

Dog Writers Association of America



ruff DRAFTS

Winter 2013

Inside this issue:

***The Publisher's World:
Dogwise and the Changing
World of Dog Books***

***Inspiration:
An Interview with
Patti Moran, President,
Pet Sitters International***

***2012 Writing
Competition
Nominees***

***2013 Dues
Renewal***





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PRESIDENT'S column

By Carmen Battaglia, PhD

DWAA was founded in 1935, some 77 years ago. As a professional organization we have developed many traditions based on the voluntary services of its members. I have been president twice since 2005. My latest tenure began in 2009 and now it is time to move on.

This will be my last column as the 36th president of DWAA. I am delighted to say that both Nancy and I have been honored to serve this great organization. It has been a rewarding experience primarily because of the support I was given by our officers and the board. This change in status is not a retreat into the shadows. I will continue to serve on the board as the past president. During my time as president many goals were established. Our finances improved along with the status of our on-going projects, one of which included a membership drive. We also took steps to improve our writing contest, the Annual Awards Banquet, and the professional status of our organization. All of this has kept me and the board very busy.

Ida Estep, who is well qualified, has agreed to serve as your new president. She will take office in February. Ida is a current board member and brings many skills to the organization. She has a long history with DWAA and the dog sport. I look forward to working with her.

Our membership goal for 2012 was set at 500 members. I am delighted to say that we reached it thanks to the hard work of Pat Santi and Marsha Pugh. DWAA members receive many benefits including our newsletter *Ruff Drafts*, use of our e-mail chat room, Facebook and the forum. Members use them to get advice and find support for ideas, articles, books and newsletters. I am delighted to report that members continue to help one another locate publishers and discuss new

ideas for self-publishing and the DWAA website that are useful. Typical discussions center around pet-related topics, prospective articles and how to make writing more energetic and vibrant in order to attract editors. Our membership reaches millions of readers, listeners, and viewers. DWAA provides information, special events and book signing opportunities. Our booth at Eukanuba in Orlando attracts hundreds of interested dog lovers.

A quick look at the calendar tells me that the Annual Awards Banquet is fast approaching. As things now stand the banquet promises to be another success and will be well supported by our members, writers, sponsors and supporters.

The New Year is here and there will be many new resolutions. It seems that each year two groups seem to emerge who make them. One makes promises mixed with trepidations. The other group will focus on hope. Those with trepidations usually fail to think through their resolutions. They believe their future is uncertain in part because they listen to the media whose chant is about the doom and gloom of Europe or the results of the US elections and the TV hosts whose guests popularize the myth that nothing good will happen. The other group will have resolutions about a better future built on hope. They tend to be the dog writers who thrive on challenge and look for opportunities. For me I think there are plenty of reasons to have hope. I am encouraged because there are lots of writers who put tons of energy into writing better articles. Their published works and their participation in the writing contest prove that good writers can make a better world.

On February 10, 2013, many of us will be in New York City at the Affinia Manhattan Hotel where DWAA will host the Annual Awards Banquet to honor the best of the best. The evening atmosphere will be filled with success

On the Cover: "GIBSON" & "HARLEY" OF THE FIVESIBES

Photo by Dorothy Wills-Raftery

These are the two "originals" of our Siberian Husky family of five. Gibson (L) is a canine epileptic who loves life, and Harley (R) is the pack's alpha queen... and Gibson's true love! They are such a joy and the inspiration behind my FiveSibes blog and books!

Come visit us at:

www.FiveSibes.blogspot.com

For more about Dorothy see page 10.

and lots of winning smiles, a cocktail reception followed by pre-dinner conversation and the exchanges of business cards. Good food, refreshments and uplifting conversations will permeate the evening. Who would miss such an opportunity to mix and socialize with some of the best writers in America? Last year, as I mingled in the crowd, I quickly realized that no one was there by chance. Editors, publishers, writers, families, friends and their guests all represented some of the brightest and most devoted people in our profession. Listening and watching the crowd confirmed that innovation and competition were better than ever. The atmosphere was exciting and the evening developed into a captivating experience.

