose a risk to the fundamental concept that the Internet is and must continue to be globally interoperable. ICANN urgently needs a plan to ensure that the user demand for IDN.IDNs is met without fragmenting alternative is separate Internets, each in its own script.

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## Our Member—Internet Society (ISOC) Annual Report Released

Daniel Karrenberg, Chair of the Internet Society (ISOC), describes 2006 as a pivotal year for ISOC, bracketed by the 20<sup>th</sup> anniversary of the Internet Engineering Task Force – ISOC's largest program – and the decision of Time Magazine to name the Internet users of the world as 2006 Person of the Year.

The Internet Society Annual Report for 2006 details the organization's growth, influence and leadership in Internet policy, education and development of Internet standards worldwide. It also provides snapshots of some of the activities that took place among ISOC's members and 70+ global chapters.

An electronic version of the report is available on the ISOC website: [www.isoc.org/isoc/reports/ar2006/](http://www.isoc.org/isoc/reports/ar2006/)



## Major Strategic Initiative: Trust and the Future of the Internet

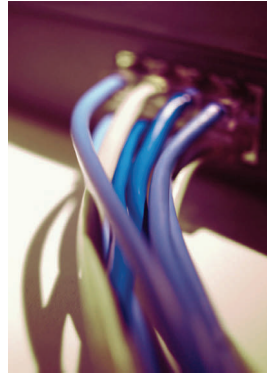
The Internet Society Board of Trustees and staff are currently engaged in a discovery process to define a long term Major Strategic Initiative to ensure that the Internet of the future remains accessible to everyone. ISOC believes that Trust is an essential component of all successful relationships and that an erosion of Trust: in individuals, networks, or computing platforms, will undermine the continued health and success of the Internet.

The Internet Society is convening a meeting on the sub-

ject of 'Trust' within the context of network-enabled relationships. This new initiative will explore the changing nature of trust, and issues relating to security, privacy and protection of personal information.

Ultimately, ISOC hopes this initiative will lead to the development of methods to establish authenticity and assurance; manage threats to users and networks; and to deal with unwanted traffic. Common among many issues facing the Internet is the es-

tablishment of, and reliance upon levels of trust.



## Internet Society Support Connects Local Projects to Global Internet Community

The Internet Society has approved funding for eleven new Internet development projects around the world. Building the first "digital village" in Sierra Leone; promoting free software and open standards in Bulgaria; creating Internet training materials in an indigenous Ecuadorian language; and documenting Taiwan's Internet history in a Wiki – these activities are among the eleven new projects made possible by the Internet Society's most recent round of project grants.

The Internet Society (ISOC) holds two grant rounds each year and has dedicated US\$200,000 to support the projects of ISOC chapters and members in 2007.

ISOC established its "Internet Project Funding Initiative" in 2005 to encourage projects which advance

ISOC's mission to "promote the open development, evolution, and use of the Internet for the benefit of all people throughout the world". To date, ISOC has funded 37 projects in 26 countries.

ISOC's goal with these grants is to enhance the Internet environment around the world, by helping ISOC chapters and members establish creative programs that meet the needs of their local communities. To be eligible for funding, projects must support development and operation of the Internet, or advance research and education related to the Internet and internetworking.

Each successful project will receive up to US\$10,000 from the Internet Society, which can account for no more than 50 percent of the total project budget. This

strategy requires proponents to secure other funding sources, which encourages active partnerships, community involvement, and socially relevant projects.

ISOC's global reach is reflected in the successful projects from the most recent funding round, which will create diverse activities in Armenia, Benin, Bulgaria, Congo, Ecuador, Israel, Liberia, Mauritius, Sierra Leone (where two projects are underway), and Taiwan.

**Details of the Internet Project Funding Initiative are available on the ISOC web site:**

[www.isoc.org/isoc/chapters/projects/index.php](http://www.isoc.org/isoc/chapters/projects/index.php)

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*ISOC's mission:*

*"promote the open development, evolution, and use of the Internet for the benefit of all people throughout the world".*

*The World of .ORG is brought to you quarterly by Public Interest Registry, a nonprofit corporation that manages the .ORG top-level domain name, provides services that improve the quality of .ORG and works to strengthen the Internet. Please contact PIR at [info@pir.org](mailto:info@pir.org).*