



NANOG Transition

A Long-term Vision for the NANOG Community

Presented by the Steering Committee

Rules of Engagement

- The SC wishes to present a Long-term vision to the NANOG Community
- Monday @ BOF
 - Presentation 15 min (if required)
 - Implementation Plan 10 min
 - Moderated Community Discussion 45 min
 - Wrap-up 10 min

BOF Outline

- Presentation 20 min
- Budget & Timeline 30 min
- Moderated Community Discussion 30 min
- Wrap-up 10 min

Presentation Outline

The NANOG Now

1. Mission
2. Status and Implications
3. Governance and Committees
4. Why Change?

Presentation Outline

The Long-term Vision for NANOG

5. Proposed Mission
6. Proposed Status & Governance
7. Conference & Lists Management
8. Budget and Timeline
9. How can you shape the vision?

Now: Mission

- provide forums in the North American region for education and the sharing of knowledge for the Internet operations community
- Bridges the technical staff of the research, the operators and the vendors communities via **forums** for the sharing of technical and network operating knowledge for the Internet community.
- Forums:
 - Organize technically-relevant **Conferences** (Program via PC & Logistics via Merit)
 - Administer **Mailing-lists** (content via CC & Hosting via Merit)

Now: Status and Implications

1. NANOG is an **activity** of Merit Network, Inc. a non-profit corporation - 501(c)(3) - governed by Michigan's public universities.
2. Merit provides full-time equivalent staff:
 - Conference logistical coordination
 - Conference registration services
 - Financial management
 - Hosting of NANOG mailing list.
 - Support of and relationship with SC and PC Chairs
 - May serve as non-voting members on SC, PC or CC

Legal governance and financial management control are entrusted to Merit, requiring their approval for any substantive proposals.

Now: Governance

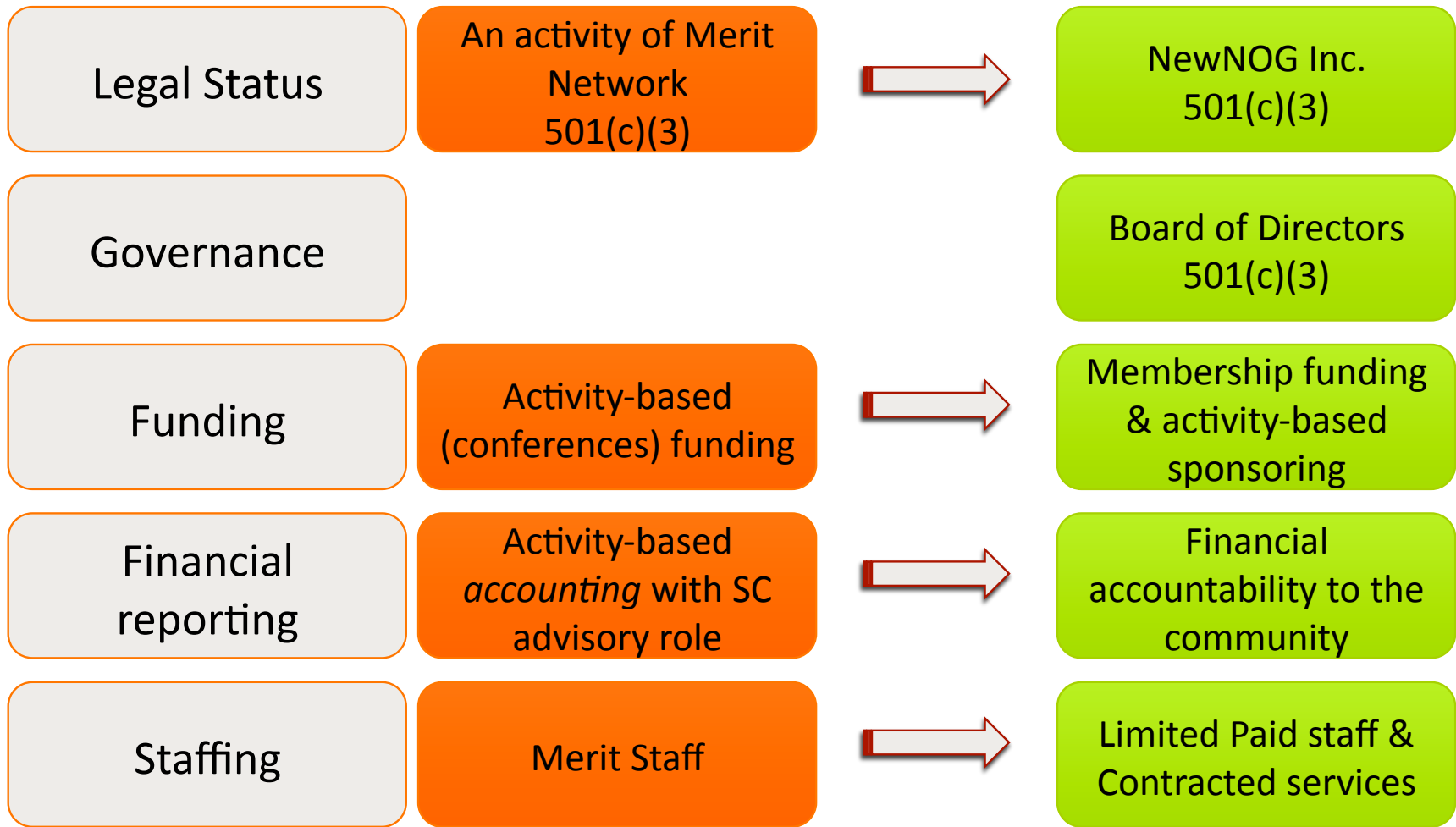
- NANOG Evolution process towards *self-governance* began in 2005 with the New Charter
- Successful milestones:
 - Creation of **Program Committee**: responsible for conference content
 - Creation of **Communication Committee** (fka Mailing-list Committee)
 - Creation of **Marketing Working Group** (towards sustainable funding)
- Still NANOG remains an activity of Merit