Finally, I would like to close with a brag. It has to do with a research project between me, Dr. Cindy Otto, who is Director of the Working Dog Center at the U. of Pennsylvania and two other researchers. Collectively we published an article entitled "An Internet-based survey of risk factors for surgical gastric dilatation-volvulus in dogs". This was a study about a dreaded disease called Bloat; it was published in the *Journal of the American Veterinary Medical Association* (JAVMA) on June 15, 2012. Bloat (GDV) affects many breeds. When it occurs in dogs, the stomach distends with air and then while dilated, twists. This action interferes with the blood supply to the stomach and other digestive organs, blocks the passage of food, causes the stomach to distend, impedes the return of

blood to the heart and results in reducing cardiac output. Blood and oxygen are deprived from a tissue which in turn causes them to die, releasing toxins into the blood stream which causes serious disturbances in heart rhythms and usually results in death unless treated. Our study uncovered more about the risk factors associated with bloat. The data showed there are personality-associated factors, such as having a happy and easy-going temperament and that submissive behaviors were associated with a decreased risk for GDV. Dogs that were fearful or aggressive toward strangers were associated with an increased risk of GDV. A decreased risk for GDV was also found for dogs whose diets were supplemented with eggs or fish, and that feeding table scraps had no significant effect on this disorder. The published article has much more to say and should be of interest to owners and breeders. To learn more about our study, contact me at www.breedingbetterdogs.com. Copies can be requested by entering "bloat" in the subject field.

I would like to know more about what others are doing. Our Facebook and forum are available for those who wish to share their information and ideas. Why not let others know what you're doing or use it as a place to get questions answered.

Until next time,

Best Wishes

Carmelo Battaglia President, DWAA

SECRETARY'S report

Officers and Board for February 2013

Since there were no petitions to run for office, the nominating slate is uncontested.

President: Ida W. Estep, Esq

Vice President: Susan Ewing

Secretary: Pat Santi

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Caroline Coile PhD, Patricia Cruz

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Martin Deeley, Joel Graviele-Gold PhD

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CWA Writing Seminar Liaison: Susan Ewing

Webmaster: Paul Costa

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from the EDITOR

By Terry Cardillino

Dear DWAA members,

In this issue you will find the beginning of what I hope to be two very successful ongoing features in *Ruff Drafts*.

The first is entitled "The Publisher's World." With this feature my goal is to introduce you to many publishers, giving you insight as to how they are similar and how they are different. You will learn the many ways you can partner with a publisher, and what is expected on both ends. Individual publishing companies will be explored based on what DWAA members might be seeking in a publishing partner. For example, do you want to self publish? Are you fully capable of writing, editing, designing and marketing your material but simply need a company to produce the physical end product? Or do you have a fabulous idea but you need help to make it materialize? My personal thanks to DWAA member Charlene Woodward of Dogwise Publishing Acquisitions for being our first featured publisher to kick off this series.

The second feature is called "Inspiration." *The Random House Dictionary of the English Language* defines inspiration as "a person or thing that inspires." With this series, I plan to feature DWAA members who do just that – inspiring us all to greater things by their actions and achievements. Inspirational activity comes in many forms. It can be in the form of self-motivated great professional success, educational pursuits, or a simple act of kindness with far-reaching impact. I am looking forward to this series very much and would like to thank DWAA member Patti Moran, president of Pet Sitters International, for her interview prepared specifically for *Ruff Drafts*.

Please feel free to contact me with your submissions or ideas for *Ruff Drafts*. All material should be sent to: TCardillino@hughes.net.

Sincerely
Terry Cardillino, Editor

RUFF DRAFTS SPRING ISSUE DEADLINE: March 1, 2013

THE Publisher's World

Dogwise and the Changing World of Dog Books

By Charlene Woodward
Dogwise Publishing Acquisitions



When we started selling books to dog fanciers in 1987 it was all about breed books. Breed books were what dog book publishers produced, what people wanted, and what we sold. Sure, there were books on health, breeding, showing and training, but nothing like we see today. In the mid 1990s, the demand for quality dog books took off in new directions. Dog trainers began to organize and professionalize, wanting information based on the science of animal behavior. AKC registrations were at an all-time high, fueling demand for better information on breeding, conformation and structure. Dog sports grew beyond showing and competitive obedience with the introduction of Agility, Flyball and Rally. Even fiction writers got into the act entertaining us with dog-lovers' whodunits, and everyone embraced information about the human-animal bond and pets as therapy animals. A dog book seller's dream!

In 2000 things began to change again. We noticed it when books that had sold well for us began going out of print. OOPs. Why? One reason was that traditional dog book publishers were being taken over by large multi-line publishers more interested in best sellers (think *Marley and Me*) than serving dog enthusiasts. And while 'Out Of Print' usually means the end of the line for a book, it turned out to be an opportunity for Dogwise – and for authors. Where

once we had proudly described ourselves as 'Dog Book Retailers,' now, out of necessity, we morphed into 'Dog Book Publishers' to ensure our customers could continue to get the books they really wanted.

At first we simply reprinted out-of-print books such as Clarence Pfaffenberger's *New Knowledge of Dog Behavior*. Then we got brave and worked with authors to update their books and do second editions including *Canine Massage* and *Therapy Dogs*. From there we jumped in all the way and developed projects from scratch. The success we have had as a niche publisher has been gratifying but we continue to morph.

