



## ➔ Don't Miss

### Town Hall Meeting with Bill Cobb

11-12 A.M. ROOM 210A  
eBay North America President, Bill Cobb and his leadership team will answer questions from the audience.

### The eBay Live! Book Store

LEVEL 1 (ABOVE SOLUTIONS CENTER) NEXT TO EBAY SHOP  
Find books on almost any eBay-related topic – from how to buy and sell, to product sourcing. Plus get 20% off retail!

### Closing Gala & Community Hall of Fame Awards

EXHIBIT HALL C  
To kick off the Gala, five eBay members will be honored for their contributions to eBay's Community. Carnival-style dinner and entertainment by Kool & The Gang provided.



## A MESSAGE FROM Bill Cobb

**H**ello everyone...It's been a pleasure and a privilege to have had the opportunity to meet so many of you face-to-face over the last couple of days here in Boston for eBay Live! 2007. You're a real inspiration to me and to the entire eBay and PayPal staff here serving you. As I said at the keynote, the eBay Community – and the Social Commerce you create – are what make this marketplace truly different. That's why it's so important that we keep your needs front-and-center. While listening year round is important, the three days we spend with you at eBay Live! are truly special. Think about it – by the time we all go home, there will have been literally thousands of important conversations between eBay members and our staff! You can count on your issues and ideas influencing our future plans when we return to San Jose.



## Keynote Reveals Spectrum of Colorful Commerce

**"**I'd like you to pat each other on the back," said Meg Whitman, eBay Inc. CEO, "because in this auditorium tonight, our combined feedback is 6.1 billion!" In keeping with tradition, Thursday, June 14, 2007, Meg, along with PayPal President Rajiv Dutta, and President of eBay North America Bill Cobb, completed the first day of eBay Live! 2007 by talking about their vision for eBay and PayPal at the event's keynote speech.

Meg gave the room of nearly 10,000 attendees an high-level view of the eBay Inc. portfolio of

Of course, I hope you've also benefited from the rest of the event, too. The eBay Live! team has worked hard all year to make sure that we offered you the best line-up of classes, networking opportunities, speakers, and entertainment available.

So thanks again for sharing your time, ideas, and enthusiasm with us this weekend. I hope you'll join me at the Gala tonight to celebrate the end of a great three days. I, for one, intend to have a good time "getting down" with Kool and the Gang, and I hope you'll be there, too.

—Bill Cobb, President, eBay North America



*continued on page 4*

## Good News for eBay Stores

**e**Bay Stores received some exciting news during the Keynote this year, as Bill Cobb emphasized Stores' importance to the marketplace (read the keynote recap for details). But the fun didn't stop there – sellers stopping by the Stores booth got to learn about two other new features that should not only help long-term Stores subscribers succeed, but also give beginning sellers a leg-up as they build their businesses.

### eBay Stores To Go

With the internet buzzing over the new eBay To Go™ widget released a few weeks ago, the Stores team followed suit by announcing eBay Stores To Go. eBay Stores To Go allows users to showcase their brand and listings directly on their website, social networking site making an eBay Store “portable.” It also lets them filter the items displayed by Seller ID (should they have more than one) or by category. Free to eBay Stores subscribers, the eBay Stores To Go can even be customized to reflect your unique Store logo and colors.

### Make your Store stand out – eBay Stores Design Center

Another key addition for sellers is the new eBay Stores Design Center. Whether you're just starting out and need help setting up your Store, or are upgrading your Store's current look-and-feel, you'll find all the tools and resources you need in the new Design Center.

For more information about eBay Stores announcements, please read the eBay General Announcements board.

## TRUST & SAFETY Collaboration Keeps eBay Safe

**U**p until a few years ago, the internet was a like a small town, whose residents left their doors unlocked because there was so little crime. But today's internet is more like a big city. While it has broad, well-lit streets, it also has a few dark alleys where criminals can lurk.