Now: Why Change?

- We have a working governance model but limited ability to act
- Desire to contain changes within Merit's budget cycles (July 1 to June 30)
 - Current Merit fiscal includes N47, N48, N49
 - Merit has contracted N50, N51 hotels

It is time for NANOG to become autonomous:

- ✓ Independent legal entity
- ✓ Independent funding
- ✓ Financial management & Control
- ✓ Members as owners



The Change

Towards a self-sufficient NANOG



Proposal: Mission

- Proposal to keep the same mission
 - provide forums in the North American region for education and the sharing of knowledge for the Internet operations community
 - Bridges the technical staff of the research, the operators and the vendors communities via **forums** for the sharing of technical and network operating knowledge for the Internet community.
 - Forums:
 - Organize technically-relevant **Conferences** (Program via PC & Logistics via TBD)
 - Administer **Mailing-lists** (content via CC & Hosting via TBD)
- Proposed additions:
 - Expand the education and outreach
 - Expand online forums
 - Explore industry formalization

Proposal: Status & Governance

- Status:
 - Independent non-profit organization 501(c)(3) providing a vehicle for NANOG assets transfers (material, trademarks, logos, information)
- Governance:
 - Board of Directors (equals Elected SC members)
 - Mirror existing SC, PC, CC memberships and terms
- Membership:
 - Increase membership by decoupling from conference attendance
- Funding by:
 - Membership
 - Sponsor Organizations/Contributors

Proposal: Membership

- Bootstrap
 - Current NANOG voting membership population
 - Parallel vote to be held October 2010
 - Fill expiring NewNOG board seats
 - Ratify NewNOG by-laws

- Many future model options, commonalities:
 - Larger Member Base (not just conferences attendees)
 - Annual Paid dues (TBD)
 - Discounted student membership
 - Members get voting rights in NewNOG elections
 - Possible meeting discount, subscription plans?
 - Future benefits and rights as developed by the community

Proposal: Conference & Lists

- Conferences:
 - Revise sponsorship & hosting model (+\$\$)
 - Hotel contract negotiation via agent (-\$)
 - Contracted Registration management (-\$)
 - Contracted Onsite logistics