Now, in 2013, the challenge for authors and publishers comes from the Internet. From Dogwise's viewpoint books are being challenged by the immediate gratification of googling. Breed books in particular are threatened by technology that gives the curious hundreds and thousands of photos at their fingertips plus solid (when coming from reliable sources) info on breed size, temperament and care. Luckily for dog book writers and publishers, there's always something new coming along about dogs. The challenge is to identify that topic and get writing!

Charlenew@dogwise.com

MEMBER news



Lyn Bingham and "Hart"

LYN BINGHAM, DWAA member for almost 20 years, passed away from pancreatic cancer on November 2, 2012.

Lyn and I were close friends when I lived in Seattle. We were born on the same day in the same year, November 29, 1951. We shared many fun horseback rides on Tiger Mountain, and I served on the board of directors when she was president of Seattle Purebred Dog Rescue. She also was the Komondor and Puli breed rep for SPDR. We traveled together to Westminster in 1995 and attended the DWAA banquet. Lyn also served as a judge for the DWAA writing competition several times.

Lyn edited the newsletter for the Komondor Club of America, *Komondor Komments*, which won a Maxwell Award for Best National Club Newsletter in 1994, 1996, 2003 and 2004. She also won a Maxwell for her Black and White photo "Cords Flying" in 2005.

Although Lyn owned several dogs over the years, her once-in-a-lifetime "heart dog" was aptly named Hart (Ch. Szentmiklosi Kektavi Harcos). Lyn was a fantastic photographer, and her photo of Hart was featured as a center spread in *Dog Fancy Magazine*.

Lyn is survived by her husband of 43 years, John Bingham, in Issaquah, WA. – Terry Albert



Lea-Ann Germinder, APR, Fellow PRSA Elected President of PRSA-NY for 2013

NEW YORK, December 12, 2012 - The Public Relations Society of America New York Chapter (PRSA-NY) today

announced the election of its 2013 board. The election comes on the heels of a record membership increase for the chapter which is the third largest in the country with over 750 members. DWAA member Lea-Ann Germinder, APR, Fellow PRSA, President, Germinder & Associates, was elected President for 2013.

TIM LINK has recently become a regular contributing writer for both the Catster and Dogster online magazines. Tim looks forward to sharing his personal insights into all things cats and dogs!

Dogster is an award-winning online source for all things dog-related, offering knowledge and trustworthy expert points-of-view, as well as a vast wealth of opinions, advice and wisdom from their large community of millions of pet owners.

Catster has answers and advice for the cat aficionado. A resource for cat owners who passionately argue the merits of catnip at dinner and are willing to devote their time and financial resources to please the creature that really runs their households.

Both Dogster and Catster were founded in 2004, and are owned by Say Media located in San Francisco.

Tim has also recently become a pet-related contributing writer for ExpertBeacon.com. Expert Beacon offers guidance from experts on what to do and what not to do that is trustworthy, easy to understand and actionable.

In an effort to provide best-selling pet-related authors, animal-related writers, bloggers and journalists with a forum to showcase their work, Tim also hosts the *Animal Writes* radio show on Pet Life Radio.

The link to Tim's profile page is:

<http://www.dogster.com/author/tim-link>

The link to Tim's first article is:

<http://www.dogster.com/lifestyle/changing-routine-tell-dog-behavior>

the ROSTER

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Judy McFadden has a new email address: beesonwk@gmail.com

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Please be sure you have the correct email for Lisa Begin-Kruysman which is: pst39crd@aol.com

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Inspiration



Patti Moran
with two of
her Lhasas.

By Kitsey Burns
Pet Sitters International Communication Specialist

Recently, Patti Moran, president and founder of Pet Sitters International and DWAA member, sat down for a one-on-one interview designed specifically for *Ruff Drafts* in order to share her insights about pet sitting, the industry as a whole and how she got started in the business.

Kitsy: What inspired you to become a pet sitter?

Patti: My own dogs! I realized there had to be a better way of providing care for them when as a pet owner I couldn't. My husband and I were taking a two-week trip and had to find somewhere to leave our dogs. They were used to being out in the country, in their own space. Kennels are just not the right option for every dog and not an option at all for some pets like fish or birds.

Kitsy: What did you love most about pet-sitting as a career?

Patti: I liked the freedom of being my own boss and setting my own schedule and also the immediate gratification from the pets that were always glad to see me.

Fun Fact: In her first year as a pet sitter, Patti and her partner began adding new staff members within six

months in order to handle all of their clients. In addition to cats and dogs, she also cared for rabbits, a turtle or two, several parakeets and parrots, a goat and a few aquariums.