Trust has always been at the heart of eBay's business – millions of people every day transact online with perfect strangers. But just like in the brick-and-mortar world, there is a small minority of people who try to take advantage of this trust.

Almost everyone is familiar with a common

safe is Dave Cullinane, Chief Information Security Officer (CISO) for eBay Marketplaces. Dave brings more than 30 years of information security experience to eBay. In his previous position as CISO for Washington Mutual, one of the largest banks in the United States, Dave dealt with similar issues that eBay and PayPal face.

Dave's industry knowledge and over 30 years of experience in the field have helped him play a major role in shaping and implementing eBay's Trust & Safety strategy. Dave believes that industry-wide collaboration and best practice sharing is

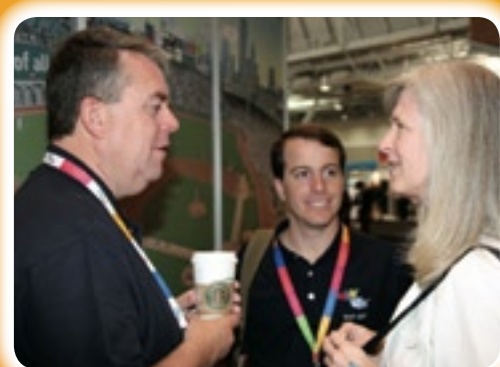
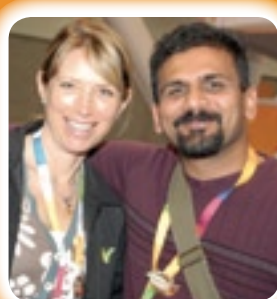
critical to the future security of the internet. “No business is immune, and it's up to us all to work together to share the latest threats with our counterparts, as well as with Law Enforcement.” Dave believes partnering with other security professionals is key. His “Red team” events bring together top security and industry experts



trick used by these malicious individuals called “phishing.” Phishing is the act of trying to trick members into revealing their sensitive personal information (like passwords, etc.) by sending fake emails that appear to be from businesses like eBay and PayPal. The criminals may also create spoof websites pretending to be eBay or PayPal as another way to lure people into clicking on their links that may contain mal-ware (malicious downloads) or other security violations.

eBay has over 2,000 employees dedicated to preventing fraud and crime on our sites. One of the key leaders in keeping everyone's information

to our corporate headquarters in San Jose where they compare latest findings, share tips, and keep each other informed as partners.



Along with other Trust & Safety leaders such as Rob Chesnut, eBay Senior Vice President of Global Trust & Safety, Dave's team is focused on a three-pronged plan:

## 1. Keep the bad guys out

The first piece of the strategy involves making sure the "front door" is secure, so criminals cannot register or list items. While eBay has historically been very open, over the last year we took several measures that raised the bar on minimum standards for selling on the site. For instance, earlier this year, eBay made it mandatory for new sellers to offer safe payment methods, such as PayPal or a credit card, and we restricted cross-border trade unless the seller is PayPal Verified.

In addition, our anti-counterfeit efforts have set industry-leading standards, starting with the creation of the Verified Rights Owner (VeRO) program back in 1998. Last fall, proactive measures were instituted to reduce the visibility of counterfeit items on the site.

Through the Safeguarding Members' IDs initiative, which hides the User ID's for bidders on auction-style listings that are over \$200, eBay has taken an important step to protect bidders against fake Second Chance Offers and other phishing emails. "Trading transparency for security is never our first option," said Chesnut. "But in today's environment, sometimes we have to make these kinds of trade-offs for the safety of our Community."

## 2. Keep the good guys connected and advantaged

Internet security requires cross-functional cooperation — within the company and without. eBay's Global Law Enforcement Operations team partners with law enforcement agencies around the world to pursue and prosecute fraudsters. The efforts of this extended network — which consists of international investigators, security engineers, and law enforcement relationship managers — have resulted in an average of over three arrests per day in the U.S. and Europe. Education is a large part of the effort, and in 2006, eBay and PayPal trained over 3,000 law enforcement agents on how to deal with cybercrime.

