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Alberta Invitational Warmblood Sale, AIWS, An Industry Leader with Live Internet Bidding

by Jen Stephenson

On June 23rd and 24th, 2007, the **Alberta Invitational Warmblood Sale** celebrated a very successful fourth annual event. Buyers were presented with many perks: a leather portfolio, a new leather halter and a professional photo of their new purchase and a warm and friendly atmosphere in which to watch and shop for their new horses.

This year the organizers decided to offer the horses live on the Internet. Buyers could bid on the horses in real time over the internet (they could see the horses live as they bid). This bold new move resulted in the Sale's high seller lot # **38 Waubach** a fantastic four-year-old KWPN gelding bred by Rudy & Wieka Dykstra, who sold for **\$41,000.00**. This gelding is going to a great dressage home in British Columbia. The Internet concept is new to the warmbloods but with over 20 registered bidders and over 65% of the horses being actively bid on, sale organizers plan to use this concept again in 2008.

Now in its fourth year, the Alberta Invitational Warmblood Sale is already expanding its format. The venue of the Western Park in Red Deer, Alberta went through some dramatic changes for the 2007 sale. Brand new stabling, a covered sand ring and two additional sand rings made this an exceptional venue for a sale. Red Deer is more central

and accessible for buyers coming from airports in either Calgary or Edmonton. This first-rate facility can accommodate the expansions and improvements the organizing committee envisions. The community can support a large number of visitors as there are numerous restaurants and hotels located seconds from the Westerner doors.

2008 results were very positive, 45 horses were offered and 29 horses sold. The high selling under saddle horse was \$41,000 and the high selling 2 year old was **Lot #44 Evander** an Eastern Ruler gelding bred by Excell Warmbloods who went for \$11,000 and is going to a new home in Alberta. Gross sales were \$270,800.00. With 6 horses finding new homes south of the border, Washington, Florida, California and Idaho.

The word is now out and expectations are for stronger attendance than ever for the sale in 2007. It will be interesting to see where these horses – warmbloods from western Canada with European pedigrees - will find their new homes.


More information on the Alberta Invitational Warmblood Sale can be found at www.WarmbloodAuction.com.



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