

**T.R.A.F.F.I.C.**

Domain Conference & Expo



**TRAFFIC  
NEW YORK  
2007**

**June 19  
June 22  
2007**

**Grand Hyatt New York  
Park Avenue at Grand Central Terminal  
New York, NY 10017, USA**

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## A MESSAGE FROM RICK SCHWARTZ

**Hi Folks and welcome to the first day of the rest of your life.**

It took 8 T.R.A.F.F.I.C. shows to gather the momentum and credibility needed to roll into New York City. New York, the single toughest market in the world and also the fairest market in the world. In 1984, when I was 30, I went into business for the first time by myself as a result of being forced from my job of nearly a decade because it was cheaper for my bosses than actually paying me the commissions I earned as I built that company account by account while sacrificing a life lived on the road. That was before the Internet, before email, before Blackberry's, before Fed Ex, before cell phones. Western Union was one of a very few ways to get money when you were traveling and 800 numbers were just being introduced. It was the first time I had ever been without a job since I was 15 and those 3 weeks leading up to New York were miserable for me. I found a great product and I needed to know that I was not the only one that thought it was great. I got in my car, drove 1500 miles to New York City. Got there at 4 in the afternoon on a Friday. Made 3 cold calls. Got 3 orders and my life has NEVER been the same. There is magic in the air in New York. It has always been like that. Pixie dust in the air you breathe and in the hot dogs you eat. Some say it's the water that makes the pizza so great. It's magical and hard to describe. But it's real, it's tangible and only those that believe in what they do, have that fire in the belly and driven by passion can see it. Each of us that are here have that burning desire to do great things within us and that is the bond that keeps us going.

I believe that when we leave here in a couple days, the domain industry will never be the same. An overnight success 12 years in the making. It's nice to come to a city where NUMBERS are king. Where folks embrace numbers and are not scared of numbers. THAT is the reason New York will be so important. When they see the numbers, when they understand the numbers and when they realize what those numbers represent and where those numbers lead to and how predictable those numbers have been .....well the rest is going to be a blur. Nothing more than a blur. We know you have better things to do in life than spend a bunch of money and travel. As someone who traveled for 15

years and spent over 350 nights a year in hotel rooms, I have a keen sense of the desire to be at home. So with that in mind it led to the formula behind T.R.A.F.F.I.C. To keep the noise out. To have qualified decision makers in. A provide an environment capable of doing multi-million dollar and life changing deals. For some, the beginning of the year starts in January. For me the beginning of the year starts after Labor Day and that is why we have our biggest show in Florida in the fall. Then to make everyone else happy, we have one at the start of the year as well in Las Vegas. And for the last 2 years we have had one show that is more of a boutique show where we target a geographic business hub to bring new dimension to what we do. Last year it was in Silicon Valley (And what a difference that made). This year we are here in New York City and next year....we hope to figure out soon with your help. The point is that we are not just having shows for the sake of having shows and making money as some have alleged. Anyone that believes that I do this for \$\$\$ is a fool. It is about a message, a momentum and bringing folks together with a great hunger to keep reaching new levels for an industry we have grown to love and has provided a good life for our families. The domain business is like no other and on the other hand has characteristics and parallels found in many industries. The folks here today and at past TRAFFIC shows are the folks that actually DO things and don't just TALK about it. THAT my friends is just another secret of T.R.A.F.F.I.C. A formula that everyone in the industry is trying to copy but what they can't copy is the vision we have nor the map to get there.

I want to thank you for coming, welcome you to New York City and understand that we have a great mission at hand and there is no way Howard and I can do it ourselves. We need the help of everyone. I am not ashamed to say that we need your help. We are but 2 and if it was not for the love and support of our wives, (Alina and Barbara) and passion for our industry, I doubt we would have the energy to pull it off.

Rick Schwartz

CEO and Co-founder **T.R.A.F.F.I.C.**



## **Rick Schwartz (aka Domain King) - Cofounder & CEO TRAFFIC**

Rick Schwartz, aka "Domain King" and "Webfather", is the CEO and Co-founder of T.R.A.F.F.I.C. As one of the early domain pioneers dating back to 1995, Rick has a knack for predicting big trends and getting it right. He may have been the first to recognize the value of "Type in" traffic which is now commonly referred to as "direct navigation" - the most potent and targeted traffic on the net. Traffic converting 2X-5X that of regular "Search" traffic. Rick has a prime portfolio of one and two word domains, and is considered by many to be among the leading experts on domain names, traffic, website flow and valuation. Besides eRealEstate.com and domains like Candy.com, Properties.com, Tradeshow.com, Widgets.com, ChristmasCarols.com and some 5000 others, Rick is also an accomplished businessman in several other industries including furniture, lighting and advertising. He ran one of the most profitable and efficient home based businesses with no employees back in the early 1990's out of a 10 x 10 bedroom. He sold it for over 7 figures freeing his time to devote exclusively to the Internet in 1998. Rick also sold men.com for \$1.3 million in a cash deal that was finalized in May 2004. A domain name that he bought for \$15,000 in 1997. Many attribute that sale to help jump starting the domain space at a time considered the lowest point the domain business has seen because of the collapse of Web 1.0. Rick also likes to remind people that after the collapse, domains were one of the few things to stand strong and thrive. It also cemented his main theory that "Domains would go up faster in value than any commodity ever know to mankind." Laughed at in 1995 and 1996 it is FACT today. No stock, no land, no gold, no jewel has ever gone up faster and further in value. In over a decade nobody has ever challenged this statement and his greatest disappointment is nobody has ever drilled down that statement to see what it means and the impact it will have for generations to come. "The business leaders of the world have largely missed the greatest opportunity in their lifetime, their fathers lifetime and their father's before them."

Rick also sold "PartnerCash.com in July 2005 for \$110,000 that was purchased in 1998 for \$35 and points to hundreds if not thousands of domains that shared the same destiny. Most are unknown and will never be reported. In August 2005 he bought Property.com for \$750,000 tying him for the highest reported domain purchase of 2005 at that point in time. More importantly than the handful of domains that Rick has sold, are the domains that he still owns and has turned down tens of millions of dollars in offers. Rick turns down million dollar offers for his properties on a continuing basis. He cites his 20 year plan and vows not to change course. He says that of all the ingredients of success, none are more important than "Patience and timing."

Rick also runs the premiere domain forum on the net in which the top domainers and sponsors in the world are invited to participate and join. His members read like the Who's who of the domain channel. It is known as the hardest website on the net to get into. While others beg for traffic, Rick and his members screens every applicant before they are accepted to keep things focus on business and not the normal personal banter that goes on outside the walls of his private sanctuary. Thus the basis for T.R.A.F.F.I.C. being a tradeshow that is by invitation only. Attendees agree that this is one of the most important features of the show as it guarantees a productive investment of their valuable time as they break bread with the "Biggest and the Best" in a warm and cordial environment. Rick has a solid track record of accomplishments but none reach the level of the satisfaction of creating the T.R.A.F.F.I.C. conference which he believes has accelerated the industry in ways that can never truly be measured but will have an impact that can never be denied. In 2007 Rick became a founding board member of the ICA. A non-profit association designed to protect and defend the rights of domain name owners throughout the world and to articulate a "Code of Ethics" that domain owners can embrace and abide by.

## A MESSAGE FROM HOWARD NEU

### **START SPREADING THE NEWS I'M LEAVING TODAY I WANT TO BE A PART OF IT NEW YORK NEW YORK**

I am truly excited about the upcoming T.R.A.F.F.I.C. NEW YORK. Everything that we have all worked toward in furthering both the investment end of our business and the advertising end all culminates in two fabulous days at the Hyatt Grand Central.

Rick, Alina, Barbara, Ray and I are all looking forward to meeting each of you and networking with the best and the brightest in the domain name business. Rick has put together an outstanding schedule of seminars, programs and events

that will keep us all hopping from morning to night and then some.

Thanks in advance to Joann Ciorciaria and her staff who have gone out of their way to accommodate all of our needs in the BIG APPLE. Ammar Kubba and the TRAFFICZ staff have gone the extra mile as over-all sponsor to make sure that this is the greatest T.R.A.F.F.I.C. ever. Monte Cahn and his MONIKER staff have been working overtime to give us the biggest auction in the history of domains.