Another aspect of advantaging the good guys is to encourage safe payment mechanisms on eBay. PayPal's fraud models and verification techniques are recognized as some of the best in the industry, and because PayPal never shares users' financial information, security and privacy are built into the service.

PayPal and eBay continue to innovate in the area of security. The PayPal Security Key, which was formally announced by PayPal President Rajiv Dutta at Thursday's Keynote, gives customers an additional layer of safety.



## 3. Keep the wheels on

The last crucial element is making sure we have the absolute top caliber people overseeing our anti-fraud efforts. Their diverse skills and experience, ranging from law enforcement to technology, are critical to keeping eBay safe. You can meet some of them at the Trust and Safety panel discussion at 12:30pm today in room 205A, or at the Trust & Safety booth in the Solution Center.

## eBay Express Celebrates Its First Birthday

It's hard to believe that a year has already passed since eBay Express was officially unveiled at last year's eBay Live! eBay Express is eBay's specialty site at [www.ebayexpress.com](http://www.ebayexpress.com), designed for buyers who want that great eBay deal and who at times prefer shopping in a fixed-price only e-commerce experience rather than auctions.

Specifically, everything on eBay Express is sold at a set price (no auctions), drawing its inventory from Auction/BIN, Fixed Price and Store Inventory listings that are also on eBay. And in March of this year, the eBay Express team made another big addition — Half.com items are now available from eBay Express, as well.

It turns out that eBay Express has a lot to celebrate on its birthday. Lara Houser, Director of eBay Express, shared some statistics recently on eBay's General Announcement board that illustrate the vibrancy of eBay Express: "Did you know that an article of clothing is sold on eBay Express every 67 seconds, a piece of jewelry is sold every 2.3 minutes, and a DVD sells every 4 minutes? Furthermore, 9 out of 10 buyers have told us they love the shopping experience."

The eBay Express team has been hard at work this last year adding many important features. Recently, a change was made that allows buyers to send a note to sellers during their checkout process, for instance. A popular request — Wish Lists — was also added earlier in the year, and is a great way for letting your friends and family in on the perfect gift for you.

*If you haven't already, make sure you stop by the eBay Express booth on the show floor or go to [express.ebay.com](http://express.ebay.com) to learn more.*



# Rajiv Dutta, President of PayPal, Debuts On-Stage

This year, the Keynote stage was shared by eBay CEO Meg Whitman, eBay President of North America Bill Cobb, and a new face to many — PayPal President Rajiv Dutta. Having served for many years as eBay's Chief Financial Officer, as well as former Skype President, Dutta was thrilled at the opportunity to introduce himself to the Community that he has been helping to serve since July of 1998.

Dutta outlined PayPal's emphasis on catering to the needs of the customer. "Job number one is to serve you better. This means that we ask ourselves with every new product, every site change, every new policy — 'will this make our customers' lives easier?'"

Some of PayPal's recent changes illustrate this commitment including PayPal's increased Buyer Protection which protects buyers on transactions for up to \$2,000, the expansion into more international markets, and the addition of language support for Spanish, French, and simplified Chinese. "This change alone gives 25 million new customers around the world the ability to access PayPal and buy from all of you."

Dutta then revealed what was coming down the pike to help fight fraud. "We know that fraud is one of the top challenges you face in running your business. I'm standing here to tell you tonight, we've heard you!"

Rajiv announced the immediate launch of the PayPal Security Key. Previously in beta, the small electronic device generates a unique password every 30 seconds that will prevent fraudsters from accessing accounts. In August, PayPal will introduce a new feature called "Payment Review," which will warn sellers within minutes if a transaction poses a significant risk. He capped his appearance by saying his goal is to confirm 100% of the shipping addresses for the U.S.



