# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Mission</td>
<td>7</td>
</tr>
<tr>
<td>Our Ecosystem</td>
<td>8</td>
</tr>
<tr>
<td>Our Community</td>
<td>9</td>
</tr>
<tr>
<td>Progress in 2020</td>
<td>10</td>
</tr>
<tr>
<td>The Next Generation of Networking Professionals</td>
<td>11</td>
</tr>
<tr>
<td>Gathering With the North American Networking Community</td>
<td>13</td>
</tr>
<tr>
<td>2020 NANOG Meetings, at a Glance</td>
<td>14</td>
</tr>
<tr>
<td>NANOG Outreach in 2020</td>
<td>15</td>
</tr>
<tr>
<td>Engaging New Audiences and Inspiring Change</td>
<td>17</td>
</tr>
<tr>
<td>Keynote Speakers</td>
<td>18</td>
</tr>
<tr>
<td>COVID Content</td>
<td>21</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>22</td>
</tr>
<tr>
<td>Virtual Meetings</td>
<td>23</td>
</tr>
<tr>
<td>E-mail</td>
<td>24</td>
</tr>
<tr>
<td>Social Media</td>
<td>26</td>
</tr>
<tr>
<td>Instagram</td>
<td>27</td>
</tr>
<tr>
<td>Facebook</td>
<td>28</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>29</td>
</tr>
<tr>
<td>Bringing Our Community's Ideas to Life</td>
<td>31</td>
</tr>
<tr>
<td>Committing To Greater Openness and Transparency</td>
<td>35</td>
</tr>
<tr>
<td>Financial Highlights</td>
<td>37</td>
</tr>
<tr>
<td>Financial Statements</td>
<td>38</td>
</tr>
<tr>
<td>Forming Partnerships to Empower and Inspire</td>
<td>39</td>
</tr>
<tr>
<td>NANOG Sponsorship In 2020</td>
<td>40</td>
</tr>
<tr>
<td>NANOG Staff</td>
<td>41</td>
</tr>
<tr>
<td>Statement From the NANOG Executive Director</td>
<td>42</td>
</tr>
<tr>
<td>Our Board of Directors</td>
<td>43</td>
</tr>
<tr>
<td>2020 Elections, at a Glance</td>
<td>44</td>
</tr>
<tr>
<td>Committed to Evolving Our Programs and Outreach Initiatives</td>
<td>45</td>
</tr>
<tr>
<td>Thank You</td>
<td>46</td>
</tr>
</tbody>
</table>
The Internet is an ever-changing, complex system. It is essential to modern day society, yet threatens (as much as) sustains it.
Open, secure, and robust Internet has never been more critical.
Ethical and educated Internet technologists have never been more necessary.
The future of the Internet is in our hands. Network engineers, operators, and architects are uniquely poised to address the most pressing challenges the Internet faces today.
Network Operators’ Groups (NOGs) are driven by the open exchange of knowledge and expertise. They exist to inspire, educate, and empower these technologists.
OUR MISSION
NANOG is committed to the ongoing advancement of an open, secure, and robust Internet, by providing a platform that inspires, educates, and empowers our community to work together in building the Internet of tomorrow.

OUR CORE VALUES
We believe in working together to meet the ever-changing demands of a global network, while upholding our shared values of:

- Community
- Education
- Innovation
- Diversity
- Security

Through meetings, events, scholarships, fellowships, digital spaces, and social networks, we offer multiple ways for our community to:

- Meet and learn from other professionals working or studying in their field.
- Share the latest Internet technologies, and industry best practices.
- Form crucial peering arrangements.
- Discuss technical challenges faced by the industry.
- Have meaningful conversations about what’s impacting their daily lives.
- Form strategic business relationships, and friendships with like-minded peers.

COMMUNITY, IN ITS TRUEST SENSE
NANOG is, and always has been, dedicated to the dynamic people who make up our community.
INCLUSIVE, ADAPTABLE, AND FULL OF DIVERSITY

The ecosystem we’re building can handle nearly anything. With 86 nonprofit NOGs now in every major region of the world, NANOG was the first — and is still the largest.
WORKING TOGETHER, FOR THE INTERNET OF TOMORROW

PEOPLE IN OUR COMMUNITY

WORK for ISPs of all sizes, content providers + multi-tenant data centers, hosting + cloud companies.

STUDY at the top engineering + computer science programs in the US.

