

**.jobs PDP Council Conference Call Meeting  
April 28, 2010 – 4:00 p.m. EST  
MINUTES**

**Call to Order**

The teleconference meeting of the .jobs PDP Council was called to order on April 28, 2010, at approximately 4:00 p.m. EST by Gary Rubin, PDP Council Manager.

Prior to the meeting, Gary Rubin sent the agenda and pertinent documents consisting of information to provide sufficient background to enable the Council to discuss the questions that will be addressed during a forthcoming public comment and research period.

**Roll Call**

**PDP Council Members Present:**

Gerlinde Herrmann, CHRP, GPHR  
Director  
The Herrmann Group Limited

Nancy McKeague  
Chief Human Resources Officer  
Michigan Health & Hospital Association

Ellen Johnston  
HR Business Partner  
Siemens Health Care

Donald Packham  
Executive Assistant Director, Human Resources  
Federal Bureau of Investigations

Aaron Matos  
Founder & CEO  
Jobing.com

Eileen Shue  
Vice President of Corporate Resources  
The Sterling Group

Martina McAndrew  
Director of Recruiting  
Baker Tilly

Rhonda Stickley  
Senior Director, Talent Acquisition  
Providence Health & Services

**PDP Council Members Absent:**

Nancy Davies  
Human Resources Director  
Law Firm of Bodman, LLP

**SHRM Staff Members Present:**

Gary Rubin, Chief Publications & E-Media  
Henry Hart, Chief General Counsel  
Jill Moss, Contracts Administrator/Paralegal

## **Housekeeping Items**

Gary Rubin, the PDP Council Manager, began the meeting with a review of the following housekeeping items:

1. Welcomed Gerlinde Herrmann to the .jobs PDP Council.
2. Discussed future meeting: Friday, April 30, 2010 meeting may be moved up to 3:45 EST depending upon the members' schedules. This meeting will comprise of discussing and agreeing on the form and the general information that will be gathered from the community as input for the Council's consideration and subsequent vote.

## **Review of Information Supplied by SHRM and Employ Media Regarding the Structure and General Business Practices of Other Top-Level Domains**

Gary Rubin began the discussion by reviewing the top level domain management background and summarized information provided prior to the meeting by SHRM research staff and by Employ Media in response to questions posed by the Council. Questions included:

1. What types of companies are TLD operators? Who owns and operates the other TLDs? Are they for-profit or are they not-for-profit?
2. How are TLDs managed (registrations, payments, policies, etc.)?
3. How much freedom do Registry Operators of sTLDs typically have when registering names to themselves?
4. Are Registry Operators required to be non-profits?
5. How would a Registry Operators of an sTLD make money? Do the registrars give them a kick-back? .
6. Would Employ Media benefit from a bidding war between Microsoft and Apple? Is that okay as the Registry Operator of an sTLD, or should it really be a non-profit, like SHRM who should the right to decide?
7. Are there specific rules that govern operation of TLDs in general, and sponsored TLDs in particular, by Registry Operators? How are Internet domain names registered
8. Are there specific rules that govern the operations of job boards? Are there other instances of a Registry Operator reserving to itself the right to register a reserved category of names?
9. What are the possibilities for, and what is Employ Media's intent as it pertains to the .jobs domain?
10. Provide information on the role of Employ Media as Registry Operator for the .jobs sTLD?

Council Member #9 asked how quickly SHRM gets notified of misuses. Gary Rubin responded that the feedback from HR professionals is quite robust, so if there are uses that do not benefit the HR community, SHRM should hear about it rather quickly. Council Member #4 indicated that there were complaints in 2009 made about Employ Media violating the Charter, and asked if SHRM enforced any actions. Mr. Rubin responded that SHRM was aware of what Employ

Media was doing and did not take action because in SHRM's opinion it did not violate the Charter.

Gary Rubin expressed that it is publically known that Employ Media has a plan to create a job board of specialized jobs (i.e., nurses.jobs, etc.) through a partner or partners and that Employ Media has a sense of what they want to do in the short term, but it is not reasonable for Employ Media or the Council to know what their business will look like in future years. At present, they want to create specialized job boards. Council Member #7 asked if the members have heard any objections from people who have heard about these proposals. A few members were not aware of anyone that had a concern about this. However, Council Member #3 stated that two character domains such as A1.com does not have any valuable meaning because it is not specific enough versus if there is a scarcity of nurses, nurses.jobs would be helpful. Mr. Rubin asked the members if there was a job board created for africanamerican.jobs, would that come to SHRM as not serving the HR community or is that a legal concern. The members responded that this would not be a good idea because it would be illegal in a lot of countries. A similar conversation followed about the possibility of a board called spanishspeaking.jobs. The Council believed that this use may be acceptable.

Henry Hart asked if anyone other than the existing job board operators are objecting to the proposed .jobs amendment. Council Member #4 responded that domain industries (i.e., .org, GoDaddy, etc.), and ultimately, if the proposed amendment goes through, ICANN will have tremendous issues.

Gary Rubin asked the Council to look at the proposal from Employ Media from perspective of the user (HR professional) but consider all points of view. Does the HR community care if nurses.com is owned by an existing national job board operator, and if it matters who is operating the job board. Looking at this from the HR standpoint, if the ownership or operator is important, then it should be important to the Council as well? Henry Hart said that it is fair to weigh it if it is important to the HR profession. Mr. Hart expressed that the ownership method is not the Council's ultimate concern, and Council Member #3 agreed that people usually do not know who the owner of a job board is and do not necessarily care.

### **Clarification/Correction of Comment on April 9, 2010 Call Regarding to ICANN Rejection of .jobs Proposal**

Gary Rubin wanted to clarify/correct a comment that was made at the first meeting regarding ICANN's rejection of Employ Media's proposal. Based on SHRM's research of this comment SHRM found that ICANN never rejected the .jobs proposal. There were three separate committees who look at applications by ICANN (volunteer businesses team, technical team, and sponsorship team). The sponsorship team had questions about SHRM and SHRM's ability to serve the .jobs community. It is assumed that their questions arose from a lack of knowledge about SHRM. That sponsorship team asked for more information, and ICANN asked Employ Media for additional information to clarify SHRM's position within the HR community. . Based on that information, ICANN subsequently voted unanimously to provide Employ Media with a .jobs license.

**There being no additional business, Gary Rubin thanked all the members of the .jobs PDP Council for joining the conference call meeting. The meeting of the .jobs PDP Council was adjourned at 5:57 p.m. EST.**