**ALL IN ALL, IT IS AN EXCITING TIME TO  
BE A DOMAIN OWNER AND INVESTOR  
AND BE A PART OF T.R.A.F.F.I.C. NEW  
YORK!!**



### **Howard Neu (Moderator) - Cofounder and Vice President TRAFFIC**

Howard Neu has been practicing law since 1968, and, prior to that time, was a practicing Certified Public Accountant. As a former Municipal Judge and Mayor and Councilman of the City of North Miami, Florida, Past President of the North Dade Bar Association, the Dade County League of Cities, Gold Coast League of Cities and lecturer for the Florida Bar, he is well-known and well-respected in the South Florida legal, judicial and governmental communities.

Mr Neu is a member of the Florida Bar, U.S. Courts of Appeals for the Third, Fourth and Eleventh Circuits, the U.S. Court of Federal Claims and has practiced in U.S. District Courts around the United States as well as the World Intellectual Property Organization (WIPO) and the National Arbitration Association (NAF).

Howard also hosted his own TV show in south Florida for many years. He has appeared in several movies and is a well know local personality. As moderator of TRAFFIC he keeps things professional, interesting, flowing and fast moving. His good nature sets the tone and friendliness even as competitors duke it out in a most respectful and good hearted manner.

He currently represents domainers all over the world in Domain Defense Litigation, escrows funds and prepares contracts for the transfer of domains.

Additionally, Mr. Neu is proficient in Real Estate transactions, Probate and Estate Planning Defamation and First Amendment Rights Litigation.

# Moniker's T.R.A.F.F.I.C. NYC Silent Domain Auction

June 19<sup>th</sup> – 27<sup>th</sup>, 2007



Log on now to find more than 3,000 gems,  
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at excellent reserve prices

<http://silentauction.moniker.com>

Make a note of the T.R.A.F.F.I.C. NYC  
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For more information,  
e-mail [silentauction@moniker.com](mailto:silentauction@moniker.com)

## Attention Domain Sellers!

Now accepting domains for consideration in the  
following upcoming auctions:

Upcoming Event	Entry Deadline	Event Date	Auction Type
Affiliate Summit	N/A	July 9	L/S
Internext	N/A	August 4	L/S
T.R.A.F.F.I.C. East 2007	8/01	October 11	L/S
Casino Affiliate Convention	9/27	Nov. 28 - 29	L/S
Webmaster World	9/17	Dec. 4 - 7	L/S

S = Silent Auction only; L/S = Live & silent Auctions Available

To find out more, contact [sales@moniker.com](mailto:sales@moniker.com)  
or go to [www.moniker.com/liveauction](http://www.moniker.com/liveauction)

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Domain Asset Management

## Conference Schedule

### Monday June 18th....

**5:30 PM**.....We'll host a special cocktail party for local Madison Ave execs and Wall Street execs. This is a no cost event for special and invited guests so we can introduce who we domain and traffic leaders are, and why each sector should pay attention to our emerging channel. We have over a decade of impressive stats and data to show off.

### Tuesday June 19th

**10:00AM** Exhibit setup begins (except hallway exhibits.11:59PM)

**12:00PM** Registration opens. Come on down and hang out.

**6:30 PM** The legendary **T.R.A.F.F.I.C. Welcome Cocktail Party**. Be the guest of **Rick Schwartz** and **Howard Neu** as they host their legendary opening night cocktail party. The electricity in the air is something you will remember for many years to come and you won't go home hungry or thirsty. The single best Internet and financial networking opportunities start right here. THIS is the single best networking event in the domain industry! The fraternity of domain owners, investors, advertisers and others meet once again. Come hungry. Leave late.

**8:30PM** Keynote Address by **TERRY JONES**. Terry is the founder and former CEO of Travelocity and CIO of Sabre Inc. The story of the entrepreneur in the garage is well known. But how does one build a startup inside a huge corporation? How do you successfully innovate in large and sometimes bureaucratic organizations? Terry Jones started Travelocity.com as a department inside the multi billion dollar Sabre Corporation. Starting with an idea and a team of ten, he grew the department into a three billion dollar public company with over 35 million members and 1200 employees. The reason Terry's story is so important to us is he has had many of the same frustrations we have and figured out a way to cut thru the red tape. I know you will give this guy a standing ovation because he can say things that will make you stop, think and then act.

### Wednesday June 20th

**8:00AM** Breakfast Buffet

**8:30AM** Wireless Cyber bar opens.

**9:00AM** Exhibits open

**9:30AM-10:30AM** Opening session welcome address. **Rick Schwartz** and **Howard Neu** welcome you to T.R.A.F.F.I.C. New York 2007. Then Live and silent auction instructions presented by Moniker's **Monte Cahn**. Then **Phil Corwin** from the ICA will update you on current events and introduce Michael Collins formerly of Afternic as the association's new Executive Director.

**10:30AM Seminar**.....**Beyond PPC and maybe beyond simple development**. Lead gen. Bulk email. Is the PPC sector in an era of change and transformation? What happens next? Is site developing with premium domain names overrated? Are there any guarantees? Panel discussion about the many ways to make revenue with your domain names. **Joe Alagna** GM, Sales & Marketing of CentralNic, Ltd. **Ofer Ronen** CEO, Sendori, **Jonathan Boswell** CEO of LeaseThis.com, **Rick Latona** CEO of Offshoring.com, **Sahar Sarid**, Co-founder RMG, and **Anthony Peppler** will discuss website development, domain name leasing, subdomains, and other emerging issues and strategies.

**12:00 Noon Casale Media** invites you for a lunch fit for royalty with fellow attendees and a short presentation.

**1:30PM Seminar ...Wall Street**, here we are, and you should care. Our top tier, all-star analysts moderated by **Jordan Rohan** of RBC Capital Markets will address Wall Street and expose them to the profitable world of domain name purchasing, developing, optimizing and sales. **Anton Levy**, Managing Director, General Atlantic Partners, **Miles Arnone**, American Capital Strategies, **Shawn Colo** of Demand Media (formerly Spectrum Equity Investors) and other panelists.

**2:45PM Seminar** .....**Dan Warner**, COO of Fabulous.com presents new and updated research that will be disclosed for the first time at T.R.A.F.F.I.C.. This special data is sure to get Wall Street to pay attention. Dan has made a name for himself as a result with his excellent past reserach. This new data promises to turn things upside down again.

**3:45PM Seminar** .....Investor Q&A . Our distinguished panel led by **Steve Sturgeon Esq.** President of Sturgeon-Law-Group.com , **Ari Bayme** Vice President of Milbank, Roy, and **Tim Schumacher** CEO of Sedo will discuss some of the practical considerations in domain name investing. Mr. Schumacher will present some new data to demonstrate the outstanding performance of domain name investments compared to traditional equity investments. Mr. Bayme will describe a number of financial considerations in choosing an investment. Mr.

Sturgeon will discuss several investment options from a legal perspective including domain development ventures, individual domain purchases, portfolio purchases, renting domains, renting domains with the option of purchasing, charitable considerations, joint ventures, IPOs and other strategies. Advice will also be provided about the legal landmines to avoid and the ways to protect your domain name investments. The panel will discuss these issues in a language familiar to Wall Street investors without kissing up to them. It may end up being a watershed moment in our futures.

**4:45PM Seminar .....Madison Avenue here we are. Can we talk about** the most effective and efficient lead generation system ever known? Are generic branding and "Brand" branding mutually exclusive? Can they effectively co-exist within your overall sales and marketing strategy?. Is branding more important than making more sales, becoming more efficient and dominating a sector? How can Madison Ave. use domain names as a special class of marketing assests?

Jackie Stone, EVP of Digitas online marketing responsible for American Express advertising and branding, Deborah Brown Director/Partner Peppercom responsible for Tyco, Nautilus, Ricoh, Whirlpool brands.

Mike O'Connor from Haven.com.

Eric Rice President of Domains For Media

**6:00PM Cocktail party** sponsored by LeaseThis.com

**7:00PM** The overall show sponsor **TRAFFICZ.com**, presents a wonderful dinner and short presentation followed by the official T.R.A.F.F.I.C. party hosted by TrafficZ.