Kitsy: What was your biggest challenge as a professional pet sitter?

Patti: People thought I was crazy. There was a lot of skepticism about pet sitting as a career as it was practically unheard of when I started in 1983. I had to introduce the concept; it was quite a learning curve. Today's pet sitters aren't considered as crazy, but they still have to sell themselves!

Fun Fact: The word pet sitter was not found in the dictionary until 1997. Keep reading to find out who campaigned to have the word added!

Kitsy: What prompted you to transition from your own pet-sitting business to creating an association for pet sitters?

Patti: The belief in my passion that pet sitting was a service whose time had come. After I wrote the book *Pet Sitting for Profit*, I started getting a lot of calls from other people, mainly other women, who were trying to start their own businesses and wanted my help and advice. I realized I couldn't do it all. I had to make a choice so I decided to help other people find the resources they needed to start their pet-sitting businesses, which in turn would provide more care for even more pets!

Fun Fact: Pet sitting is still a female-dominated industry and 91.3 percent of PSI members are female. In 2007 Patti received the "Women in Business Award" from The Winston-Salem Business Journal.

Kitsy: What do you love most about leading an international pet-sitting association?

Patti: I have had the opportunity to meet, know and work with the nicest people over the years. Most of the time, if people love pets, they're good people.

Kitsy: What is your biggest challenge in leading a world-wide association?

Patti: Keeping pet sitters on the cutting edge of technology and staying ahead of the competition.

Fun Fact: Patti still gets her motivation from a quote her Mother often recited to her, "If at once you have begun, never leave it 'til it's done. Be it big or be it small, do it well or not at all."

Kitsy: What are the biggest changes in the industry of in-home pet care that you have witnessed over the years?

Patti: Technology has really advanced the level of professionalism in the industry. And, we are also starting to see more male pet sitters now that it is a more established industry.

Fun Fact: Seventy-four percent of PSI members have or plan to have a company Web site and 68 percent use or plan to use social media to help market their businesses.

Kitsy: As a pioneer of the pet-sitting industry you have created the largest association for professional pet sitters, the first professional Pet Sitter of the Year™ award, Take Your Dog to Work Day® and more. What accomplishment are you most proud of?

Patti: Take Your Dog To Work Day is near and dear to my heart, as is the Pet Sitter of the Year Award and PSI's Certification Program, but I am probably most proud of getting the word "pet-sitter" listed in the dictionary. One day I looked it up and realized it was not in the dictionary and I thought, "Well, no wonder people don't know what we are; we aren't in the dictionary." It was a very long process, but in 1997 Random House finally included the word pet sitter in the dictionary. I am very proud of creating something that became recognized as a word and I'm lucky to have had the help that I have had over the years. I haven't done this alone.

Kitsy: What are your future goals for PSI?

Patti: We're going to continue with the same vision and mission that PSI was founded upon – to support, promote and recognize excellence in pet sitting. Our focus on education will help set our members apart with the high standards and professionalism that the public deserves when securing in-home pet care. Providing our members with an exemplary Certification Program and professional credentials is an important part of our future.

Kitsy: What do you recommend for pet sitters who are looking to succeed in this field in 2013?

Patti: I think that continuing education is paramount in this profession because you can never know it all. Each pet, each client and each day is different and anything can happen. I think learning all you can from the resources we have available in the Certification Program, Pet Sitter's WORLD articles and tips and advice from other pet sitters on the Member Forum is the most valuable part of PSI.

Kitsy: Now we have some "just for fun" questions. Stories from pet sitters about unusual client requests are always a popular topic. What unusual client requests did you receive as a pet sitter?

Patti: My unusual requests seem very tame now compared to those our members submit, but mainly I received requests for special meals to be prepared for the pets. I did have a Maine coon cat that was to be walked on a leather leash in his English garden after dinner to play in his catnip. I do enjoy living vicariously through the many entertaining stories our members send in about their unusual requests.

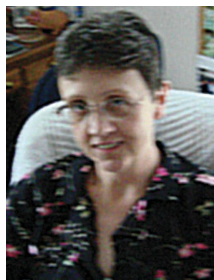
Fun fact: Patti has four dogs, Sookie, Jilly, Bella and Henry, and two cats, Bernie and Cleo.

Kitsy: What do you like to do for fun with your pets?

Patti: I love to ride around the hacienda with them in our golf cart. We live out in the country and after we acquired a golf cart some years ago, the dogs quickly learned to love riding in it. It's always been a way to relax for me... tooling around with them loaded up!