## Keynote cont'd from p.1

interact with each other....It may sound idealistic, but we truly envision a better world."

Meg told the audience that, although eBay Inc. consists of many different businesses, they are united by what they call Social Commerce. "eBay has a unique opportunity – and a responsibility – to help level the playing field for individuals to use technology to engage with the world around them." eBay is unique from all other companies in that it succeeds only by helping others succeed. "We're proud of the fact that *our* growth and success as a company...is directly tied to the growth and success of our community members."

As eBay matures, it has a social responsibility as a global citizen, Meg told the crowd. "As one company, our ability to make an impact is limited....side by side with the Community, there's no end to what we can get done!" eBay Giving Works just surpassed an important milestone in helping members raise 100 million dollars for non-profit organizations worldwide.

(Read more about eBay Giving Works on page 6.)

Next PayPal President Rajiv Dutta took the stage. Rajiv was hired in 1998 and served as eBay's Chief Financial Officer for several years. "I'm sure many of you don't know me," smiled Rajiv. "But the funny thing is I know you....I cannot forget it was the eBay Community that discovered PayPal." Today PayPal is one of the world's most popular online payments services, right after Visa and MasterCard. "You gave PayPal relevance in the market then, and now."

So much success at only 100 months old has not been without its rough spots. "We've had some growing pains along the way," said Rajiv as he acknowledged that PayPal had a service disruption several weeks ago which was, ironically, related to a major upgrade to its servers that now provides fourfold the amount of redundancy. About 1/3 of PayPal's total development capacity has been dedicated to upgrading the infrastructure needed to

support the system that processes billions of dollars globally at the rate of \$1,500 per second.

One way PayPal has supported eBay sellers is by expanding the pool of buyers around the world through offering PayPal in over 190 markets, 80

*"...with the Community, there's no end to what we can get done."*

of which were added just a few months ago. "The expansion of languages, currencies and markets means that our service is now available to 1 billion internet users around the globe – that's 95% of the world's internet population."

Rajiv then turned his attention to an issue that is a key concern to many eBay sellers. "I've heard you on the issue of fraud...You hate chargebacks and you hate fraudsters. And let me tell you something – so do we!" Projects like Online Dispute Resolution which launched last year have reduced buyer claims by 50 percent. In addition, PayPal is launching a number of new initiatives that protect eBay members from becoming victims, including the PayPal Security Key, Payment Reviews, and increasing the number of confirmed addresses. (Read more about PayPal, left sidebar.)

Finally, Bill Cobb took the stage. As President for eBay North America, Bill recounted some of the events of the last year since eBay Live! 2006 in Las Vegas. He noted some important milestones like the success of eBay Express (Read more about Express on page 3.), as well as some things that made sellers unhappy, including summer price increase for Store Inventory format listings. While the price change had the

## “You hate chargebacks... and so do we!”

desired effect of rebalancing the marketplace, Bill received a round of applause as he set the crowd’s mind at ease about his intentions this summer – “Just to be clear...there will be no increase in selling fees THIS July.”

“Re-igniting the core is eBay’s number one priority in 2007,” Bill told the audience, and he went on to give more color about what this actually means for the marketplace. “As you survey the landscape of retail stores and e-commerce sites in 2007, it’s gotten pretty boring out there.” eBay has the opportunity to stand out even more against what has become “the ol’ Mall & Chain” by doing a better job of being ourselves.

Against the backdrop of boredom, eBay is about creating Colorful Commerce. “We do believe different is good – we do believe people are more interesting than things – we do believe in the rockin’ deal – and we do know that this combination has created a destination like no other.” This magic is described in a new term, Windorphins – that good feeling of exhilaration that you get when you are winning on eBay. (Read more at [www.windorphins.com](http://www.windorphins.com))

“We’re taking the DNA that made eBay so great, and we’re reinterpreting it to an emerging new age of online commerce.” Bill acknowledged that change also comes with a risk of disruption to people’s use of the site, making it imperative eBay’s Community sees the benefits.