COMPANIES WITH EMPLOYEES WHO ARE ACTIVE IN OUR COMMUNITY

- Apple
- Amazon
- Ciena
- Cisco
- Comcast
- Facebook
- Fastly
- Fujitsu
- Google
- Juniper
- Kentik
- Microsoft
- Netflix
- Nokia
- NTT
- Twitch
- Twitter
- Verizon
WE MADE SIGNIFICANT PROGRESS IN 2020

Over the past year, the NANOG Staff, Board of Directors, and Committees successfully spearheaded improvements to some of the most critical aspects of our mission.
INSPIRING AND EDUCATING THE NEXT GENERATION OF NETWORKING PROFESSIONALS

By providing a platform that engages more students, women, and people of color in our scholarships and educational programs.

2020 NANOG Scholarships

Scholarships awarded to four exceptional undergraduate and graduate students from across North America, who are all eager to play a critical role in shaping our rapidly changing Internet ecosystem.

Abha Ahuja Scholarship – $10,000

John Postel Scholarship – $10,000
Jon Cowart, Penn State University Park. Major: Electrical Engineering.
Brandon Staple, University of Colorado Denver. Major: Computer Science.
What is a geek like me supposed to do? I know what I'm going to do. I’m going to start a telephone company.

— Jared Mauch

Starting a Telephone Company in 2019 - NANOG 80
GATHERING VIRTUALLY WITH THE NORTH AMERICAN COMMUNITY

NANOG’s tri-annual meetings draw up to 1,400 individuals in multiple facets of network engineering, operations, and architecture. Participants gather with us in major cities across North America to share + learn about the latest Internet technologies and challenges. Attendees form peering arrangements, conduct business, and make meaningful connections with like-minded peers.

The year 2020 introduced a concerted effort to connect with our community virtually. NANOG developed a method to engage a large attendee participation via virtual platforms.

It additionally pushed forward a timeline for developing reliable tools for connecting remotely and creating a virtual experience. NANOG worked with a service provider to produce NANOG 79. NANOG then used the upcoming months to develop a robust self-owned virtual platform for NANOG 80.

2020 NANOG Meeting Planning:
Successfully negotiated contracts for future conferences:

- NANOG 79: Boston - cancelled agreement under “Force Majeure”
- NANOG 80: Seattle - cancelled agreement under “Force Majeure”
- NANOG 81: Atlanta - rebooked agreement
- NANOG 87: Atlanta
- NANOG 88: Seattle
**2020 NANOG MEETINGS, AT A GLANCE**

**NANOG 78 Registration**
- Members - 278
- Non-Members - 631
- Sponsors - 175
- College Immersion - 20
- Students - 17
- Speakers - 22
- **Total - 1,157**

**NANOG 78 Organization Description**
- IX/Network Operator - 145
- Service Provider - 431
- Vendor - 271
- Data Center - 121
- Non Profit - 80
- Other - 109
- **Total - 1,157**

**NANOG 79 (Virtual) Registration**
- Members - 265
- Non-Members - 638
- New to NANOG - 492
- Sponsors - 30
- Students - 29
- **Total - 1,454**

**NANOG 79 (Virtual) Organization Description**
- IX/Network Operator - 191
- Service Provider - 601
- Vendor - 216
- Non Profit - 236
- Other - 210
- **Total - 1,454**

**NANOG 80 (Virtual) Registration**
- Members - 141
- Non-Members - 101
- Fellowship - 337
- Sponsors - 47
- Students - 2
- **Total - 634**

**NANOG 80 (Virtual) Organization Description**
- IX/Network Operator - 90
- Service Provider - 246
- Vendor - 103
- Non Profit - 113
- Other - 82
- **Total - 634**
INCREASING ACCESS TO OUR TOOLS, RESOURCES, AND PROGRAMMING

By spotlighting and working directly within more remote, resource-strapped areas of North America, we hope to provide individuals and communities with the tools they need to fully thrive.

A webinar series was developed and conceptualized in 2020. The monthly webinars however, did not launch until Jan. 2021.
Just go for it. Even if you don’t think you know about programming or networking.

— Barrie Jones Cook
NANOG 80 Virtual Hackathon
ENGAGING NEW AUDIENCES AND INSPIRING CHANGE

By promoting an Internet industry that better reflects the diversity of the world we live in. This was implemented through a refreshed brand identity + web presence, strategic digital marketing + social media, and an updated Code of Conduct.