Meet our new MEMBERS



Cathy Anderson

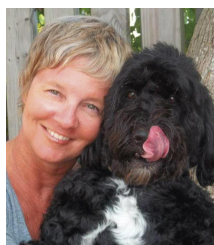
Cathy Anderson has published a variety of online content, but soon found her passion lay in writing about dogs. Anderson got her start writing articles for Demand Media Studio's eHow, *Home and Garden* and *Livestrong.com*. Finding great satisfaction in pet writing, she secured a position as the "Watertown Dog News Examiner" in November 2011 and publishes regularly for Examiner.com.

She is an advocate for animal welfare issues and believes wholeheartedly in helping those with no voice of their own. She is a volunteer writer for her local SPCA, a member of the North Country Kennel Club, and is excited to have been accepted for membership in the national Dog Writer's Association of America.

For more than a decade, Anderson has been employed full time as a licensed Mental Health Counselor in the emergency room at Samaritan Medical Center in Watertown, NY. She balances her time carefully between caring for her patients, her family, three dogs and three cats, and researching and writing pet articles.

Anderson is constantly looking for new ideas to feature in her dog column and likes to network extensively with other pet writers. She is also working on her first novel, an historical fiction which is based on a real event from 1941 that occurred in nearby Fort Drum, NY.

CATHY ANDERSON, Watertown, NY
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Lisa Begin-Kruysman with her Portuguese Water Dog, the late great "Hooper."

As a much younger person I wanted to grow up to be a veterinarian or an artist and to be owned by a dog. I did manage to become a painter and have been happily owned by several Companion Animals. As for the Veterinarian career, I am content to write about those individuals who are trained to help and heal. I graduated from the University of Connecticut, got a job at Home Box Office in New York City, traveled a bit and then settled down to become a full time "Creative Type." Each day brings unique opportunities and challenges that confirm that I have made the right choices.

I continue to be amazed at the talent and dedication of my colleagues in the world of art, publishing and those who work in the area of Animal Welfare trying to bring about positive change. In establishing National Dog Week, Captain William Lewis Judy proclaimed: "It is the fashion of the human mind to require a 'concentration of emphasis' in order to get action." I believe this is the only way good things can be accomplished.

LISA BEGIN-KRUYSMAN, Bay Head, NJ
pst39crd@aol.com

Honestly, I lived the majority of my life as a cat lover. I liked dogs, but unfortunately, my experience was with family members' dogs that were poorly trained. There was always a special place in my heart for the Cavalier King Charles Spaniel, however, but working numerous hours didn't seem conducive for having a dog. Cats just fit better with my lifestyle.

In the late nineties my fantasy career began as a Wedding Coordinator at Disney's Fairytale Weddings and continued as a Costume Team Manager in Disney's Creative Costume Department. Sadly, my dream career ended after years of symptoms finally being diagnosed as Chiari malformation, syringomyelia, and tethered cord syndrome. After two major surgeries, I was unable to return to work.

Ironically, through involvement in the national Chiari community I learned that Cavaliers can suffer from the same condition that I was dealing with. In 2007, an opportunity was posed for me to care for a very special five-year-old Cavalier who was showing signs of syringomyelia. This dog's spirit changed my life forever.

Truly inspired, I began writing about my experiences with this dog. Eventually, I was blessed to have several articles published in *The Royal Spaniels* magazine. Currently, my life is abundant with love for two special-needs Cavaliers. My main priority is maintaining our health. I continue writing for TRS, as well as my blog <http://cautiouslyconscious.blogspot.com>. When motivated I work on a variety of creative projects. However, my most joyful moments are when my beautiful dogs are curled up on my lap.

TAMMI BROWN, Clay, NY
brownie81565@aol.com



Judge Michael Ryan awards Best of Breed to Las Rocosa Onda, with owner Gavin Ehringer.

"I am an unrepentant dog lover," said author Gavin Ehringer. "Every seat in my car needs a good lint-brushing. I seldom leave home without an Aussie Shepherd or two riding shotgun."

The Denver-based journalist put himself through college working as a cowboy on Colorado ranches. He quickly discovered he liked horses better than cows and liked training herding dogs better than anything. After graduating from Colorado College, he dedicated himself to writing about the cowboy lifestyle, horses, and herding dogs.

Gavin has written about pet animals for 25 years as a columnist and event reporter for equestrian magazines including *Western Horseman*, *Horse & Rider*, *America's Horse*, *American Cowboy*, and as a columnist for the now-defunct *Rocky Mountain News*. His

articles have also appeared in *Dog Fancy*, and online on Dogchannel.com. He's excited about an upcoming article in *The Bark*. His stories and columns have won numerous awards from entities including The American Quarter Horse Association and American Horse Publications.