For example, one of the projects being tested includes Visual Navigation, which offers buyers a

more fun, interactive Finding experience. “Over the next several months – assuming you tell us it’s meeting your needs – we’re going to start introducing this visual navigation to several categories on eBay where buyers would enjoy shopping with an interactive experience.”

Other new projects in the works play up the fun of competition between bidders. A fun new tool in beta called eBay Countdown, for example, adds a clock and a “price ticker thingy” that remind buyers of items they are interested in. Bill also talked about one-click bidding, which will allow people to place a bid in the last 15 minutes of an auction without having to wait for the computer to refresh. “Finally, we’ve done it – almost – coming soon.”

Shifting gears, Bill made it clear that all this emphasis on buyers does not mean eBay has forgotten about its partners, the eBay sellers. “It’s a multi-channel world, and we know we need to continually add to the value you receive from eBay.” Bill talked about a number of improvements to eBay Stores, which -- in addition to adding an eBay Stores link back into the header at the top of every eBay page – includes Markdown Manager (launched earlier in the year), plus more advantages for Featured and Anchor Stores. (Read more about eBay Stores on page 2.)

PowerSellers are a vital part of the marketplace, as well, and Bill outlined a number of changes that will revitalize this program by giving incentives, rewards, and recognition to those sellers who consistently delight buyers. He introduced new eligibility requirements that will open the program this fall to both seasonal sellers, as well as sellers who sell a

high volume of low-priced items. Bill received a huge round of applause when he said that teams are exploring how to advantage PowerSellers who consistently deliver great buyer experiences in search results. “We are not ready for this yet operationally – but we are moving in this direction.” Another popular request from sellers that is actually on its way is protection against losses incurred from non-paying bidders. “Starting August 1<sup>st</sup>, PowerSeller status will come with a rebate on

## “We do believe different is good.”

unpaid item feature fees.”

At the end of the day, it’s not the site or technology that are important – “What really matters is *people*.” Bill underlined this sentiment with one last piece of good news – “Starting June 19<sup>th</sup> and continuing through August 5<sup>th</sup> we will LOWER the first tranche of Final Value Fees on core listings from 5.25% to 4.5%.” This benefits any seller who uses auction, auction BIN, or pure fixed price listings.

For more information about these and other announcements, please read eBay’s General Announcements Board by clicking Community at the top of any eBay page.



## And The Webby Winner is... The eBay Community!

Perhaps you've heard about The Webby Awards. It's an annual ceremony honoring the best of the Internet. Or to take it directly from their website:

"Established in 1996 during the Web's infancy, the Webbys are presented by The International Academy of Digital Arts and Sciences, a 550-member body of leading Web experts, business figures, luminaries, visionaries and creative celebrities.

Reflecting the tremendous growth of the Internet as a tool for business and everyday lives, the 11th Annual Webby Awards expands the mission of the Webby by honoring excellence in over 100+ Website, Interactive Advertising, Online Film & Video, and Mobile categories."

Celebrities on the illustrious panel range from internet pioneer Vint Cerf, to Virgin mogul Sir Richard Branson, to *The Simpsons* creator Matt Groening.

So what does this have to do with eBay? This year they gave a Lifetime Achievement Award to YOU — the eBay Community. Meg Whitman (eBay Inc. CEO), flanked by eBay seller [buy\\_big\\_from\\_brandi](#) and the two-person team of [arizonaswede](#), accepted the award on behalf of the entire eBay Community on June 5th in New York City.

In true Webby tradition, all the acceptance speeches were limited to 5 words. Jim (Griff) Griffith solicited suggestions from readers on The Chatter Blog, and also asked employees to send in their best one-liners. At a recent company gathering, the top three choices were put up to vote.