**10:00PM-2:00AM The Official TRAFFIC party** After a long day this is a chance to relax, have fun and continue to do what we do best. NETWORK!! The legendary T.R.A.F.F.I.C. party is a must! Join Rick, Howard, with Host Ammar Kubba CEO of the new overall sponsor **TrafficZ** as they plan a night not to be forgotten. We are up to the task and we promise you a memorable and fun evening. A chance to really unwind and have a networking experience you will never forget.

#### **Thursday June 21st**

**8:00AM** Breakfast Buffet

**8:30AM** Wireless Cyber bar opens.

**9:00AM** Exhibits open

**9:30AM Seminar.....Domain Optimization and Research.** The information you will gather from this panel will payoff your expenses to come to T.R.A.F.F.I.C. many times over. Our panelists will give you tips and insights on how to transform your domains in to serious earners. Don't settle for 10% increases in revenue when 200% increases are possible. Find out why using exclusively one PPC company can be costing you a fortune in missed opportunity. Learn how they define "Unique visitor" and who REALLY pays the most? Also learn secrets that the PPC companies don't want you to know. Like why a client pays THEM \$5 for the visitor but your cut might only be PENNIES! Also research that has been done about domains will be presented to give you a unique understanding of the marketplace. New domain registrations using keyword and traffic research. Michael Gilmour CEO Simcastmedia.com.au, Howard Hoffman President of ppcincome.com, Brian Carr, VP of Direct Search for Name Media and Ren Warmuz CEO of Trellian will share some valuable info, tips, tricks and some pitfalls to be avoided.

**10:30AM Seminar.....Business Fundamentals** . Sponsored by Recall Media Group. Presentation by Darren Cleveland CEO RMG. As domain owners we are building sophisticated companies sometimes without the benefit of strong business backgrounds. This seminar will help you harness your own power in a more effective manner. Sahar Sarid, co-founder RMG, David Castello and Michael Castello, of Castello Cities Internet Network and Jeff Reynolds President AmericanFlags.com join forces to clarify some often overlooked fundamentals of business in a new frontier where all the rules have yet to be written.

**11:30AM Seminar.....Investing beyond domain names.** Before we are domain owners we are investors. "Domains" are the vehicle many of us have chosen to invest in more than stocks and the rest because the return on domain names over the last decade has outperformed EVERY other investment. So why is Wall Street losing our investing \$\$\$? What other investments should we be looking at? 500-600 of us gathered collectively have investments several BILLION dollars strong. Many of us may have started out small but we have developed money machines and that money needs to keep being invested. What's now? What's next? Or are domains the single best investment? Dr. Christopher Hartnett Retired CEO and Founder of USA Global Link.is joined by Rick Schwartz CEO of T.R.A.F.F.I.C , Sahar Sarid, Co-founder RMG and Freddy Schiwiek of EuroDNS.com

**12:15 Lunch Sponsored by Fabulous.com.**

Dan Warner will tell you about some exciting new things at Fabulous. Then Ron Jackson of **DNJournal.com** takes



the podium and will summarize the domain sales for the first half of 2007 and tell you about trends in pricing, extensions and valuation.

**1:45PM Seminar .....Meeting of the Chiefs.....**CEO's from the top companies in the domain and traffic space discuss the state of our industry. Also covered will be the future direction of T.R.A.F.F.I.C. shows, plus why the industry is increasingly important to both Madison Ave and Wall St., and how that translates to Main St.

Matt Bentley CEO of Sedo, Monte Cahn CEO of Moniker, Ammar Kubba CEO of TrafficZ, Rick Schwartz CEO of T.R.A.F.F.I.C., Jerry Nolte CEO of Domainer's Magazine, Ron Jackson CEO of DNJournal.com, Adam Dicker CEO of High Impact Sites, Nat Cohen CEO Telepathy, Jonathan Boswell CEO LeaseThis.com and Divyank Turakhia Co-founder, President, Director Skenzo./ Directi

**3:00PM-6:00PM T.R.A.F.F.I.C./Moniker The World's largest and only live domain auction** takes center stage. In the last 2 auctions, more than \$10 million in domains changed hands in just a few short hours. We expect a record breaking amount of high profile domains to be sold in New York. 70,000 domain submissions trimmed down to the top 200. The auction alone is worth the price of admission for any domainer or investor. Sponsored by Moniker.com and refreshments and snacks provided. For current info....[Click Here!](#)

**7:00PM Auction Celebration and Networking Cocktail Party** Sponsored by [Klickerz.Coop](#)

**8:00PM Farewell dinner** gala with the best selection of food you have seen all week. Come hungry and experience a true T.R.A.F.F.I.C. networking event. Congratulate the buyers and sellers and a champagne toast to celebrate a record breaking auction.

**Friday June 22nd**

**8:30AM** Breakfast

**9:30AM** Board of Advisors meeting

**11:00AM** Check Out . Thanks for your support and see you in [Florida](#) in the fall.

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**Add value to your domain names. Earn more.**