Change in Formatting:
NANOG had previously webcasted meetings before 2020, but had never before interacted with the audience while live streaming.

Production Pivots for 2020:
The number question of the virtual event streaming was,

*How do we deliver content to an audience that is located in several different time zones?*

In response, NANOG created content that fit within a standard business day of Eastern to Pacific time zones, as the majority of the NANOG community is in the continental US and Canada.

The event duration was still three days, but the daily time duration was shortened to make it functional across four major time zones. Held from 9 AM PST to 2 PM PST each day, it also allowed for multitasking by audience members. For example, attendees were able to work at their jobs while listening and/or engaging in presentations.
In the last several decades, we have seen massive changes to networking and networking technology. From the hardware-dependent, scale up networks of then, to the software defined networks of now, cloud companies, service providers, and enterprises across the world have been on an exciting networking journey.

In this talk, Bikash discusses three distinct eras in networking: Networking 1.0, 2.0 and 3.0. Each era of networking was shaped by a killer application. That killer application led to significant technological advancements that ultimately defined networking in that era. Bikash also makes a few predictions around what is in store for networking going forward.

Watch Keynote
Scott Bradner, Harvard University, retired

This talk will explore some of the many times that the Internet has been declared dead, claimed to be useless or about to be replaced by some other network that will meet our every need. Needless to say, the Internet has not been replaced and has survived all these "deaths". Examining these cases can teach us something about how non-netheads view the Internet and give us a heads up on what might be on the horizon and coming this way.
WORKING TOGETHER, FOR THE INTERNET OF TOMORROW

NANOG 80 KEYNOTE SPEAKERS

Growing Up With NANOG

Jezzibell Gilmore | Chief Commercial Officer & Co-Founder - PacketFabric

I would like to share how the NANOG community helped me grow as an individual, a team member, a leader, and most importantly, as a friend.

The relationships I have built by being part of the community are some of the most important of my life - business and personal. When NANOG split from Merit to an independent entity, I volunteered to help with sponsorships to keep the new organization solvent. That lead to being elected twice to the Board of Directors. Those experiences allowed me to meet amazing people and taught me invaluable lessons which help me to this day.

Watch Keynote.

The Awe, Angst, and Challenge of Being a Networker in 2020

Avi Freedman | Co-Founder, CEO - Kentik

Networks make the digital world go, and as 2020 has progressed, the understanding of the criticality of the digital world to our lives has grown dramatically! Networking was already a complex and rapidly evolving field, mixing many simple concepts, inter-dependence among competitors, a belief by some that networking is being abstracted away, an understanding that automation is critical, but more marketing than hype towards the dream of closed-loop automation.

Watch Keynote.
COVID CONTENT

Effects of COVID-19 Lockdowns on Service Provider Networks

Craig Labovitz

In this talk, we present data showing the impact of COVID-19 lockdowns on a broad cross-section of NA, EU, LATAM and Asia providers. Our talk includes anonymized traffic and application usage data from several hundred million subscribers across more than 50 collaborating providers. We show unprecedented growth in peak traffic volumes of 30% or more over one week in April followed by a plateau in peak volumes over the remainder of the month. The COVID-19 lockdown related traffic increases include a significant growth in gaming, videoconferencing and a 40% growth in DDoS traffic volumes. Overall, we show network capacity and QoE remained largely sufficient for managing the increased load based on analysis of peer / CDN capacity and a longitudinal study of per subscriber video streaming rates.

Networks’ Responses to COVID-19

Samuel Burke, CNN Philippines

Panelists: Dave Temkin, Vice President of Network and Systems Infrastructure at Netflix; Rob Rockell, Vice President of Network Engineering at Comcast; Graham Kinsey, Manager of Edge Network Capacity and Operations at Google.

CDNs, ISPs, and cloud providers have all encountered challenges in the time of Covid-19. We’ll discuss how each of our panelists have dealt with performance, capacity, supply chain, and other issues during this period of unforecasted growth.