With the winning speech in hand (on a post-it note), Meg strode up to the podium, accepted the award, and said these words, "Bidding starts at 99 cents!"

## EBAY GIVING WORKS Making A Difference One Sale At a Time

**\$** 100,000,000. It's almost impossible to conceive of that much money. To put it in some context, that would buy about 50,000 new Honda Accords, or over 200,000 fast food value meals.



But it also represents something much more meaningful. As noted by Kristin Cunningham, General Manager for eBay Giving Works, in the Keynote address on Thursday, members from all over the world have now raised over \$100 million for charity through their sales on eBay. "Thanks to the generosity of our Community, we are helping to make a difference in the lives of millions of people worldwide," said Cunningham.

Launched in the fall of 2003, eBay Giving Works (found at [givingworks.ebay.com](#)) is eBay's dedicated program for charity listings. It makes it easy for the Community to list items to benefit a cause that's close to their heart.

### Doing good has never been easier

Sellers interested in raising money for their favorite charity through eBay Giving Works can easily list their items and select to donate some percentage of the final sale to your favorite

nonprofit. Once that sale is complete, your donation will be delivered automatically to the organization you chose. You'll even be reimbursed the percentage of your basic selling fees that equals your donation (e.g. donate 90%, get 90% of your insertion and Final Value Fees back).

Buying is just as simple. From eBay Giving Works, you can browse all items, or search for items that support a specific nonprofit. When you place a bid or purchase an item on eBay Giving Works, you know that you're not just making a cool purchase, but you're helping out a worthy cause as well.

### A brief history

Almost as soon as eBay appeared on the web, members were using it to buy and sell items on behalf of their favorite nonprofits and charities. Unfortunately, the process required a lot of work.

"We didn't really have any system in place to help members do this. Sellers were limited to indicating within their listings that they would donate the funds to charity, so a lot of buyers never knew for certain when an item was being sold for a good cause," explained Cunningham. "Sellers would have to collect the money from the buyer, separate the funds from their other sales, and send it in to the nonprofit."

However, buying and selling for charity was part of the fabric of the Community, and despite the challenges, people kept doing it. "This selflessness was inspiring, and we said 'we have to make this easier for them,'" continued Cunningham.

eBay set to work defining the requirements, features and other details that would be necessary to build a fully robust charity program. In 2003, they teamed up with MissionFish, a nonprofit technology company, to power much of the backend of the program. MissionFish had the knowledge and technology to do the heavy lifting involved in charity work, including paperwork processing and funds distribution, and certifying the nonprofits



that join eBay Giving Works

“Our sellers are very passionate about the causes they support, which is fantastic,” said Jen Ibarra, a Manager for eBay Giving Works. “We want to make it as easy as possible for them to list items that benefit their favorite causes.”

In the past couple of years, eBay Giving Works has been

integrated into popular listing tools such as the Sell Your Item form and Turbo Lister. “And last fall” Ibarra continued, “we introduced the ‘giveback’ of Insertion and Final Value fees for items that sell for a cause. Plus we’ve just recently overhauled our pages on the site to give them a clean, updated new feel.”

## Rewards for business with a conscience

eBay Giving Works can also be a big part of your selling strategy. Buyers tend to like the fact that their money is going to a charity, and they will often bid extra because they’re willing to pay more for a good cause. Many sellers have used eBay Giving Works to help drive their business. Said Titanium PowerSeller **designerathletic**, “As a small business, it’s a constant struggle to stand apart and connect with consumers. We use eBay Giving Works often, and customers see that we’re not only a shoe retailer, but also a company with a conscience.”

**paultracey** has discovered the power of the program, as well. “The items I sell through eBay Giving Works definitely get more bids than similar items I’ve sold without eBay Giving Works. As a marketing tool for your eBay item, the charity ribbon pops out more than bold or highlighting.”