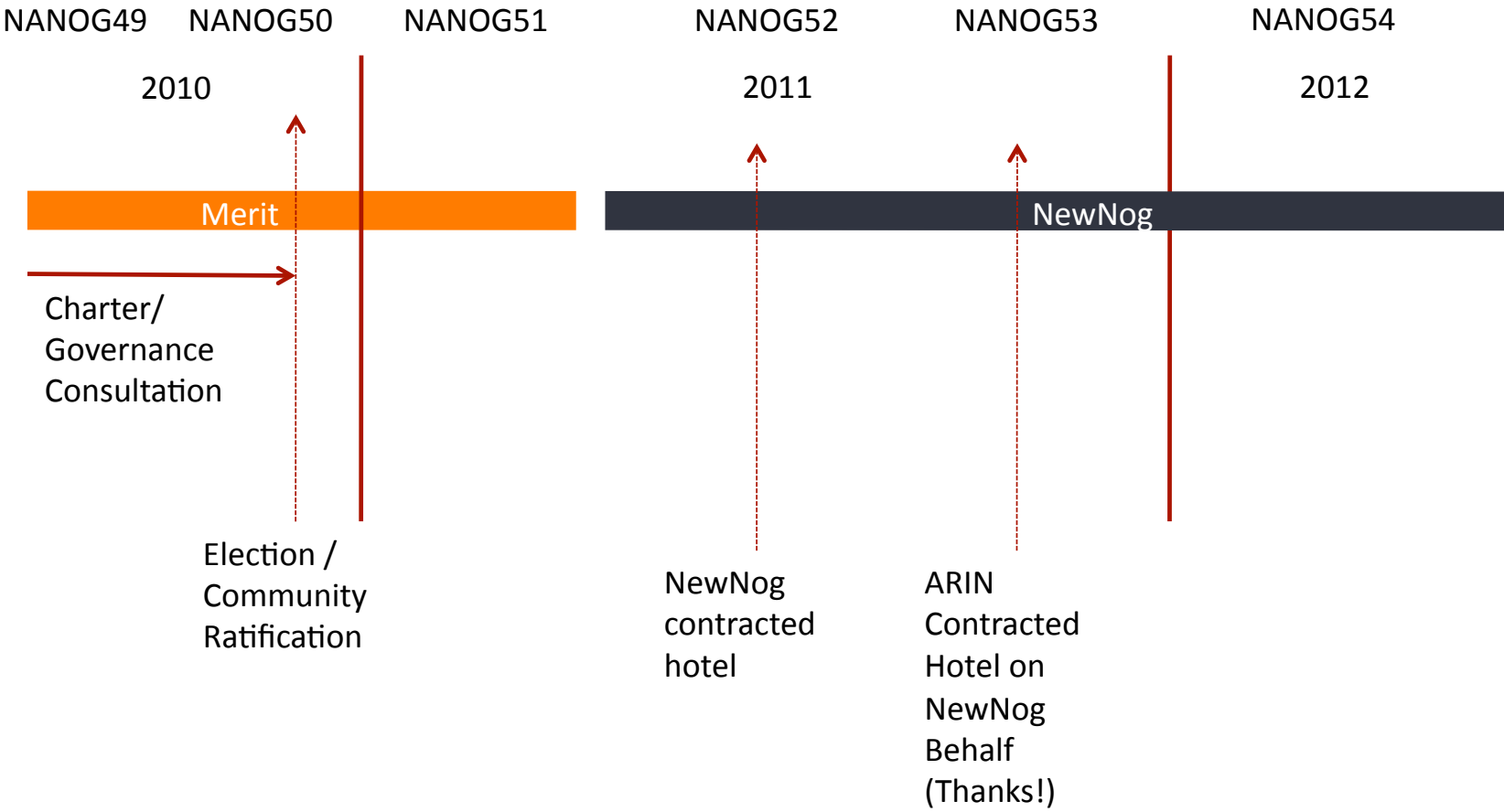
- Mailing-lists:
 - Contracted hosting
 - Keep community management

Note: Contracted/Outsourced with performance obligations

Timeline & Budget

30 min





ProForma Budget :Realistic

Revenue (2012) : \$1.2M

- Membership Dues 13%
- Meeting Registration 26%
- Corp Sponsorships 45%
- Meeting Sponsorships 16%

Cost (2012) : \$1.0M

- Staff 28%
- Conferences 58%
- Mailing-lists, infra 1%
- Gen&Adm 3%

Operating Margin : \$0.2M

ProForma Budget :Realistic Assumptions

REVENUE	N48, 49,50	N51, 52, 53	N54, 55, 56
Meetings organized by NewNOG	0	2	3
Membership Fee (voting) @ \$100	100	1010	1325
Early Contributors			
* Individuals @ \$100	10	0	0
* Corporate @ \$5000	5	0	0
Sponsors			
* Gold @ \$50,000	1	2	3
* Silver @ \$40, 000	1	2	3
* Bronze @ \$20,000	1	2	3
Meetings Sponsors			
* Paid registration (350 of 450 attendees)	0	700	1050
* Hosting Entities	0	2	3
* B&G Sponsors @ \$10k	0	12	18
* Break Sponsors @ \$4k	0	2	3
* Vendor Collaboration Room @\$15k	0	0	0
* Badge Sponsor @\$1.5k	0	2	3
* Lanyard Sponsor @\$4k	0	2	3