He is currently at work on his sixth book, *Coming to the Fire: The Unnatural History of Dogs, Cats, Horses & Cows*, slated for completion in 2013. He and his current Aussie, Ch. Las Rocosa Onda, compete in conformation, agility, herding and disc dog events.

GAVIN EHRINGER, Denver, CO
gavinehringer@earthlink.net



Jen Reeder and Rio

My first job writing about animals was with the communications department of the World Wildlife Fund in 1994 – but that was for endangered species, not man's best friend. In the past five years, I've been writing frequently about dogs for local and regional publications in Colorado, and for the various publications of the American Animal Hospital Association, including *Trends*, *PetsMatter* and *HealthyPet.com*.

My subject matter ranges from volunteers raising guide dogs for the blind and "Read to a Dog" children's literacy programs to pet loss support groups and canine cancer research. My lab mix, Rio, provides plenty of story ideas; in fact, I'm currently working on an essay titled "My Dog Taught Me the Meaning of Life." I'm thrilled to be a part of DWAA!

JEN REEDER, Durango, CO
jen@jenreeder.com



Sharon Pflaumer and one of her Miniature Poodles "Jester," CH Maestro's Worth Waiting For CGC TDIRVA ATD VIP VCX.

Having belonged to DWAA between 1992 and 2005, I'm not really a "new" member. I dropped my membership when I stopped writing for publication in order to have more time available to look after my father's needs. In May 2000, he cardiac arrested after brain surgery for a subdural hematoma. Although he was resuscitated and spent six weeks in rehab, he never fully recovered.

I spent much of his remaining seven years accompanying him on ambulance trips back to the Emergency Room and battling nursing home staff over the quality of his care. I didn't begin writing again until after he passed away.

Like many others I suspect, I was "led" to dog writing by a dog. In my case, a two-year-old Australian Cattle Dog came into my life in 1984. He presented behavioral challenges unlike any of the other dogs I'd owned previously. The struggle to turn him into a manageable canine companion was the basis for the first article I had published.

I've been a *Dog News* Contributing Editor since December 2010. I was a *Dog World* Contributing Editor between 1991 and 2003. My articles also appeared in *Dog Fancy*, *Dogs In Canada*, *Animal Wellness*, *The Bark*, *Good Dog*, *Poodle Variety*, and *Poodle Review* among others. I wrote the Paw Print pet column for a local newspaper as well.

In 2011, I won my second Maxwell Medallion in the DWAA's Annual National Writing Competition for my *Dogs News* article: "U.S. War Dogs." The same article also won the Planet Dog Foundation Sit. Speak. Act. Canine Service Special Award. In 2000, I won my first Maxwell for "Beating Bloat: An Analysis of Risk and Prevention," an article I wrote for *Dog World*.

I owe much of my writing success to all of the wonderful dogs in my life whose loving devotion sustained me during difficult times. They provided the inspiration and, often, the material about which I wrote.

SHARON PFLAUMER, DeKalb, IL
spflaumer1@frontier.com



Yvette Van Veen

Yvette Van Veen is a Certified Dog Behavior Consultant, owner of Awesome Dogs in Dorchester, Ontario and an award-winning pet writer. She has been writing pet advice columns for nearly a decade for Canada's largest newspaper outlets, and currently writes a regular column for the *Toronto Star*. She specializes in rescue rehab, primarily focusing on feral and roaming northern dogs. She, along with husband Brian and son Jordan, share their lives with Kipper the ex-crotch ripper – a rescue from Ouje, Quebec. They take orders from Pandora and Icarus the cats.

Yvette states: "The term 'pet writer' has an uncomfortable ring, yet that is what I do. It has been almost ten years, and my current column at the *Toronto Star* is entering its fifth year. Growing up, I failed every spelling test until grade seven. It wasn't even close to a pass. When my spelling improved, my writing assignments were still littered with stinging corrections, always in red.

I have no logical answer as to why I thought I could write a newspaper column. Writing a column seemed to be a logical and clever marketing strategy. Thus, I pestered the local newspaper until they conceded. Slowly my confidence and bravado grew. I was in for a rude wake-up call. At the *Toronto Star*, I was lucky. My editor saw potential. Week after week, she taught me what years of teachers at school had not been able to explain. She did not quit on me, even when my ego felt shattered. I had much to improve upon. I suspect there is much more improving yet to come. So how did I get here? It was a combination of serendipity and sheer dumb luck. I was lucky to meet great people who helped me."

