

Adrenaline Rushes



Kela Kelln

Ag Business

Fairview FFA

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Skydiving, bungee jumping, scary movies and climbing onto the back of 2,000 pounds of mad hamburger are just a few ways that some people get adrenaline rushes. Sometimes, a person doesn't have to attempt a possibly dangerous activity, such as riding a bull, in order to get an adrenaline rush. Trying to buy an item at auction can get one's heart pumping and blood flowing just because you don't know where it will stop. Simply put, going once, going twice...SOLD will get your adrenaline rushing through your veins.

Show animal auctions seem to cause people to lose their minds. The anticipation of waiting for that "great one" to come into the ring starts the process. Questions begin to race through your mind as the auctioneer starts his chant. Questions like who else is bidding? Am I in or out? Is he really worth that much? Your mind spins, your heart pounds and the gavel falls. SOLD! At this point, one more question crosses some male buyer's minds. How do I hide this from the wife?

Auctions are exciting. The thought of finding the right one or even finding a bargain make auctions fun. But does one have to be sitting in a crowd with an auctioneer calling out the bids in order to feel the adrenaline? Not anymore.

Nowadays, many people are buying livestock from their desk chair while sitting in front of a computer. There are more and more websites offering online auctions. These auctions work just like the world's most popular online auction--EBay. Most of us have either bought, sold or tried to buy something on EBay. There is still plenty of adrenaline, because we are sitting, watching the screen, while also watching the clock

timer countdown to the close of the auction all while hoping nobody bids at the last second. As the EBay ads say, "It's better when you win it. Shop victoriously."

Fueled by the popularity of EBay, livestock entrepreneurs quickly realized that it was possible to auction livestock online. On March 18, 2004, the internet site known as showpig.com was the first to host an online show pig sale. Three years later, the same website had hosted fifty online auctions. According to Katie Brattain, who is the online auction coordinator for showpig.com, they already have twenty-five auctions scheduled before June 1 of this year. She states, "The numbers of sales that we host have doubled every year. Online auctions are definitely becoming an important way to market livestock."

Online livestock auctions have several advantages over traditional marketing options. The first, and most obvious advantage, is your product is seen by a larger and more diverse group of buyers. Not only is your auction advertised on the website, but the auction hosting company will also list your auction in print media as well as send out an e-blast, which is an e-mail flier that is sent to a large group of people that have an interest in your sale. Another important feature of the online auction is the hosting company handles all of the bill collections. This is made easier by use of a credit card. In order to become a registered bidder, a buyer must register online using a valid credit card. This feature ensures that all sales will be paid in full. No more hearing that the check is in the mail or needing a baseball glove to catch the check when it bounces. However, a buyer doesn't have to pay with a credit card unless they choose to do so. If they want to pay by check, they have a set number of days to send payment. And if the check isn't good, the

balance will be billed to the valid credit card. One check with a complete invoice is sent to the seller.

Now what happens, if you don't have time to sit at the computer and watch the auction? The online auction has a maximum bid feature. The bidder can type in the maximum that they want to spend and the computer will bid for them. And yes, you can change you maximum if you want to. This just makes it easier for the buyer. However, most people that are bidding will be glued to their computer at closing time, waiting, adrenaline fueling their desire to type in that last winning bid.

Of course, there are issues with on an online auction that you don't have at a live auction. According to Julie Milligan, owner/operator of Bold Move Media, "Some people just don't understand the importance of a good picture." Bold Move Media has hosted numerous show pig, bred gilt and show goat sales. She adds, "A good picture of a good animal will spark a buyer's interest and make them drive to look at the animal and make sure that it really is worth their money. A poor picture of a good animal will not add any new buyer interest. Only those that have actually seen the animal will be bidding." Basically, a good picture will add interest. A poor picture won't do you any good. Speaking from personal experiences, a picture is worth a thousand dollars... I mean a thousand words.

At this point in time, it is mostly show animals that are being sold in online auctions. However, there are several bull sales and horse sales that are held online in conjunction with a live auction. But it was less than thirteen years ago that the first item sold on EBay was a broken laser pointer. Now, EBay has over 222 million registered users. Bidding by phone and video auctions was once considered a radical idea. Online

auctions will become more popular as more and more people will be using iPhones and blackberries.

Let's just hope that someday, someone is not bidding via their iPhone while driving. That is an adrenaline rush that none of us need.

Thank you.

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