

March 17, 2005 (12:22 PM EST)

## As eBay Sellers Convene, Security Dominates Agenda

By [W. David Gardner](#),

eBay's security will be the dominant issue at this weekend's meeting of the Professional eBay Sellers Alliance (PESA) in Atlanta.

"The single most salient issue among PESA members is security," said David Yaskulka, PESA Marketing chairman, in an interview. "PESA wants more stringent identification of both buyers and sellers."

Citing the growing incidence of phishing and scams, Yaskulka said PESA members realize that safety and security of online auctions are tough and growing challenges, but the organization wants to work with online auction providers to improve security.

He said security issues are important to eBay, too, and noted that eleven eBay executives have registered to attend the convention including some from the firm's Trust and Safety unit. "We're encouraged by the increasing interest by eBay executives," Yaskulka said.

PESA members are interested in promoting the idea that users should never "click" on any link appearing to be an eBay link, but rather should be required to log-in to safeguard security.

The PESA "Spring 2005 Summit" is also drawing representatives from online marketplaces Amazon, Overstock, Yahoo, and Bizrate.

Like eBay and other online auctioning sites, PESA has grown rapidly. Founded less than a year ago, its gatherings have gone from some 100 attendees at the initial meeting last spring, to some 700 members currently. "Interest in PESA has soared over the past few months," said PESA's executive director Jonathan Garriss, in a statement. "Registration for Atlanta is already three times what we had for our Las Vegas event (last fall.)"

The Summit is sponsored by Ethical Technologies. Other firms that have partnered with PESA include buySAFE, Assistant Zone, ChannelAdvisor, Federal Express, Infopia, Marketworks, Truition, and Zooby.

The organization was founded by Joe Cortese, an online stamp and coin seller from Pittsfield, N.H. Cortese will discuss PESA's future at the Atlanta event.

- ▶ [Email This Story](#)
- ▶ [Print This Story](#)
- ▶ [Reprint This Story](#)
- ▶ [Tag in Del.icio.us](#)
- ▶ [Digg This](#)
- ▶ [E-business & Business Technology News](#)
- ▶ [More TechWeb News](#)
- ▶ [Bookmark this site!](#)

[XML](#) [Try TechWeb's RSS Feed!](#)

### techseArch for related stories

TechSearch for more articles on:

### SPECIALTY RESOURCES



Whitepapers, case studies, webcasts, videos, and additional resources to address pressing IT issues affecting your business

- ▶ [Learn how vulnerable you are to security and downtime threats](#)
- ▶ [Modernize legacy systems for financial, productivity gains](#)
- ▶ [CMP Research: The State of IT Infrastructure Library](#)
- ▶ [Free Research: 2006 SOA/Web Services Survey Results](#)
- ▶ [10 Ways to Protect Your IT Infrastructure](#)
- ▶ [VIEW ALL BRIEFING CENTERS](#)

### FEATURED MICROSITE



### RELATED LINKS

- ▶ [Research In Motion Chief Buys Pittsburgh Penguins](#)
- ▶ [Wall Street Unmoved By Apple Stock Troubles](#)
- ▶ [PodZinger Launches Podcast Ad Network](#)
- ▶ [Sept. Bug In IIS Impacts All IE Users, Too](#)
- ▶ [Microsoft Trims Gates', Ballmer's Bonuses](#)
- ▶ [Arrest Warrants Sought For Former HP Chair, Ethics Officer, Others](#)

Advertisement

#### TECHWEBCASTS

Editorial and vendor perspectives  
[FREE InformationWeek Research on Enterprise VoIP - a \\$99 value](#)  
[Gain big returns on your RFID investment](#)

#### VENDOR RESOURCES

[FREE InformationWeek Research on Enterprise VoIP - a \\$99 value](#)  
Practical strategies and expert advice for better mobile software

#### MICROSITES

#### FEATURED TOPIC