And the simplicity is a big plus for **pugtaxi**, who supports the Little Angels Pug Rescue. “eBay Giving

## Share Your Story at the Chatterbox

Do you have a great eBay story? Or maybe a personal message for eBay employees that you’d really like to share? Stop by The Chatterbox and put your thoughts on video. Our friendly staff will help you record a video message for eBay that we’ll share with others after the event is over. We love hearing the great stories about fantastic transactions, how you met other friends on eBay, or almost anything eBay-related that has been important to you. So don’t be shy....come on over and let us know what’s on your mind.

Works is a great way to raise money for your favorite charity and it’s not much extra effort at all. It’s very simple.”

Nonprofits can also sell on their own behalf. Amy Parks Crossover with the Southeast Affiliate of the American Heart Association described how eBay Giving Works has helped their cause tremendously. “The eBay Giving

Works and MissionFish programs have opened up a whole new avenue of fundraising for [us]. We love experiencing success with items we have solicited specifically for our eBay program — we have raised nearly \$100,000 with eBay Giving Works to date.”



## The Power of All of Us — make a difference

Let your friends and family know about eBay Giving Works, and how they can use it to make a difference. Or help your favorite nonprofit join the program! eBay Giving Works has over 10,000 nonprofits to choose from. If your favorite organization is missing, get them signed up (it’s free and easy), so they can start benefiting today.

## Go Green, Go eBay!

You might say that eBay has been supporting the green charter all along. When it comes to reuse, eBay members have led the way for more than 10 years by trading items that otherwise would have languished in someone’s garage for years, or worse — ended up in a landfill.

By some estimates, last year alone eBay enabled the reuse of about \$30 billion of goods. And if you estimate that value of all reused goods from 1998, the figure is a staggering \$100 billion.

### Reuse and recycle

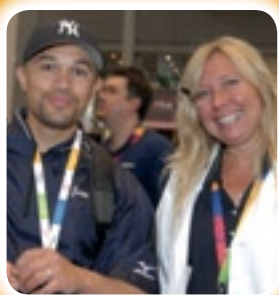
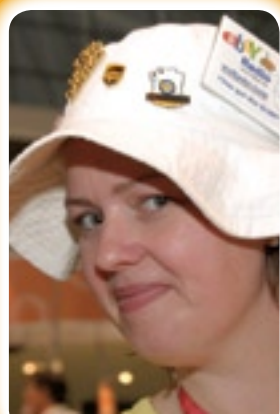
Our Community members, through their ingenuity and resourcefulness, are also ahead of the curve in other areas. After using an empty coffee can to hold her household knickknacks, **cozy1812** decided to decorate it with fabric. Now she’s turned these decorated cans into a product line in her business.

“In ONE WEEK I collected 100 empty cans from one small elementary school and our favorite sports bar restaurant! These were all headed for the dump/landfill! I am thoroughly enjoying my fledgling ‘go green’ campaign! It’s amazing what an impact one member can make.”

### eBay-USPS co-branded reusable and recyclable boxes

The Cradle-to-Cradle certified eBay-USPS co-branded box created by world-renowned environmental designer William McDonough is a highlight at the USPS booth. Order your free Cradle-to-Cradle packaging today in the USPS Shipping Zone on eBay.com.

Order your Cradle-to-Cradle packaging today in the USPS Shipping Zone on eBay.com.



## The Chatter Blog

The Chatter team acts as your “eBay inside reporters.” From exclusive interviews such as the video interview with “The Tech Chick” who gave the inside scoop on hot toys for the holidays — to in-depth behind-the-scenes looks at new initiatives like Feedback 2.0 — to lighthearted posts that highlight eBay in pop culture — the Chatter blog team works to bring the right mix of information — and fun — to eBay news.

“The General Announcement board has always been for official news about site changes, policy updates, messages from our executives, etc.” said Laura Schopen, Senior Manager for Community Communications. “While we still maintain that channel for eBay news, we saw a big need to share more of the human side of eBay, too.”