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# NEW YORK 2007 EXHIBITORS

## TRAFFICZ

Booth 27-28

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Booth 34



NAMEMEDIA

Booth 15-16



Booth 1-2



Booth 5-6



Booth 13-14



Booth 21



Booth 18



Domain://Capital

Booth 22



Booth 26



Booth 7



Booth 24



Booth 17



Booth 19



Booth 11



Booth 12



Booth 24



Booth 29



Booth 25



Booth 20

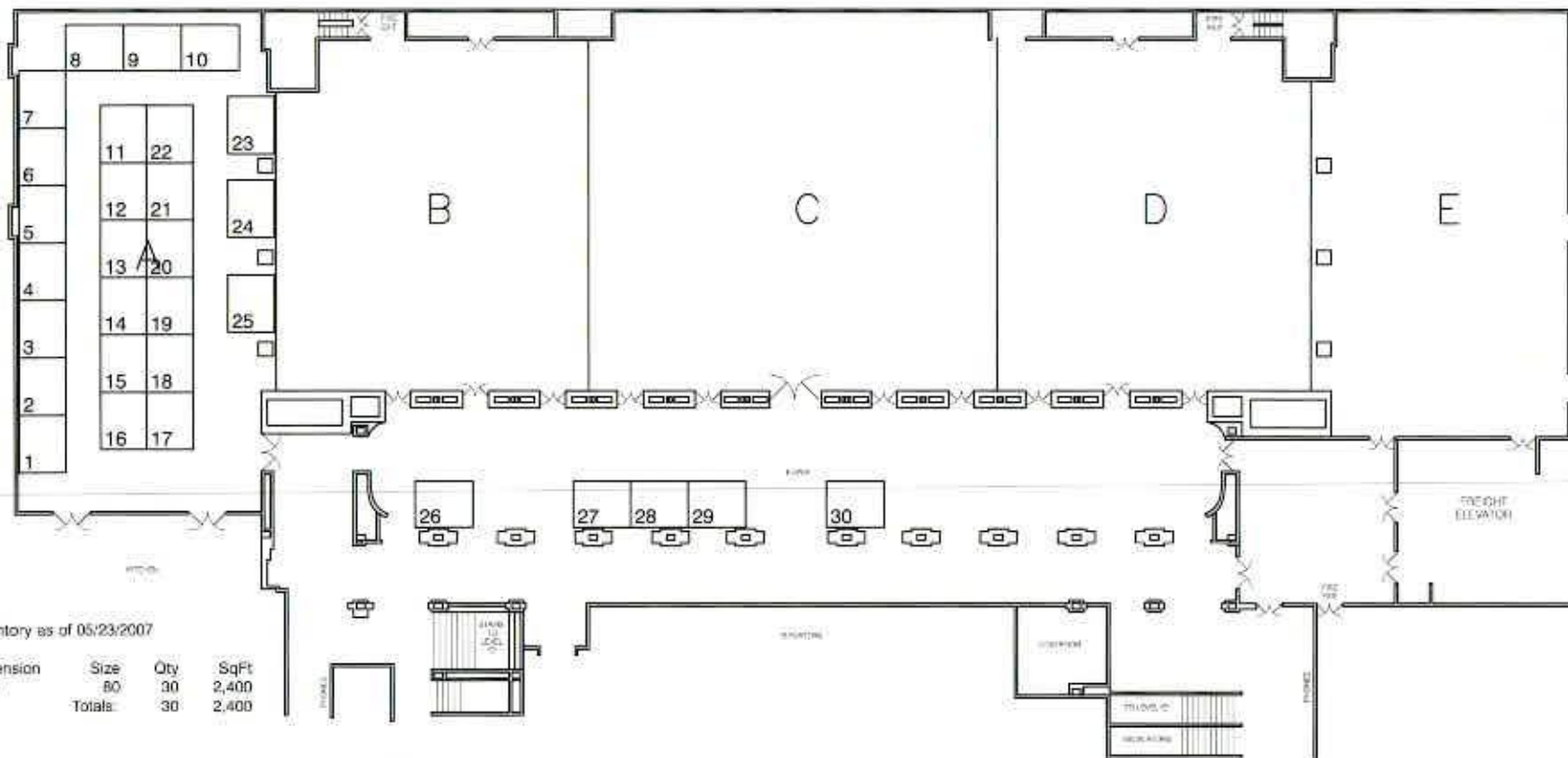


Booth 30

# GRAND HYATT NEW YORK

## EMPIRE STATE BALLROOM

NEW YORK 2007 EXHIBITORS FLOOR PLAN



Inventory as of 05/23/2007

Dimension	Size	Qty	SqFt
8x10	80	30	2,400
Totals:		30	2,400

# TRAFFIC DOMAIN CONFERENCE

June 19 - 21, 2007

## ABOUT OUR SPEAKERS



**Terrell "Terry" B. Jones**  
Founder and Former CEO, Travelocity.com

### KEYNOTE SPEAKER FOR T.R.A.F.F.I.C. NEW YORK 2007

#### **Terry Jones founded Travelocity.com**

He led the company as President and Chief Executive Officer from its founding until May 2002. Previously, Jones served as Chief Information Officer at Sabre Inc. In his 24 years at Sabre, Jones held various executive positions including President of Computer Services, Vice President of Applications Development and Vice President of Product Development.

Prior to Sabre, Jones joined American Airlines in 1978 as Director of Product Development when American Airlines acquired Agency Data Systems, a Florida-based mini-computer accounting systems company. He became president of the division when it moved to Dallas/Fort Worth.

A graduate of Denison University in Granville, Ohio, Jones entered the travel industry in 1971 as a travel agent with Vega Travel in Chicago. He later served five years as a vice president of Travel Advisors, a company specializing in business travel to Eastern Europe and the USSR, with offices in Chicago and Moscow.

Jones is managing principal of Essential Ideas, a consultancy he co-founded to help companies in their transition to the digital economy. He serves on the Board of Directors of Earthlink, Inc., La Quinta Corporation, Kayak.com, and is a special venture partner with General Catalyst Partners.



**Ari Bayme, VP**  
Mikbank, Roy, Zanett & Co.

Mr. Bayme serves as a Vice President at Milbank, Roy, Zanett & Co. with a specialty in technology related transactions.

Mr. Bayme has been involved in numerous M&A and private equity transactions within the information technology industry, and is particularly focused on cross-border deals within the Internet technology vertical. Mr. Bayme was previously employed by the Zanett Group where he was involved in many technology start-ups, primarily in peer-to-peer and wireless applications. Prior to that, Mr. Bayme was a New York State Attorney for the Hon. Ferne Goldstein.

Since 2003, Mr. Bayme served as Treasurer and Board Member of Rocking the Boat, a not-for-profit foundation serving underprivileged teens in New York City.

Mr. Bayme holds degrees from Benjamin N. Cardozo School of Law and from New York University Tisch School of the Arts, where he received the jury prize for his student film "The Fencer's Paradox".



**Mathew Bentley, CEO**  
Sedo

Matt Bentley is CEO of Sedo.com, the world's largest marketplace for buying and selling domain names and websites, and one of the leading providers of monetized domain parking services. Bentley brought his experience in Silicon Valley startups to Europe (and Sedo) in 2002. As Director of English Operations for Sedo.com's parent company Sedo GmbH, he was charged with developing Sedo's fledgling English-language presence in the US, UK and abroad. In spite of an unstable market and competitive pressure from larger, more established players, Bentley was able to transform Sedo's English division from a small, money-losing operation to the company's most profitable division in just over six months. In 2004 Bentley returned to the US to launch Sedo.com, LLC, a fully-owned subsidiary of Sedo GmbH. Under his leadership Sedo.com, LLC has been profitable since its first quarter of operations, and Sedo's US-derived revenue has increased five-fold. In addition to leading Sedo.com, Bentley has brokered some of the highest value sales in the domain industry, served as an expert witness in the area of domain valuation, and been quoted on domain topics in the Wall Street Journal, Boston Globe, CNET and elsewhere. Bentley holds a BS in Management Science and Engineering from Stanford University (USA), and a Master's in International Business from the Euromed-Marseille Graduate School of Business (France).



**Jonathan Boswell**  
**CEO, LeaseThis.com**

Jonathan Boswell is an innovator of new domain technologies. As CEO of LeaseThis.com he believes that a brandable domain has revenue generating capacity far beyond current PPC monetization models and has developed technologies that tap into this potential. He has recently been the Senior Development Manager at TrafficZ and maintains a close business relationship with the management there. He has also worked as a consultant for Sony Online Entertainment and has over 9 years of experience in the technology and domain industries. Jonathan has a BFA from Florida State University and currently lives in Los Angeles.



**Monte Cahn, CEO**  
**Moniker.com/DomainSystems.com**

Monte Cahn, 41, is Founder and CEO of DomainSystems, Inc., which is the parent company of the domain traffic monetization solution [www.TrafficClub.com](http://www.TrafficClub.com), and 12 ICANN Accredited Registrars including industry leading registrar - [www.Moniker.com](http://www.Moniker.com). DomainSystems and Moniker.com have been pioneering domain name & online identity after-market services since 1999 with an extraordinary focus on delivering customer satisfaction through specializing in domain name sales & monetization, domain name security, customer service, and value added products and services. Monte has more than eighteen years of experience in the healthcare, high-technology, and Internet fields. Monte is an aggressive and successful sales and management professional with experience in marketing & selling Internet services, intellectual property, domain names as well as other online information systems and services. He started investing in domain names in 1996 and helped start the first online domain brokerage business on the internet in 1996. Monte is also responsible for creating the first and only live domain auction process which first debuted at the TRAFFIC East Conference in 2005 and takes place several times a year.

Success includes participating in the industry's first domain name sale for over \$1 million dollars with the sale of [Wallstreet.com](http://Wallstreet.com) and the industry's first \$2 million dollar plus domain sale with the sale of [Autos.com](http://Autos.com) in 1999. Many feel that these two industry record sales were responsible for dot com buying and selling frenzy that started in late 1999. Monte is also responsible for co-developing the industry's first recognized domain appraisal system and to date, DomainSystems/Moniker has completed more than 450K appraisals (IRS accepted) for its customers. Monte has also owned several businesses and significantly contributed to the successful initial public offerings of Pyxis Corporation and MedicalLogic, Inc. Monte is on the board of the World Association of Domain Name Developers ([www.WADND.com](http://www.WADND.com)).

Monte Cahn is the host of the new free internet radio show 'Domain Masters' on [www.WebmasterRadio.fm](http://www.WebmasterRadio.fm) and [www.yNotRadio.com](http://www.yNotRadio.com) that broadcasts each week on Wednesdays at 7 PM EST. Monte graduated from University of Kentucky with degrees in marketing, biology, and business administration.



**Philip S. Corwin, Partner**  
**Butera & Andrews**

Philip S. Corwin is a Partner at Butera & Andrews, a Washington, DC law and lobbying firm. With three decades of federal legislative experience, his practice is focused on the dynamically evolving law of electronic commerce, digital media, and Internet governance. His clients have included the Information Technology Association of America, First Virtual Holdings, PenOp, MP3.com, CenterSpan Communications, Sharman Networks Limited, Pool.Com, and the Internet Commerce Association. Prior to joining Butera & Andrews, Mr. Corwin was a government relations Director at the American Bankers Association and a member of the United States Senate professional staff.

Mr. Corwin has been a guest on numerous television and radio public affairs and business programs. He has also addressed and debated copyright and other legal issues affecting digital media delivery at law and technology conferences, and has discussed technology-related legislative and regulatory initiatives at such forums as Glasser Legalworks' E-Commerce Law School and the Practising Law Institute's Internet Law Institute, as well as at programs of the American Bar Association and the District of Columbia Bar.