ProForma Budget :Realistic Assumptions

EXPENSE	N48, 49,50	N51, 52, 53	N54, 55, 56
Staffing			
* Executive Dir Compensation @ \$90k	0.5	1	1
* Full-time staff @ \$30k	0	2	2
Fees			
* Legal	10000	5000	5000
* Insurance	5000	5000	5000
* Accounting	6200	6200	6200
* Banking	1200	1200	1200
* Office supplies	500	500	500
Mailing lists hosting, website, domain	2000	2000	2000
Conference Management			
* Credit Card Processing Fee	2%	2%	2%
* Printed promotional matter	4500	4500	4500
* Meeting cancellation insurance	1%	1%	1%
* Meeting Hotel Costs @\$150k	0	2	3
* Meeting Equipment costs @\$20k	0	2	3
* Meeting Supplies @ \$20k	0	2	3
NANOG Conferences Year 1	0	2	3

Realistic

Cash In		2010	2011	2012
Membership Dues		\$10,000.00	\$101,000.00	\$132,500.00
Corporate Sponsorships				
	Gold	\$50,000.00	\$100,000.00	\$150,000.00
	Silver	\$40,000.00	\$80,000.00	\$120,000.00
	Bronze	\$20,000.00	\$40,000.00	\$60,000.00
Meeting Registrations		\$0.00	\$315,000.00	\$472,500.00
Meeting Sponsorships				
	Hosting Sponsors	\$0.00	\$0.00	\$0.00
	Beer-N-Geer	\$0.00	\$120,000.00	\$180,000.00
	Breaks	\$0.00	\$8,000.00	\$12,000.00
	Lanyards	\$0.00	\$8,000.00	\$12,000.00
	Badge insert	\$0.00	\$3,000.00	\$4,500.00
	Vendor Room	\$0.00	\$0.00	\$0.00
	Misc	\$0.00	\$0.00	\$0.00
Early Contributors		\$26,000.00	\$0.00	\$0.00
		\$146,000.00	\$775,000.00	\$1,143,500.00

Realistic

Cash Out		2010	2011	2012
Salaries				
	Executive Director	\$40,000.00	\$93,200.00	\$106,528.00
	Staff	\$0.00	\$31,200.00	\$32,448.00
Benefits		\$13,333.33	\$41,466.67	\$138,976.00
Insurance		\$2,500.00	\$5,000.00	\$5,000.00
Meeting Costs				
	Hosting	\$0.00	\$300,000.00	\$450,000.00
	Equipment	\$0.00	\$40,000.00	\$60,000.00
	Supplies	\$0.00	\$40,000.00	\$60,000.00
	Cancellation Insurance	\$0.00	\$3,800.00	\$5,700.00
Accounting and Finance				
	Bookkeeper	\$600.00	\$1,200.00	\$1,200.00
	Accountant	\$2,500.00	\$5,000.00	\$5,000.00
Legal		\$10,000.00	\$5,000.00	\$5,000.00
Online Presence				
	Website	\$1,000.00	\$2,000.00	\$2,000.00
	Mailing Lists	\$0.00	\$0.00	\$0.00
	Paypal (ish)	\$0.00	\$0.00	\$0.00
Brand Acquisition		\$40,000.00	\$0.00	\$0.00
ARIN Allocation		\$3,375.00	\$3,937.50	\$5,000.00
Networking Equipment				
Marketing		\$1,750.00	\$6,500.00	\$8,000.00
Bank Fees				
	Credit Card Processing	\$200.00	\$8,320.00	\$12,100.00
	Other	\$600.00	\$1,200.00	\$1,200.00
		\$115,858.33	\$587,824.17	\$898,152.00
Total Cash		\$30,142	\$187,176	\$245,348

ProFroma Budget: Pessimistic

Revenue (2012) – \$0.9M

- Membership Dues 12%
- Meeting Registration 27%
- Corp Sponsorships 42%
- Meeting Sponsorships 19%

Cost (2012) – \$0.9M

- Staff 32%
- Conferences 64%
- Mailing-lists, infra 1%
- Gen&Adm 3%

Operation Margin - \$0.0M

ProForma Budget :Pessimistic Assumptions

REVENUE	N48, 49,50	N51, 52, 53	N54, 55, 56
Meetings organized by NewNOG	0	2	3
Membership Fee (voting) @ \$100	100	550	825
Early Contributors			
* Individuals @ \$100	10	0	0
* Corporate @ \$5000	5	0	0
Sponsors			
* Gold @ \$50,000	0	1	2
* Silver @ \$40, 000	0	1	2
* Bronze @ \$20,000	0	2	3
Meetings Sponsors			
* Paid registration (250 of 350 attendees)	0	500	750
* Hosting Entities	0	2	3
* B&G Sponsors @ \$10k	0	8	12
* Break Sponsors @ \$4k	0	2	3
* Vendor Collaboration Room @\$15k	0	0	0
* Badge Sponsor @\$1.5k	0	2	3
* Lanyard Sponsor @\$4k	0	2	3