YVETTE VAN VEEN, Dorchester, Ontario, Canada
info@awesomedogs.ca

Meet Our New Members, continued next page

Meet our new MEMBERS continued



Dorothy Wills-Raftery

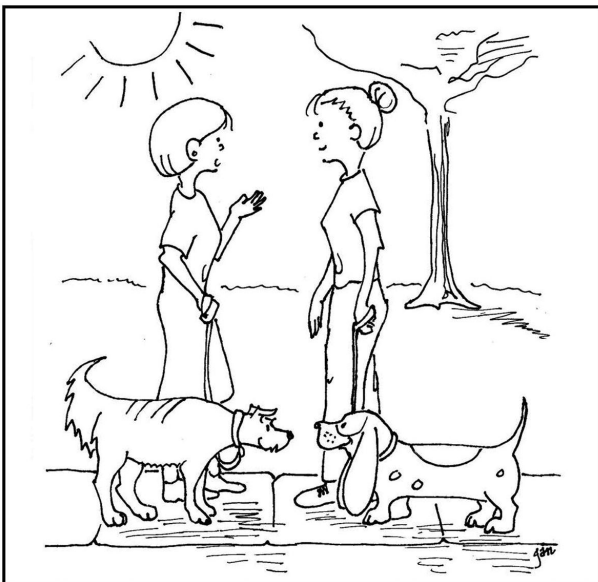
Dorothy Wills-Raftery is an author, writer, editor, and photographer, with over 30 years in the photojournalism and educational field. She and her daughter are parents to five Siberian Huskies, which she writes about in her top-rated FiveSibes™ blog (FiveSibes.blogspot.com). She also administers the *FiveSibes: Siberian Husky K9 News & Reviews* Facebook page. Her illustrated children's book, *What's Wrong with Gibson? Learning About K-9 Epilepsy* (www.ArcticHousePublishing.com, 2011), was inspired by one of her Huskies who is an Epi-dog (Canine Epileptic). This is the first book in a series of children's stories known as the FiveSibes™ Tales, and a portion of the proceeds will benefit the non-profit Canine Epilepsy Resources. Dorothy recently launched the "Live Gib Strong" K-9 Epilepsy Awareness campaign, where she hopes to help educate others about dogs living full, happy lives with Canine Epilepsy, while also raising funds for the Canine Epilepsy Resources.

Dorothy is also a contributing writer and photographer to *American Pet Magazine*, and was a featured "Pet Family Parents" in the *American Dog Magazine's* Winter 2011 issue. She is a member of the Pet Photographers of America Alliance, and is an official Purple Day Ambassador for "supporting Epilepsy" around the world. She is currently working on her second illustrated children's book and a non-fiction book about Canine Epileptic dogs. Both books will have a percentage of proceeds donated to a non-profit animal organization that will help benefit Siberian Huskies and/or Epi-dogs in need.

DOROTHY WILLS-RAFTERY, Hudson Valley, NY
FiveSibes@gmail.com

Roxie

By Janice Biniok



Hmmm... That's what you call a lowercase dog!

LEGAL report

DWAA has received two additional checks from Rue Chagoll in payment of restitution for the amount embezzled. Each check was for \$190.48, leaving a current balance owed of \$69,277.58.

SECRETARY'S report

FACEBOOK

We are now on facebook to bring us up to date on services. It is a social networking place and you have to register to use the site. If you are having a problem please let us know and we will help you.

Please check out our web site www.dwaa.org

We will be taking down the forum after facebook is up and running well.

Let us know how you like the new changes.

Pat Santi, Secretary

ANNUAL BOARD MEETING

Sunday February 10, 2013 at the Affinia Manhattan Hotel in the Madison Room at 9 AM

GENERAL MEETING FOR ALL MEMBERS at 11 AM in the Madison Room

TREASURER'S report

September 1, 2012 through November 30, 2012

Opening balance	23,083.34
TOTAL INCOME	12,221.72
Applications	560.00
Awards Banquet Sponsor	1,000.00
Contest Entry Fees	6,816.00
Dues	2,833.80
Restitution	761.92
Special Award Sponsor	250.00
TOTAL EXPENSES	5,922.22
Accounting	650.00
Banquet Expenses	3,000.00
Computer Services	450.00
Contest Expenses	493.40
Newsletter Design	700.00
Insurance	101.00
Postage	53.33
Printing	317.19
Supplies	142.30
State Recording fee	15.00

ENDING BALANCE:

29,382.84



Dues Renewal Notice

Payment of dues, \$40

Dues payments should be paid by March 1st.

The DWAA yearly membership runs from March 1, 2013 – February 28, 2014.

Please fill out the required fields below, cut along the dotted line and mail this form to Pat Santi, DWAA Secretary.

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____

Work or Cell Phone _____

Fax _____

Email _____

(Please use your current e-mail address. It is used for all DWAA on-line services.)