Watch Now
IN 2020, NANOG:

Digital-marketing strategy was focused on amplifying voices in our community through **NANOG Stories**. NANOG also built awareness of NANOG’s outreach and education initiatives, promoted in-person + virtual events, and drove continued engagement on NANOG website + social media channels:

- 10 new features since Jan, 2020
- New content 2-3 times per month
- Ongoing updates to NANOG news feed
- Press release creation and dissemination

Users since launch in June, 2019: **105,592**

Total page views: **498,261**

New users since December 1, 2019: **66,424**

Pages per session: **2.63**

Average session duration: **2:24**
Virtual Meetings

Meeting virtually created an opportunity to add another layer of polish to the overall program. For example, important historical data analysis and additional efforts were made to formalize session moderation. NANOG found that the combination of pre-recording content, while also including a live Q&A session was the best method to conduct a remote event. Time management proved to be better for presentation streaming, while the live Q&A session enabled the audience to still feel connected as the community at home were able to get updates in real time and ask questions.
Planned, created, and executed content for NANOG digital-newsletter campaigns via Mailchimp to drive greater awareness of NANOG + our programs:

- 74 new campaigns since Jan, 2020
- 108 new subscribers / 239 total
- Promoted subscription organically via social media, digital marketing, and website capture (sign-up form)
- 32% open rate (1% higher than nonprofit industry average)
- 5% click rate (1% higher than nonprofit industry average)
Every region out there has its own criminal element. And there's an entire DDoS ecosystem that's a part of that.

— John Kristoff, DePaul University
Why Do We Still Have DDoS Attacks?
NANOG 80
Ongoing strategy + management of NANOG social media: Twitter, Facebook, LinkedIn, and Instagram.

More than: 2.6k people

Two of the top-performing posts of 2020 reached more than 2.6k people, and featured interviews on the NANOG Stories blog.
**Instagram**

- **New followers**: 186
- **Total followers**: 525
- **New posts since Jan, 2020**: 207

---

**The future of networking, directly to you.**

Join us Nov 13 for our first NANOG U Webinar!

---

**NANOG**

2020 Annual Report | 27
Facebook

New page likes 188
Total followers 1,616
Average organic post reach (up by 185) 321
LinkedIn

I love to be part of a community that continuously works to grow and improve the Internet.

New followers
920

Total followers
3,220

New updates
263

Average engagement rate
(~4% higher than other for profit + non profit orgs in our space)
5%

Average organic impressions per month
14,471
I love mentorship, so my women-in-tech goals have been focused on helping others figure out how to better relate with their male counterparts, and how to help make their voices heard.

— Cat Gurinsky, Apple
Featured in NANOG Stories
BRINGING OUR COMMUNITY’S IDEAS TO LIFE

By continuing to evolve NANOG’s programming — a critical aspect of the mission-centered tools, resources, and education offered.

Presented by some of the brightest minds in our industry, every NANOG conference is built around hours of peer-reviewed talks, tutorials, keynotes, and panels.

Made up of industry experts who volunteer their time, the NANOG Program Committee (PC) is dedicated to ensuring NANOG’s best-in-class content continues to evolve as the industry rapidly changes.
Over the past year, NANOG worked with the PC to deliver three successful programs at NANOG 78, 79, 80.

In addition to:

- Hosted a Community Meeting at every NANOG conference, to provide all members of our community the chance to share their ideas and concerns.
- Developed a process to improve communications between speakers and the PC, including new digital channels for communication.
- Transitioned the NANOG Program Tool to the new NANOG website.
- Developed a new sub-committee structure to help secure the highest quality speakers + promotion in advance of every conference:
  - Outreach
  - Content Management
  - Lightning Talks
  - Documentation
  - Program Committee Tool
  - Keynotes
  - Hackathon
  - Women + Diversity In Tech
  - Tutorials + Tracks

Efforts were concentrated on maintaining community, when NANOG could not meet face to face.
THE NANOG PROGRAM IN 2020

25 MEMBERS

9 SUBCOMMITTEES

6 KEYNOTE SPEAKERS

142 PRESENTATION SUBMISSIONS

75 ACCEPTED TALKS
NOTEWORTHY:

To ensure the health and safety of our community and comply with COVID regulations, NANOG held their first all virtual meeting NANOG 79 on June 1-3, 2020.

**NANOG 80 Virtual**: The NANOG Program Committee (PC) prepared their second virtual program for NANOG 80 Virtual, which took place online October 19-21, 2020.

The conference featured a variety of presentations, networking sessions, and BoFs on the latest technologies and industry innovation.