Mr. Corwin is an active member of several American Bar Association Committees. He serves as Chairman of the Business Law Section's Committee on Legislation and as the Washington Liaison for the Science and Technology Section, and was Legislative Reporter for the Business Law Section's Cyberspace Law Committee.

Mr. Corwin received his B.A. in Government from Cornell University's College of Arts and Sciences and his JD from Boston College Law School. He is a member of the Bar in the District of Columbia and Massachusetts, and is admitted to practice before the U.S. Supreme Court.



### **Ron Jackson, Editor & Founder DNJournal.com**

Ron Jackson is the founder, editor and publisher of Domain Name Journal, the domain industry's trade magazine at [www.DNJournal.com](http://www.DNJournal.com). When mainstream media outlets want to know what is happening in the domain business, they call Ron. He and DN Journal have been featured in Newsweek Magazine, USA Today, the New York Times, MSNBC and in many local and regional newspapers such as the Boston Herald and Arizona Republic. Ron is also an active domain owner himself. With a portfolio of more than 6,000 domains he is the only professional journalist who has intimate knowledge of how this industry works as well as direct contacts with many of the pioneers who built it. Ron began his media career as News Director of an Ohio radio station before moving on to TV. He spent 17 years as a news and sports anchor/reporter at ABC and CBS television stations in Tampa, Florida. An entrepreneur at heart, Ron decided to open his own business in 1989 when he rolled out the first in a series of successful record stores. His mail order division became known worldwide as a leading source for music memorabilia. During this time he discovered the power of the Internet when he was able to replace his expensive national magazine ads with a website in 1997. Business exploded while his advertising costs dropped to a fraction of what they had been before.

Just a few years later, when file sharing and downloading started causing problems for music retailers, he recognized that the Internet would permanently change his industry and most others forever. Sensing a new opportunity that dwarfed everything he had seen before, Ron walked away from the music business and entered the domain industry in 2002. As he began acquiring domains (the key components of the most important communications medium of all time) he was surprised to find that this vital industry did not have its own trade magazine.

Ron filled that void by debuting DNJournal.com on New Year's Day 2003. The unique combination of professional writing with his insider's perspective resulted in a publication that has been embraced by individuals and companies operating in the space. DN Journal is now regarded as one of the "institutions" in this dynamic young industry.



### **Ammar Kubba, COO & Director of Business Development TrafficZ / Thought Convergence**

Ammar Kubba is Chief Operating Officer and Director of Business Development for TrafficZ, the industry's oldest and most established domain parking and traffic monetization service. Mr. Kubba is (at least in his own mind) the world's leading authority on Internet domain and traffic monetization. His determination, passion and vision have helped propel TrafficZ to the forefront of the industry, while the company's cutting-edge proprietary technology and unparalleled service have garnered the attention and praise of the most influential players in the domain community, as well as several of the world's leading Internet companies.

Kubba has also been integrally involved, as both a principal and an advisor, in the acquisition, development and sale of such high-profile Internet properties as LA.com, Hawaii.com, Illinois.com, NewJersey.com, Vegas.com, LasVegas.net and countless others. He has been interviewed for features in Business 2.0, The Wall Street Journal Online, BusinessWeek, the DN Journal, as well as various other media outlets and industry publications.

Prior to joining TrafficZ, Kubba honed his entrepreneurial and business development talents as in-house counsel for two public companies in the technology sector. Mr. Kubba has counseled countless private and public clients, ranging in status from the Pink Sheets to NASDAQ, and has been intimately involved in dozens of public offerings and mergers and acquisitions, both domestic and international. Mr. Kubba holds a Juris Doctorate from Loyola Law School in Los Angeles, where he was a writer and editor for the school's Law Review journal, and a Bachelor of Arts in philosophy from the University of California at Los Angeles.



### **Jordan Rohan, Managing Director RBC Capital Markets**

Jordan Rohan is a Managing Director and Internet Analyst at RBC Capital Markets. He has been covering the media, online media, search and e-commerce sectors since 1999, and has developed an in depth understanding of the convergence of media and technology, and a reputation for bold, non-consensus research calls. Recently, Jordan has become one of the leading authorities on the direct navigation space, through his coverage of Google, Yahoo, Marchex, and other participants. Jordan's experience also includes research analyst positions with Soundview, SG Cowen, and UBS Securities, as well as business development and financial analyst positions with the Walt Disney Company and Intel Corporation. Jordan earned a Bachelors degree in Economics from the University of Pennsylvania's Wharton School, as well as an MBA from Stanford's Graduate School of Business.

sedo



### **Tim Schumacher, CEO**

#### **Sedo.com**

A Master's Thesis entitled "Price Formation in the Domain Name Secondary Market" provided Tim Schumacher with the insights that led him to found the world's most successful domain marketplace in 2001.

As CEO, Schumacher helped Sedo become that rare thing—a profitable dot-com—while maintaining rapid growth - over 150% per year - and international expansion.

Schumacher holds a diploma in business administration from the University of Cologne, Germany, a major in finance from the Stockholm School of Economics, Sweden, and a CEMS-Master of the Community of European Management Schools. Tim has worked as a consultant and conducted and advised various Internet and software projects. He is a co-author of *Domain-Namen im Internet*, Germany's definitive guide to domain names.



### **Stephen H. Sturgeon, MBA, JD - Attorney**

#### **Sturgeon-Law-Group.com / DomainNameLawyers.com**

Stephen H. Sturgeon, MBA, JD has considerable expertise with domain names, entrepreneurial ventures and financing. He has managed several hundred domain name purchases, financing ventures and litigation issues as well as the legal and operational issues of a number of fast-growing, high-tech, entrepreneurial companies.

He has been a member of a United Nations Internet Task Force, testified before a Congressional conference on Internet issues and completed the Internet Law Program at Harvard Law School. He has won a considerable number of domain name victories in both federal courts and in UDRP proceedings - including some significant victories over large corporations such as Microsoft, AT&T, Citibank, Motorola and Johnsons & Johnsons. His interviews and quotations have appeared in news articles and videos in the *New York Times*, the *Washington Post*, CBS News, CNET, NBC News and in several international news media. He is admitted to the bar in five states, in federal district courts and in the Fourth Circuit of the United States Court of Appeals.

He is currently focusing on the development of a number of domain name investment ventures.



### **Darren Cleveland, Co-Founder, President/CEO**

#### **Recall Media Group, LLC**

Darren Cleveland, Co-founder & CEO/President of Recall Media Group, LLC, has wide range experience from international call center operations to small restaurant proprietor and nearly everything in between.

Mr. Cleveland has developed businesses in many industries including finance, real estate, entertainment, marketing and of course the Internet. His internet marketing & development experience will assist the company in achieving their goal as the leader in developing successful business models around scalable technology and generic domain names.

Mr. Cleveland is happily married to his college sweetheart Tamara, and they are expecting their first child in August 2007.



### **Dan Warner, COO**

#### **Fabulous.com**

Dan Warner is a leading authority on Internet marketing via the domain channel. As Chief Operations Officer of Dark Blue Sea Ltd., he is responsible for its marketing, product development, advertiser distribution and management of over 600,000 web sites. Dan Warner is a well-known and highly respected executive with more than 10 years of experience with Internet marketing. He has been a key driver of reform for quality and fraud control for advertising search and domain traffic. He has worked with high technology companies of various sizes with special emphasis on dynamic web development. A frequent speaker about industry trends, he is one of the world's most influential people in Internet marketing and direct navigation. Many, including the organizers of TRAFFIC, consider Dan the most knowledgeable person in the world when it comes to domains, the traffic they produce and just how important they are to the net as a whole and how entities can take advantage of this treasure trove of potent traffic. His vision of domains and the net are perhaps as good as it gets. Dan's words should be listened to and nothing he says should be discounted in the slightest.



**Divyank Turakhia, Co-Founder, President & Director  
Skenzo / Directi Group**

Divyank is the President of Skenzo and co-founder of the Directi Group (the parent company of Skenzo). He has been chiefly responsible for transforming Skenzo from a fledgling startup within the Directi Group, to one of the world's leading companies in the traffic monetization business.