ProForma Budget :Pessimistic Assumptions

EXPENSE	N48, 49,50	N51, 52, 53	N54, 55, 56
Staffing			
* Executive Dir Compensation @ \$90k	0.5	1	1
* Full-time staff @ \$30k	0	2	2
Fees			
* Legal	10000	5000	5000
* Insurance	5000	5000	5000
* Accounting	6200	6200	6200
* Banking	1200	1200	1200
* Office supplies	500	500	500
Mailing lists hosting, website, domain	2000	2000	2000
Conference Management			
* Credit Card Processing Fee	2%	2%	2%
* Printed promotional matter	4500	4500	4500
* Meeting cancellation insurance	1%	1%	1%
* Meeting Hotel Costs @\$150k	0	2	3
* Meeting Equipment costs @\$20k	0	2	3
* Meeting Supplies @ \$20k	0	2	3
NANOG Conferences Year 1	0	2	3

Pessimistic

Cash In		2010	2011	2012
Membership Dues		\$10,000.00	\$81,500.00	\$106,250.00
Corporate Sponsorships				
	Gold	\$0.00	\$50,000.00	\$100,000.00
	Silver	\$0.00	\$40,000.00	\$80,000.00
	Bronze	\$0.00	\$40,000.00	\$60,000.00
Meeting Registrations		\$0.00	\$247,500.00	\$371,250.00
Meeting Sponsorships				
	Hosting Sponsors	\$0.00	\$10,000.00	\$15,000.00
	Beer-N-Geer	\$0.00	\$80,000.00	\$120,000.00
	Breaks	\$0.00	\$8,000.00	\$12,000.00
	Lanyards	\$0.00	\$8,000.00	\$12,000.00
	Badge insert	\$0.00	\$3,000.00	\$4,500.00
	Vendor Room	\$0.00	\$0.00	\$0.00
	Misc	\$0.00	\$0.00	\$0.00
Early Contributors		\$26,000.00	\$0.00	\$0.00
		\$36,000.00	\$568,000.00	\$881,000.00

Pessimistic

Cash Out		2010	2011	2012
Salaries				
	Executive Director	\$40,000.00	\$93,200.00	\$106,528.00
	Staff	\$0.00	\$31,200.00	\$32,448.00
Benefits		\$13,333.33	\$41,466.67	\$138,976.00
Insurance		\$2,500.00	\$5,000.00	\$5,000.00
Meeting Costs				
	Hosting	\$0.00	\$300,000.00	\$450,000.00
	Equipment	\$0.00	\$40,000.00	\$60,000.00
	Supplies	\$0.00	\$40,000.00	\$60,000.00
	Cancellation Insurance	\$0.00	\$3,800.00	\$5,700.00
Accounting and Finance				
	Bookkeeper	\$600.00	\$1,200.00	\$1,200.00
	Accountant	\$2,500.00	\$5,000.00	\$5,000.00
Legal		\$10,000.00	\$5,000.00	\$5,000.00
Online Presence				
	Website	\$1,000.00	\$2,000.00	\$2,000.00
	Mailing Lists	\$0.00	\$0.00	\$0.00
	Paypal (ish)	\$0.00	\$0.00	\$0.00
Brand Acquisition		\$40,000.00	\$0.00	\$0.00
ARIN Allocation		\$3,375.00	\$3,937.50	\$5,000.00
Networking Equipment				
Marketing		\$1,750.00	\$6,500.00	\$8,000.00
Bank Fees				
	Credit Card Processing	\$200.00	\$6,580.00	\$9,550.00
	Other	\$600.00	\$1,200.00	\$1,200.00
		\$115,858.33	\$586,084.17	\$895,602.00
Total Cash		-\$79,858	-\$18,084	-\$14,602

Moderated Discussion

30 min



How Can you Shape the Vision?

- Join the Governance WG – Steve Gibbard, Dave Barak, Betty Burke
- Join the Membership WG – Kris Foster, Bill Woodcock, Ren Provo
- Join the Funding/Sponsorship (\$\$\$) WG – Chris Quesada
- Join the Finance/Budget WG – Dan Golding, Todd Underwood, Tom Daly, Sylvie LaPerriere
- Join the Conference/Event Planning WG – Open/ Executive
- Join the Technical Transition Services WG – Richard Steenberger, Rob Seastrom, Tom Scholl

Become a Member of NewNOG
Vote at the upcoming October N50 election

Wrap UP

10 min