**Virtual Hackathon**: The PC was also pleased to announce the NANOG 80 Virtual Hackathon, which was held online October 17-18 — the weekend before the conference. Many of the brightest minds in our community joined to work individually, or in teams on software passions projects.

**Networking Sessions**: We welcomed all to further connect and engage with us at the Women In Technology Networking Session held on Tuesday, and BoF sessions on Wednesday.
COMMITTING TO GREATER OPENNESS AND TRANSPARENCY

The COVID-19 Pandemic was a global crisis that had a profound effect on everyone. NANOG, like many event based organizations, were challenged by the global shutdown. Even with limited time between the beginning of the global shutdown and our June 2020 meeting, we were still able to secure a virtual event partner to facilitate our first remote meeting.

**Development of our first virtual platform:** As successful as our first virtual event was, restrictions of our provider’s platform led us to developing our own virtual platform. That development effort resulted in a solution that not only integrated into our existing systems, but provided features specific to the needs of our community. These efforts set the framework for future releases that will continue to add greater access and ease of use for our community.

**NANOG continues to be dedicated to providing an exceptional educational experience for everyone in our community.** Ethical transparency is a cornerstone of commitment. It is critical to our core values as a nonprofit organization. We believe that all members of our community should have a clear view of how NANOG operates, and the opportunity to play a role in our continued evolution.
Today's fun at #nanog79: The Internet is Dead, Long live the Internet! 😊 @nanog keep this virtual forever!

— Twitter
FINANCIAL HIGHLIGHTS

2020 was a year of adjustments necessitated by the COVID-19 pandemic. These comparative financials highlight the impact the pandemic had on operations.

NANOG 78 in San Francisco was the only in-person meeting in 2020 with NANOG 79 and NANOG 80 being virtual only.

2020 + 2019 Comparative Highlights

- 2020 total revenues were $2,078,522 less than 2019
- Correspondingly with the reduction in activities, 2020 expenses were also lower by $1,619,619
- Cash available at year end was $596,825 which was $753,216 less than 2019 yearend
- Investments: $4,040,246 were higher by $269,641

2020 Revenue vs. 2019 Revenue

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenues</td>
<td>$1,978,646</td>
<td>$4,057,168</td>
</tr>
<tr>
<td>Change in Total Revenues</td>
<td>– $2,078,522</td>
<td></td>
</tr>
</tbody>
</table>

2020 Expenses vs. 2019 Expenses

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Expenses</td>
<td>$2,219,491</td>
<td>$3,839,110</td>
</tr>
<tr>
<td>Change in Net Assets 2020</td>
<td>– $240,845</td>
<td></td>
</tr>
<tr>
<td>Change in Net Assets 2019</td>
<td></td>
<td>$218,058</td>
</tr>
</tbody>
</table>
## NANOG, Inc.

### Statement of Financial Position

<table>
<thead>
<tr>
<th></th>
<th>December 31</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td></td>
<td>596,825</td>
<td>1,350,041</td>
</tr>
<tr>
<td>Investments</td>
<td></td>
<td>4,040,246</td>
<td>3,770,605</td>
</tr>
<tr>
<td>Accounts Receivable, Net</td>
<td></td>
<td>35,000</td>
<td>396,000</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td></td>
<td>117,892</td>
<td>126,933</td>
</tr>
<tr>
<td>Property and Equipment, Net</td>
<td></td>
<td>228,120</td>
<td>110,667</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td></td>
<td>$5,018,083</td>
<td>$5,754,246</td>
</tr>
<tr>
<td><strong>Liabilities and Net Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td></td>
<td>19,695</td>
<td>36,493</td>
</tr>
<tr>
<td>Accrued Expenses</td>
<td></td>
<td>–</td>
<td>16,194</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td></td>
<td>497,320</td>
<td>1,086,446</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td></td>
<td>$517,015</td>
<td>$1,139,133</td>
</tr>
<tr>
<td>Long term liabilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Note payable</td>
<td></td>
<td>126,800</td>
<td>–</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td></td>
<td>$643,815</td>
<td>$1,139,133</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without Donor Restrictions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undesignated</td>
<td></td>
<td>3,002,662</td>
<td>3,202,566</td>
</tr>
<tr>
<td>Designated for Future</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting Commitments</td>
<td></td>
<td>1,371,606</td>
<td>1,412,547</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td></td>
<td>4,374,268</td>
<td>4,615,113</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td></td>
<td>$5,018,083</td>
<td>$5,754,246</td>
</tr>
</tbody>
</table>