Divyank has a very strong technology background. He is respected as an innovator in the field of web services, and has contributed articles to both technical journals and industry magazines. He has been instrumental in architecting and successfully creating, some of the most advanced products and solutions in the field of traffic monetization, web & email hosting, anti-spam, and data security. His patent-pending traffic optimization algorithms are being used as the primary base for powering the Skenzo System, and have assisted significantly in making Skenzo the #1 fastest growing domain parking company worldwide for 2006.

Divyank oversees the company's day-to-day global operations and guides the vision of several product lines. He has been a driving force behind the companies innovation and expansion into new markets and has assisted significantly in multiplying revenues each year. He has been actively involved in building the corporate infrastructure needed to maintain the rapid growth, and in forging strategic partnerships essential for continuing these growth rates.

Divyank started his career through internet consulting for large businesses. In 1998, at the age of 16, he co-founded the Directi Group. Deloitte & Touche ranked his companies amongst the Top 50 Fastest Growing Technology Companies in India and Top 500 Fastest Growing Companies in Asia for both 2005 & 2006. Divyank was featured in the list of Asia's Top Young Entrepreneurs for 2006 by BusinessWeek Magazine. He was also featured as a star entrepreneur in an exclusive interview on CNBC. In addition to all this, he has appeared in several other leading global & regional publications.



**Adam Dicker  
High Impact Sites, Inc.**

Adam Dicker is the man behind High Impact Sites, Inc., a company that owns thousands of high-profile domains and operates a number of active websites including DNForum.com, the thriving online community visited daily by thousands of domain fanatics.

Casual surfers who know nothing about this industry still come into regular contact with Dicker's company when they type in generic names and land on the highly profitable PPC (pay per click) pages he operates. He attracts them with a wide variety of topics through domains like Penpals.com, Planets.com, Witchcraft.com, Elephant.com, phrases.com, acronyms.com, FirePrevention.com, SM.com and Download.net to name just a few.

Dicker joined iREIT as executive vice president in July of 2006. Dicker's key functions at iREIT include acquisitions, marketing, content development, and domain optimization and monetization functions.

**Alan Warms  
ParticipateMedia.com.**

Alan founded Participate Media in September 2005 to grow and develop web properties. Participate Media currently publishes RealClearPolitics.com and BuzzTracker.com. Prior to founding Participate Media, Alan was Chairman and Chief Executive Officer of Participate Systems, Inc., a provider of enterprise software and online community management services founded by Alan in 1997. Participate Systems developed enterprise software and managed online communities for more than 100 corporations, including TIVO, palmOne, Logitech, Microsoft, Cisco Systems, General Electric, Cap Gemini Ernst & Young and IBM. Alan also pioneered the development of hard ROI models around online community via a series of whitepapers he co-authored. Participate Systems was sold to OutStart (<http://www.outstart.com/>), an eLearning enterprise software company, in November, 2004. Prior to founding Participate Systems, Alan worked at eShare and FreeLoader in senior executive positions. He also worked as a management consultant for The Boston Consulting Group.

In 2001, the World Economic Forum selected Alan as one of its 100 Technology Pioneers. Also in 2001, the editors of Crain's Chicago Business recognized Warms as one of forty executives under the age of forty who have significantly contributed to building Chicago's economy. Alan is a member of The Economic Club of Chicago.

Alan holds a MBA from the J.L. Kellogg School of Management at Northwestern University and a B.S.E.E. degree from Rensselaer Polytechnic Institute.





**Brian Carr**  
**VP NameMedia's Direct Search Services**

Brian Carr oversees NameMedia's Direct Search and Affiliate Services, including the ActiveAudience and Goldkey domain optimization products, as well as maximizing advertising revenue generated from the company's proprietary portfolio of more than 700,000 domain names.

Prior to joining NameMedia, he was General Manager of Business Operations for Terra Lycos in Boston from March 2001 to February 2005, overseeing the product management, customer service, and the client services teams.

He previously served as the Executive Producer at AltaVista in Palo Alto, California, overseeing a team of editors and producers charged with daily content updates and site design.

He also worked as Deputy Managing Editor and Director of Production at CBS SportsLine, where he oversaw the nightly newsroom staff and spearheaded CBS's award-winning 1998 Nagano Olympics website content and production.

Prior to SportsLine, he worked as a daily newspaper reporter and assistant city editor in the Northeast for 10 years. He holds a B.S. degree from Babson College.



**Michael Castello, CEO**  
**David Castello, COO**

**Castello Cities Internet Network, Inc.**

The Castello's impressive portfolio includes Cost.com, Nashville.com, Daycare.com, Acapulco.com, Rate.com, PalmSprings.com, Sample.com, LagunaBeach.com, Whisky.com, WestPalmBeach.com, Bullion.com, LongBeach.com, Kennel.com, Driven.com, Bootleg.com, Banana.com, Manicure.com, Grape.com, GolfClub.com, Pear.com, Adopt.com, Chili.com, Dust.com and Traveler.com.

David and Michael first made their mark developing GeoDomains such as PalmSprings.com, LagunaBeach.com, Nashville.com and Acapulco.com. PalmSprings.com is now one of the most successful GeoDomains in the world. In fact, the front page of PalmSprings.com alone generates a million dollars a year in advertising revenue. Recent projects include GolfClub.com (with a tee time reservation center in Palm Desert , California ), Whisky.com (largest site about Scotch Whisky), Daycare.com (over 12,000 facility members) and partnering with TrafficZ to develop Cost.com into the world's most extensive Internet shopping emporium. David and Michael Castello also sit on the Board of Directors of Associated Cities (AssociatedCities.com).



**Jackie Stone ,Executive Vice President**  
**Digitas**

Jackie is currently the Executive Vice President of Promotions for Digitas. Before joining Digitas, she had been with America Online, where she was the New York-based Director, Sales Promotion and Event Marketing. While at AOL, she produced more than 45 major events and sponsorship activations including those for the Super Bowl, Grammy's, US Open Tennis, AOL Brand Launches and NASCAR.

Before joining America Online in 2002, Jackie served as Vice President of Marketing Services for Beliefnet.com—the world's largest multifaitth religion, spirituality and inspiration media network. Prior to Beliefnet, Jackie was Vice President, Ad Sales Marketing for About.com, a top 15 web property, where she led the client services division.



**Joe Alagna**  
**General Manager, North American Markets**  
**CentralNic, Ltd.**

Joe Alagna is the General Manager, North American Markets for CentralNic, Ltd., an independent, UK based, domain name registry. Since starting with the company in 2001, he has helped CentralNic to transform a small group of UK based resellers into an international sales channel including domain name registrars like eNom, Dotster, and Name.com.

Since he began at CenralNic, the company has become the largest private sub-domain name registry in the world, marketing sub-domains based on US.COM, UK.COM, and many others. CentralNic has also become the registry for LA Names (dot.LA).

In 2006, Joe came up with the idea of creating a turn-key registry solution for domainers. The result was a new CentralNic division called Personal Net Names that helps private domainers to offer their sub-domains to the general market very quickly and easily.

Joe's management experience spans some 30 years. During the 1980s, he built the leading sales

team for a Chicago based direct sales company, JRC Industries. After moving to California and noticing a positive trend in the mobile phone business, Joe became a National Account Manager for AT&T Wireless. His team managed and closed some of the largest national accounts within the company, including Enterprise Rent-a-Car, Boeing, and a 1.8 million dollar national account agreement with Kinkos.

In 1996, Joe conceived of and managed the creation of one of the first web sites in the wireless industry. That site has since been folded into the AT&T Wireless web site. But through that experience and subsequent studies, Joe has become an expert in domain names, PPC, SEO, and online marketing.

Joe left AT&T Wireless in 1999 to focus on the Internet. He began by building his own collection of domain names which he still maintains today. On a personal note, he likes to be involved in his church and community. He volunteers as often as possible, playing music for children at his church and for old folks at a nearby assisted living center. Joe also volunteers a few times each year to teach a class in online marketing, which he created for the Inland Empire Small Business Development Center.

Joe lives in Southern California with his wife of 28 years and his two sons.



**Rick Latona, CEO  
Offshoring.com**

Rick Latona, president of three companies related to the domain business, DigiPawn.com, Offshoring.com and Domains A & D, has years of experience in various Internet businesses. He also owns tens of thousands of domains. DigiPawn, Inc was the first company to loan money on domains. Offshoring, Inc offers inexpensive labor from the Philippines to those wishing to develop their names. Domains A & D is the company he has used to acquire high-profile names like Baja.com, Iran.com, Raise.com, Manufacture.com, Dollars.com, Locals.com, Eject.com and thousands more, some of which are in the T.R.A.F.F.I.C. auction.



