

# Ship Happens

## PeSA head west to San Francisco

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On September 20-22, PeSA (Professional eBay Sellers Alliance) is holding its bi-annual summit in San Francisco. And as usual, anybody who's anybody will be attending.

"This Summit is truly a can't-miss event for any online business. Peak online shopping months are just ahead of us and a number of the industry leaders will be personally addressing attendees. The timing couldn't be better," said Joe Cortese, Founder and Chairman of PeSA and CEO of PeSA member company NobleSpirit.

PeSA represents high volume sellers of eBay, PowerSellers, who meet twice a year to talk about the best practices for eBay vendors. PayPal, Amazon and Google are also slated to be in attendance. In addition, Andale, BidPay, ChannelAdvisor, E-Commerce Merchants Trade Association, Infopia, Monsoon, Property Room, Prosper, Overstock, uBid, and Yahoo! will be participating in group and one-on-one meetings this year.

In the past, the focus has been on eBay business. This year, PeSA plans to expand the agenda to reach out to online businesses using other sites and marketplaces. "I firmly believe we will look back on 2006 as the golden-age for online merchants. With the explosion of marketplaces, comparison shopping engines, checkout systems, payments systems and search engines, online merchants are able to expand their business and diversify their revenue streams unlike any time in history. The Fall PESA Summit represents one of the best opportunities for eBay sellers to take advantage of these new opportunities and we're proud to be supporters, sponsors and attendees of the event," said Scot Wingo, CEO of ChannelAdvisor.

As for uShip, we are serving as a sponsor of the event. And, in my experience at past PeSA conferences, this one definitely looks to be the best yet!

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