### Statement of Activities

<table>
<thead>
<tr>
<th></th>
<th>December 31</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Activities:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership Dues</td>
<td></td>
<td>53,798</td>
<td>66,276</td>
</tr>
<tr>
<td>Meeting Sponsorship</td>
<td></td>
<td>938,499</td>
<td>1,864,766</td>
</tr>
<tr>
<td>Meeting Fees</td>
<td></td>
<td>635,338</td>
<td>1,696,627</td>
</tr>
<tr>
<td>Other Programs Income</td>
<td></td>
<td>15,000</td>
<td>45,000</td>
</tr>
<tr>
<td>Interest and Dividend Income</td>
<td></td>
<td>94,808</td>
<td>113,393</td>
</tr>
<tr>
<td>In-Kind Sponsorship</td>
<td></td>
<td>44,400</td>
<td>68,400</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td></td>
<td>$1,781,843</td>
<td>$3,854,462</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services Expense</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meetings</td>
<td></td>
<td>1,615,280</td>
<td>2,943,583</td>
</tr>
<tr>
<td>Other Programs</td>
<td></td>
<td>123,569</td>
<td>323,024</td>
</tr>
<tr>
<td><strong>Total Program Expense</strong></td>
<td></td>
<td>$1,738,849</td>
<td>$3,266,607</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td></td>
<td>$2,219,491</td>
<td>3,839,110</td>
</tr>
<tr>
<td>Change in Net Assets from Operating Activities</td>
<td></td>
<td>(437,648)</td>
<td>15,352</td>
</tr>
<tr>
<td>Nonoperating Activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Investment Return</td>
<td></td>
<td>196,803</td>
<td>202,706</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td></td>
<td>$240,845</td>
<td>$218,058</td>
</tr>
<tr>
<td><strong>Net Assets, Beginning</strong></td>
<td></td>
<td>4,615,113</td>
<td>4,397,055</td>
</tr>
<tr>
<td><strong>Net Assets, Ending</strong></td>
<td></td>
<td>$4,374,268</td>
<td>4,615,113</td>
</tr>
</tbody>
</table>
FORMING PARTNERSHIPS TO EMPOWER AND INSPIRE

By working directly with like-minded companies, organizations, and educational institutions to help support NANOG’s tri-annual conferences, special events, outreach programs, and initiatives dedicated to education and professional development.

Over the past year, we introduced new tools and restructured the sponsorship program to create greater clarity and ensure seamless event-planning for our partners.

NANOG SPONSORSHIP IN 2020

$953,499 Dollars In Sponsorship Support
$673,498 NANOG 78
$87,333 NANOG 79

$192,668 NANOG 80

-$942,267 Compared to 2019
$1,895,766 - $953,499
NANOG SPONSORSHIP IN 2020

8
New Sponsors: Apstra, Catchpoint, Comcast, Kaloom, Gray Construction, ISOC, NVIDIA, VPLS

2
Diamond Sponsors: Fastly, Netflix

5
Platinum Sponsors: Amazon Web Services, Ciena, Equinix, Kentik, Microsoft

4
Gold Sponsors: Oracle, Quality Technology Services, Telstra, Verisign

18

4
New Ways to Sponsor: Virtual Meeting Host, Virtual Meeting Fellowships Sponsor, Virtual Expo Sponsor, Virtual Games Sponsor

97
Sponsorship Partners 2020:
NANOG 78: 58 Sponsors
NANOG 79: 16 Sponsors
NANOG 80: 28 Sponsors
WORKING TOGETHER, IN SERVICE OF OUR COMMUNITY

NANOG’s leadership team has extensive nonprofit and tech-sector experience, plus broad expertise in each of their respective disciplines: executive leadership, programming, event planning, design, marketing, content strategy, and business development.
Letter to the NANOG Community

2020 Annual Report Letter

NANOG Community,

As I reflect on 2020, I realize it was one of the most challenging years that I have ever faced; a global pandemic that took the lives of millions across the world. The senseless deaths of Breonna Taylor and George Floyd, which triggered massive protest both home and abroad. Wildfires on the west coast of the United States, which left many, myself included, immersed in a dense cloud of choking smoke for days. And to make matters worse, the US found itself more politically divided than since the Civil War.