**Howard Hoffman  
Founder / President  
PPC Income, Inc.**

Howard Hoffman, founder and President of PPC Income, Inc, has a BS in Civil Engineering from MIT and a MS in Environmental Engineering from Stanford University . His undergraduate coursework included a concentration in mathematics, including probability and statistics, and computer systems. During his 30 years as a consulting environmental engineer, he became interested in the healthful properties of highly oxygenated water. He received US patent number 5,747,079 for Oxygenated Beverage for Fresh Breath. With his patent, Hoffman started hiOsilver, inc., selling Oxygen Water™ bottled water in glass bottles, initially taking orders over the internet. He registered his first domain name, hiOsilver.com, for this enterprise. Hoffman also applied for himself and received a US Trademark registration for hiOsilver® .

Frustrated at the ever-changing search engine optimization game, Hoffman was one of the earliest pay-per-click (PPC) advertisers at GoTo.com, which later became Overture.com, and is now a part of Yahoo. He also discovered the value of obtaining additional domain names, such as OxygenWater.com, HealthWater.com, and SportsWater.com to send relevant traffic to hiOsilver.com.

Expensive shipping and handling drove the hiOsilver Oxygen Water business plan toward more conventional marketing avenues, such as grocery stores and natural food stores. However, based on his acquired taste for selling a product with zero shipping cost, namely domain names, Hoffman became a serious investor in domains, and now owns more than 10,000. Based on his early experience as a PPC advertiser, he embraced the income side of pay-per-click and was an early user of PPC services such as Fabulous.com, DomainSponsor and Sedo. To share his experience in generating income from his domain traffic, Hoffman developed the website, PPCIncome.com, the first site to provide evaluations of the major pay-per-click domain parking services for domain owners. Mr. Hoffman is generally considered the leading expert in the evaluation of these services for domain owners.



**Michael Gilmour, CEO  
SimCastMedia.com.au**

Born in Melbourne , Australia Michael has been working in the BBS (Bulletin Board System) and Internet industry for the past 20 years.

In the mid-nineties Michael completed an MBA majoring in e-commerce. During his first year of the MBA he founded a successful ISP so that he could better understand the economic and

technical drivers behind e-commerce. After raising several million dollars in the venture capital market to develop an innovative online marketing technology Michael was invited to speak at the "World Marketing Conference" in Bangkok, Thailand.

Michael later served as a director of the prestigious Australian Internet Industry Association, the last two of which he was elected to the position of vice-chairman. As a member of the board he contributed to forming policies relating to many key aspects of the Internet including; Internet privacy standards, multi-casting, cyber-crime, copyright and chaired the committee for establishing online advertising standards.

Michael has developed an extensive portfolio of domains and diligently analyzes statistics to maximize their revenue. He then took this expertise and founded of ParkLogic which optimizes domain name revenue and whizzbangsblog.com which discusses domain optimization strategies.

### **Mike O'Connor, CEO Haven.com**



Mike O'Connor is a community organizer, entrepreneur and tech-geek turned business-leader type person. He became moderately well-known in Minnesota as one of the people who popularized the Internet back in the mid-90's. These days, he divides his semi-retired time between several technology ventures, freelance technology-leadership consulting with a variety of higher education institutions and Fortune 500 manufacturing firms, and a membership on the St Paul Broadband Advisory Committee.

Mike earned a bit of notoriety in domain-name community for turning down a \$50,000 offer for TELEVISION.COM in the mid-90's. Later, the sale of that name and others allowed him to retire at age 50 -- and confirmed that old adage "if you have a choice between being really smart and being really lucky, take lucky."

Mike graduated from Grinnell College with a Bachelors Degree in Economics, and received a Masters in Business Administration from the Johnson Graduate School of Management at Cornell University.

At various times he has held the CPIM (Certified Production and Inventory Manager) certification from APICS, and the CSP (Certified Systems Professional) and CDP (Certified Data Processing professional) certifications from ASCSP.

Mike serves the domain industry as a member of the Commercial and Business User Constituency of ICANN (Internet Corporation for Assigned Names and Numbers).

### **Dr. Chris Hartnett Founder, USA Global Link, Inc.**



Christopher William Hartnett, Ph.D. is the founder and retired Chairman of USA Global Link, Inc., Global Online, Inc.(GOL) and the publicly traded Global Online India, Inc. (GOLX) Dr. Hartnett was the Chairman of the Board of Directors and Chief Executive Officer of these companies since their founding in 1992, 1997, and 1999 respectively. These companies were successfully liquidated and/or merged in June 2001. Dr. Hartnett chaired the Executive Board of all three companies, whose aggregate average market value, independently appraised in 2000 by Deloitte and Touché, was \$2.8 billion. Dr. Hartnett and his family owned and controlled 85% of these corporations.

From 1992-2001, USA Global Link, Inc. was the world's largest provider of discount international telecommunications services with in excess of 5750 agents and employees and staffed offices in over 160 countries and territories. USA Global Link was a facilities-based carrier and a pioneer in the provisioning of advanced global telecom services. It was the international long-distance "Carrier of Choice" for the 256 World Trade Centers in 120 countries and territories, and their 400,000 plus members making it the first and only truly global telephone company in the world. USA Global Link's sister company, Global Online, Inc. (GOL) founded by Dr. Hartnett in 1993 was one of the world's first international web based meta-hub portals on the internet with over 5860 separate and distinct web sites and is credited with setting the standard model for international portals on the internet such as Yahoo, Google and AOL.

According to ICANN ( Internet Corporation for Assigned Names and Numbers ), Dr. Hartnett was the largest private owner of Internet Domain Names (URL's) in the world in 1994. His collection currently contains over 3500 "Global" domains and 28,000 other premium domain names, most of which were acquired in 1992-1996, long before most were aware of the internet and its vast potential. Dr. Hartnett also serves as Chairman of Tedhens Limited, ( www.Tedhens.com ), the oldest and largest provider of International domain names on the internet serving the international insurance, e-commerce, exchange, banking, organic and jewelry industries with world class, one-of-a-kind domain names.

**Anton Levy, Managing Director  
General Atlantic Global Growth Investors**

Anton J. Levy is a Managing Director at General Atlantic LLC, a global private equity firm, where he has worked since 1998. Mr. Levy works in General Atlantic's New York City and Greenwich offices where he heads General Atlantic's Media & Consumer practice. Mr. Levy has worked closely with many of General Atlantic's portfolio companies and is a director of several portfolio companies including AKQA, Dice, Network Solutions, Webloyalty and Zantaz and is a formal observer on the Genpact Global board of directors.

Prior to joining General Atlantic, Mr. Levy was an investment banker with Morgan Stanley & Co. where he worked with the firm's technology clients.

Mr. Levy received a B.S. from the University of Virginia, with degrees in Finance and Computer Science, and his M.B.A. from Columbia University Graduate School of Business, graduating both with highest honors. Mr. Levy is involved with a number of educational and not-for-profit organizations including serving on the board of Streewise Partners.

**Miles Arnone, Managing Director  
Technology Group**

Miles Arnone joined American Capital in September 2002 as a Vice President in the Operations Team and was promoted to Principal in 2004 and to Managing Director in 2007. Mr. Arnone co-heads the American Capital Technology Group and is based in Boston, MA. He is involved in the Technology Group's current investments in Geosign and FreeConference.com and serves on the Board of Directors of these companies and others, including Axygen, Inc., Value Plastics, Inc., Astrodyne Corporation, Electro-Component Assembly Company, Futurelogic, Inc., and eLynx, Ltd. Previously, Mr. Arnone was Entrepreneur-in-Residence at Charterhouse Group International, a private equity firm with \$1 billion under management. There, Mr. Arnone was responsible for conducting due diligence and managing portfolio companies. His assignments included work in the machine tool, electronics, and medical device industries.

Prior to his tenure at Charterhouse Group Mr. Arnone was President of Boston Digital Corporation, a machine tool builder with approximately \$30 million in sales. While there he authored the reference work High Performance Machining, an implementation guide for recent innovations in CNC machining. His most recent work, America's Trading Partners: the Good, the Bad, and the Ugly was published in November 2004.