The people side of eBay includes both staff who are often featured via interviews and video, plus Community members who are profiled via Member Spotlights. “There so many interesting people who have amazing eBay stories,” said Schopen. “Recently we published a story from a woman who was selling a family heirloom ring to make ends meet. The buyer who won the listing found out why she was selling the ring, and told her to keep her money AND the ring — how great is that? These are the stories that inspire all of us, staff and members alike.”

The Chatter has also been helpful in resolving Community concerns. For example, several weeks ago, eBay updated our User Agreement and Privacy Policy, but some of the language caused some confusion among members. “Within a day, we were able to publish a letter from our top privacy lawyer, who addressed each concern and helped members understand the intent behind the changes,” said Schopen.

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# Star Developer Award Winners At eBay Developers Conference



Developers, entrepreneurs and affiliates from around the world joined eBay, PayPal, Shopping.com, ProStores and Skype earlier this week for the 6th annual eBay Developers Conference held here in Boston immediately before eBay Live! Our Star Developer Awards recognize the very best in our developer community by honoring those who have created innovative solutions, or incorporated compelling user experience design in their applications built on the eBay and PayPal platforms.

This year’s honors for Most Innovative Application for Buyers went to AuctionAds, an affiliate developer who used innovative caching techniques, allowing them to serve up 30 million impressions a month with only 200,000 API calls — that’s an impressive volume of traffic per API call. The Most Innovative Application for Sellers award went to SageFire’s YES! (Year End Summary) report that fulfills eBay sellers’ need to have an annual transactional history for tax and profitability analysis.

The Best User Experience Design was presented to Mpire’s Shopwave, a new Flash-based online shopping visualization application. As described on the popular blog, TechCrunch: “If you don’t

know exactly how to describe what you’re looking for, Mpire’s new image previews may be worth the thousand words you can’t find.”

Our Service to the Community award went to slomike1 (Michael Berger) of MyProSeller, an active and helpful PHP developer in our Developer Forums who answers both newbie and veteran questions. His helpfulness has resulted in numerous updates and improvements to our API Documentation and platform notifications, which benefit of the entire eBay developer community. For PayPal, E-junkie picked up both the Best User Experience Design and the Service to the Community Award for their FatFreeCart application that goes with the implementation of PayPal Website Payments Pro. It’s the only cart which works inside the merchant’s website (not in a pop-up) without having to install anything.

eBay Senior Director of Platform and Innovation Max Mancini said, “The 50,000 members of the eBay Developers Program are working to make eBay even more accessible and fun to use for our wider community. The Star Developer Award winners are the cream of the crop, and we salute them for their innovative spirit, creativity, and commitment to making eBay an even better experience for us all.”

## BUILDING COMMUNITY eBay Groups Bring People Together

Making a new friend who loves Mata Ortiz pottery just as much as you do can make the world seem just a little smaller and more friendly. Although this kind of connection is rare to find in the “real world,” on eBay, these types of connections happen every day.



eBay Groups helps eBay members connect with others who share their interests. Thousands of people are part of vibrant communities that have been established

within eBay Groups. (To find eBay Groups, click on “Community” from the top of any eBay page.)

“The eBay Groups platform can be customized to fit a group’s particular needs,” noted Garnor Morantes, whose team manages the Groups technology platform. Groups, which can be public or private (invitation-only), offer group members a full suite of online community tools. “Group members have access to their own discussion boards, photo albums, and calendars — and there will be more great features coming in the near future.”

### eBay Groups are about People

eBay member **giraffer** first looked to into eBay Groups as a way to connect locally. “I was looking for people in my state that sold or bought on eBay.” She was able to find two groups, one local and the other statewide. “I’ve meet some wonderful people and made friends that I can visit and chat with everyday.”

As a Group Leader **giraffer** loves being able to help new sellers and buyers learn about eBay and showing them around the site. “I keep an eye on them and am thrilled to see the success they have.”