NANOG, like most organizations, found itself scrambling to address the restrictions brought upon by the pandemic – no air travel, social distancing, and no large gatherings. Conditions such as these for an event-centric organization, such as NANOG, can be devastating. However, change, whether welcome or not, always creates opportunities for reflection and potentially – growth.

To address these challenges, the NANOG staff and the Program Committee, with the help of our then streaming provider, we were able to pivot NANOG 79 from an in-person meeting to an entirely virtual event within a few weeks. This was a Herculean effort that demonstrated the resilience and commitment of our staff and our committed volunteers.

That first virtual event taught us a great deal. We used that knowledge to craft a unique virtual platform. By NANOG 80, just a few months after our first virtual event, we released a platform specifically designed to meet the needs of our community. Less than a year later, as I write this letter, we have added dozens of additional features and a new event registration and event system—all designed to better serve our community.

As NANOG’s Executive Director, I am committed to our community’s health, longevity, and advancement. Solving technical hurdles is just one of the many opportunities that we face. The Strategic Plan, crafted by the NANOG Board, commits us to a more tactical approach to education, mentorship, diversity, and inclusion. To meet these challenges, the Board has created both Education and Mentorship Committees committed to developing new programs and our strategic objectives.

Life always presents change; nothing can remain the same. It is up to us to determine whether or not we can leverage change to become something more.

Edward McNair,
NANOG Executive Director
OUR BOARD OF DIRECTORS

NANOG’s property, affairs, and business are managed and controlled by members who make up our BoD, which facilitates communications between the NANOG community and other like-minded organizations. Elected members of the BoD are also responsible for appointing all members of NANOG’s committees, and the Executive Director.
WORKING TOGETHER, FOR THE INTERNET OF TOMORROW

2020 ELECTIONS, AT A GLANCE

As a 501(c)3 organization, our members vote to elect NANOG’s Board of Directors (BoD), ensuring we continue to remain in service of our community, and dedicated to providing the resources and experiences that matter most to our community.

In 2020, NANOG held two elections, a special election in July for bylaw amendments and the annual election in October for board of directors:

Bylaw Amendments: Special Election

A Special Election for proposed amendments to the Bylaws took place July 20-22, 2020.

Proposed bylaw amendments, Election Results + Certified Results, Documentation

The special bylaw election in July approved changes to the term start and end dates for Board of Directors.

Annual Board of Directors Election

Board of Director Candidates, Election Results + Certified Results, Documentation

During the four-week nomination window, six candidates ran for two positions on the BoD. The NANOG Election Committee, which includes 7 members, oversaw the election process, which was open for 52 hours. Elected board members were Tina Morris and Vincent Celindro.
COMMITTED TO EVOLVING OUR PROGRAMS AND OUTREACH INITIATIVES

By creating a strategic plan for NANOG’s future, and tapping new tools to effectively measure the successes and challenges of our programming, outreach initiatives, and marketing strategy.

Over the past year, we developed:

- Updates to website User Interface
  - Development of our own virtual meeting platform
  - Integrated attendee chat
  - Embedded streaming video from any source
  - Improved agenda tool
  - Virtual booths for sponsors with flexible content options
  - Real-time polling (through third-party service)
  - Syncing with Cvent registration API
  - Real-time registration data

- SSO integration with Simply Voting.
- GitHub development tracking for issue tracking.
- Quick feedback form integration into the website.
- Beta release of Community Forum

- Enhanced functionality of Program Committee Tool
  - Added presentation preference for submissions
  - Improved data capture during submission process
  - Ability to move talks from one meeting to another
  - Better logging of changes in a submission
  - Adjusted the workflow in Lightning Talks

- Enhanced functionality of Profile Tool
  - Added automatic receipt mailing for Membership purchases
  - Working to automate renewal reminders
  - Improved reporting options to support audit process

NANOG’s Executive Director + Board of Directors is also in the process of developing a comprehensive strategic plan for 2021 and beyond to further ensure NANOG’s impact, innovation, and dedication to its community.
WE COULDN’T HAVE DONE IT WITHOUT YOU

Our success depends in large part on the support of individuals and organizations who believe in our mission-critical programs and initiatives.

Your support in 2020 helped us continue our work in service of advancing an open, secure, and robust Internet, by educating, empowering, and inspiring our community to meet the ever-changing demands of a global network.
The NANOG Staff and Board of Directors thanks our members, community, and sponsoring partners.