Mr. Arnone holds graduate degrees in management and engineering from the Massachusetts Institute of Technology and an undergraduate degree in mechanical engineering from MIT as well.

**Shawn Colo  
Demand Media**

Prior to Demand Media, Shawn spent 10 years in the finance industry, most recently as a Principal with Spectrum Equity Investors, a \$4 billion private equity firm focused exclusively on investing in media and communications companies. Along with Richard Rosenblatt, Shawn created the original concept and executed the simultaneous acquisitions of eNom, eHow, and several domain name portfolios to create Demand Media. While at Spectrum, Shawn was involved in several of the firm's most successful investments including Illuminet (NASDAQ: ILUM, acquired by Verisign) and Qeyton Systems, AB (acquired by Cisco) and has served on corporate boards in the US and Europe. Shawn is a graduate of Princeton University, with a degree in Engineering and Operations Research.



**Ofer Ronen, CEO  
Sendori**

Ofer Ronen is the co-founder and CEO of Sendori, a Company whose patent-pending technology has created an automated marketplace for redirecting domain traffic to advertiser sites. Ofer previously worked as a fund manager at Big Red Ventures, a seed round venture fund, where he oversaw the due diligence of promising startups. In addition, he founded a software company, named Karanga, a demand aggregation e-commerce service, and worked as a technology manager at Time Warner. At Time Warner he was in charge of online magazine subscriptions for major titles such as Fortune, Time, and People. Ofer graduated from the accelerated MBA program at Cornell with distinction, and earned a MS/BS in computer engineering from the University of Michigan.



**Jerry Nolte, CEO  
Domainer's Magazine**

Jerry Nolte started working in technology in the early 80's. One of his first notable tasks that he accomplished was helping Coldwell Banker set up their MLS system.

In the early 90's he started working at Tri State Computer Centre which he eventually purchased. In 2000 he began acquiring domain names with some friends, and by 2002 they had dove into "drop catching". It didn't take long for them to figure out there was something very valuable in domain investing and traffic.

The businesses took many interesting turns and before he knew it, his once-small computer store spun into seven new companies including an International ISP (Mercurylink Online), a domain management company (Internet Traffic Signal), an ICANN accredited registrar (IPNIC.com), a real estate investment corporation (BYJC), a meta-PPC and monetization corporation (iMonitize.com), and his newest venture Domainer's Magazine. With the help of his loving wife Cindy, his business partners (Mike St. John & William Evans) and dedicated employees, his companies have amassed a sizable portfolio of domains, properties, clients and contacts over time.

Among his recent accomplishments, iMonitize.com is one of the fastest growing full-service domain management, Meta-PPC optimization companies in the industry to date; DomainersMagazine.com is currently the only print magazine for the industry and is focused on building credibility and awareness of/for the industry.

Utilizing the vast resources available to him he takes a special interest in empowering Domainers, website owners, PPC companies, and other industry leaders to generate the best revenue, news and advertising markets available today. Jerry can be contacted electronically through this contact form - <https://www.imonetize.com/contact.php>, or by leaving a message at 815-346-5866.

**Nat Cohen, President  
Telepathy / StateVentures, LLC**

Nat Cohen is the founder and President of Telepathy, Inc. and StateVentures, LLC.

Telepathy has been investing in domain names and Internet businesses for ten years and holds an extensive domain portfolio with a focus on brandable, generic domains.

StateVentures develops its holdings of geo-domains which include Pennsylvania.com, Maryland.com, Virginia.com, NorthCarolina.com, Missouri.com and Minnesota.com. Its current focus is OceanCity.com, a destination guide to the popular vacation spot, and the development of its online-reservation system, RezEZ.com.

Nat has an MBA in finance from the University of Maryland.



**Jeff Reynolds, Ph.D., President / CEO  
Precision Marketing Solutions, Inc.**

Jeffrey Reynolds is the President/CEO of Precision Marketing Solutions, Inc., a privately held communications and ecommerce company based on Long Island. The company's ecommerce portfolio includes websites in a dozen markets, the most prominent of which is AmericanFlags.com.

Since purchasing that domain a month after 9/11 on eBay for \$2,650, Reynolds has turned the once vacant URL into one of the nation's top flag retailers, with revenues doubling annually since that time. Other websites in the company's portfolio include JackOLantern.com, SantasMailbox.com, Discrimination.com, DivorceDirectory.com and BlackBikeWeek.com.

Dr. Reynolds holds a Master's Degree in Public Administration and a Ph.D. in social policy from the State University of New York at Stony Brook. In addition to his business endeavors, Dr. Reynolds provides strategic marketing, government relations, fund development and program evaluation services to health and human service organizations on Long Island.

**Eric Rice  
Domains For Media, LLC**

For the past 15 years, Eric Rice has held senior positions with global technology companies involved in domain name management, brand management, direct marketing and Internet marketing. From 1992—2000 he served as Vice President of Business Development for ConnectedBrands, a national direct marketing agency specializing in the high tech industry. He crafted the strategy for major clients such as Comcast, Earthlink, IBM Direct, Avid Technology, Sierra, World Book Interactive and dozens of others.

In 2002 he was named General Manager of Bulkregister, the eighth largest domain registrar. His most significant achievement was crafting and managing the company's highly venture into



domain monetization, which greatly enhanced its attractiveness as an acquisition target. Experienced in domain monetization and online business growth, Eric is currently providing domain monetization and consulting services through his company, Domains For Media LLC ( [www.DomainsForMedia.com](http://www.DomainsForMedia.com) ). His company helps registrars, hosting companies and domain owners derive better — or new — monetization strategies for their domains and domain portfolios and develop premium domains into businesses. He may be reached at 443-421-0000 or via email at [ericrice3@comcast.net](mailto:ericrice3@comcast.net).



**Ren Warmuz , CEO  
Trellian**

Ren Warmuz is the founder and CEO of Trellian, one of the oldest and most experienced Internet Companies. Initially developing software applications for his own needs, Ren soon discovered an appreciative market for his software products and in March 1997 Trellian was born.

With over a million clients, Trellian today offers dozens of software titles and services with a main focus on Search Engine Optimization and Management.

Ren graduated from the Monash University with degrees in computer science and chemistry. With over 17 years experience in the IT field, Ren is currently focused on developing Trellian's new technologies including [KeywordDiscovery.com](http://KeywordDiscovery.com), a keyword research tool, and most recently, a Competitor Research solution.

Helping to turn visions into reality, Ren is the driving force behind one of the most innovative Internet companies.

**Deborah Brown  
Partner & Senior Director  
Peppercom**

Deborah has been with Peppercom for five years and is currently a partner and senior director. She manages a number of accounts, including Tyco (Corporate, Healthcare, Fire & Security, Electronics, Engineered Products and Services), Nautilus, Ricoh Corporation and DataMars. She also works on various management initiatives, such as new business, crisis management, media training, and Pain-based Selling (a program that aligns marketing and sales and helps salespeople understand what's keeping their customers/prospects up at night). In addition, Deborah has written articles for a number of trade publications on behalf of Peppercom.

Prior to joining Peppercom, Deborah was a Senior Vice President at Technology Solutions/Mindstorm Communications for 10 years. During her tenure at Technology Solutions/Mindstorm, Deborah managed various divisions of Sony's business-to-business divisions as well as all of Sony Consumer, pitched a state-of-the-art technology in Reebok's athletic shoes, launched one of the first nutraceuticals to undergo FDA testing, helped a technology start-up in the logistics arena achieve a strategic placement that resulted in a desired acquisition, and much more. One of her most rewarding experiences in public relations was participating in the historic IBM Deep Blue chess match in 1997. Deborah spearheaded the domestic media relations activities for this event that later went on to win a Gold CIPRA award for the best PR campaign of 1997.

Before joining Technology Solutions/Mindstorm, Deborah supervised a varied group of accounts at HWH Public Relations, was the Director of Public Relations for Bide-a-Wee Home, a nonprofit organization, and handled PR and advertising activities for a real estate firm. She began her career at a small agency on Long Island.

In addition, Deborah lectures on public relations at the Fashion Institute of Technology in Manhattan. She holds a B.S. in Communications from Ithaca College.

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