

Special Libraries Association, [Cleveland Chapter](#) and
American Society for Information Science and Technology, [Northern Ohio Chapter](#)
Present

Domain Name 101

What you NEED to know about the changing landscape of domain name registration,
administration and protection!

Thursday, September 20, 2001

[Akron Health & Wellness Center](#), Summit Room (2nd Floor), 4125 Medina Rd, Akron OH 44333

Registration, Continental Breakfast & Networking: 8:30 - 9:00 a.m.

Program: 9:00 - 11:30 a.m.

Speaker: **Andrew P. Holland**, President, interactive media group www.eyemg.com

Learn about “The Past” - Technical DNS history and structure, US Government Regulation, Trade names vs. Domain names, “The Present” - Commercial Registrars and Registries, ICANN and UDRP, Alternative Roots, registries, and registrars, repurposed ccTLDs, and “The Future” of domain name issues. Discover the answers to questions like these:

- Who is ICANN? - Why does this non-profit organization chartered to manage the global Internet's domain name system have an impact on online businesses?
- Top Level Domains / TLDs - ICANN recently proposed the release of seven new top level domains. What effect will .aero, .biz, .coop, .info, .museum, .name and .pro have on businesses and other organizations?
- Country Code Top Level Domains / ccTLDs - Do you want your m.tv? What is a country code? Should organizations register their domain name in each of the 234 ccTLDs?
- Domain Name Disputes - "The Boss" lost his name. Why did Bruce Springsteen lose his "naming" rights when Madonna and Julia Roberts won theirs? What is the future of domain name dispute resolution?
- Uniform Domain-Name Dispute-Resolution Policy (UDRP) - All registrars in the .com, .net, and .org top-level domains follow a uniform policy for dispute resolution. Does victory for one Top Level Domain ensure victory in all?

Andrew Holland is the force behind EYEMG - Interactive Media Group. EYEMG is ranked one of the United State's **Top 124 Web Development Studios** by *Internet World*. For over six years, Andrew and his team have helped companies like Reliance Electric, Picker International, Roadway Express, Realty One and others to succeed with the Web as a marketing, sales and communication tool.

Registration Deadline: Thursday, September 13, 2001

Name: _____

Organization: _____

Email: _____ Phone: _____

Check all that apply: SLA \$15 NORASIST \$15 Student \$10 Non-Member \$20

Make Checks Payable to SLA/Cleveland Chapter and return to:

Cathy Parker, Advanced Elastomer Systems, 388 S. Main St., Akron OH 44311

Phone: (330) 849-5285 Fax: (330) 849-5598 Email: capark@aestpe.com



[Health & Wellness Center](http://www.agmc.org/agmcmap.htm#HWC)

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From 77 South or 77 North:

Traveling on 77, get off at Exit 137B (Medina exit) onto Rt. 18 West. Take a right at the first light (Crystal Lake Rd.). The Health & Wellness Center is the first drive on the left.

From 71 North or 71 South

Get off at Exit 218 (Medina exit). Head east on Rt. 18. Travel approx. 8 miles to Crystal Lake Rd. Take a left onto Crystal Lake. The Health & Wellness Center is the first drive on the left.

Peter J. Pogacar
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