Website _____

Please Choose One:

☐ Professional (Paid)

☐ Associate (Not Paid)

☐ Freelancer

Or employed by: _____

Please make check payable in US Funds to DWAA
and send along with this page to:

*Patricia Santi, DWAA Secretary
173 Union Road
Coatesville, PA 19320*

Questions: rhydownen@aol.com

**In order to prepare a 2013 Member Directory,
please complete and mail in the form above.**

2012 Dog Writers Association of America

Writing COMPETITION

Regular Category contest nominees

Our contest chair in Kentucky is declaring the 2012 DWAA competition a huge success, with 438 regular entries and another 219 special award contenders from all over the U.S., Canada, the U.K., and places as far away as New Zealand and Sweden! The judges were enthusiastic, for the most part, and scored many entries so high that we ended up with 150 nominees in 41 categories.

The fluctuation in publishing processes is causing massive swings in the industry, and we're seeing declines (and demises) in many printed products and a huge increase in everything digital.

Instead of the original 43 categories, we ended up with 41.

Several categories (B3 & 4, F24 & 25, and G28 and 29) were combined, and one (B8) was split into two parts.

Entry breakdowns are as follows:

- A. Newspaper features & columns - 30
- B. Magazines (incl. features and columns) - 93
- C. Canine Newsletters (incl. features) - 15
- D. Internet Magazines, Features, Websites, Blogs - 98
- E. Graphics - 45
- F. Humor, Poetry, Short Fiction, Op/Eds - 41
- G. Other Media - 18
- H. Club Pubs (incl. features and columns) - 52
- I. Books - 46

You'll note some sub-categories have just a couple of nominations. This does not mean there were only a couple of entries . . . just that there were only a couple of entries that were deserving. On the other hand, some sub-categories were so laden with quality that we could have awarded many more nominations.

We'll be looking for ways to further refine the contest next year, so look for some dramatic changes.

In the meantime, let's celebrate the abundance of talent in our sport and support each other as we continue our efforts on every front, for the sake of our dogs.

Sue Jeffries, Contest Chair
Jeff95@aol.com

DWAA AWARDS BANQUET *Program Advertising*

Do you have a new book, website, newsletter, blog, radio program, or training session that you would like to advertise?

We have openings for ads in the DWAA Awards Banquet program. We are offering business card, half or full page ads.

Full page is \$35.00 (7"w x 10"h), half page is \$20.00 (7"w x 4¾"h) and business card is \$10.00 (3½"w x 2"h).

Please reserve your space and send your ad to Marsha Pugh at mmpugh@crosslink.net.

The deadline for ads is January 15, 2013.

Ads must be supplied as a high resolution composite jpeg, pdf, or tif in black and white, not color.

Please include a hard copy proof of your ad with your payment in addition to providing your jpeg, pdf or tif electronic version.

DOG WRITERS' ASSOCIATION OF AMERICA
2012 COMPETITION NOMINEES (Regular Categories)

A-1. Feature or News Story in Newspapers (print)

Melissa Fay Green, "Wonder Dog," New York Times magazine
Marty van Duyne, "Courageous Canines," Stafford County Sun
Yvette Van Veen, "Natural Dog Behaviour," Toronto Star
Tom Olsen, "Smartest, Toughest Dogs," The Bend Bulletin (Or.)
Tom Olsen, "An Evolutionary Love Story," The Bend Bulletin (Or.)

A-2. Newspaper Column (print)

Daris Howard, "Life's Outtakes," Standard Jnl. (Idaho)
Joanne Anderson, "Pets, Pets, Pets," Amityville Record (N.Y.)
Sue Owens Wright, "Pets & Their People," Inside Publications
Amy Shojai, "P'Etiquette," Herald Democrat (Texas)

B-3, 4. Magazines - Single Breed, Related Breeds & All-Breed

The French Bullytin
The Royal Spaniels
AKC Family Dog

B-5. Special Int. Magazines or Annuals

Clean Run
APDT Chronicle of the Dog

B-6. Feature in All-Breed Magazine

Penny Leigh, "Shell Games," AKC Family Dog
Todd Schroeder, "Flight of the Nomads," AKC Family Dog
Kim Campbell Thornton, "A Wrinkle in Time," Dog World
Meredith Wargo, "On the Front Lines," Dog World
D. Caroline Coile, Ph.D., "Imposter!" Dog World

B-7. Feature in Single or Related Breeds Magazines

Jill Swan LaCross, "Prevention Begins in Puppyhood," Just Labs
Tammi Brown, "Kindred Lives," The Royal Spaniels
Gail H. Forsythe, "Toilets & Troubles en route to Helsinki,"
Top Notch Toys

B-8(1). Feature in Special Interest Magazines

Carol Bryant, "Sherlock Bones Meets Paw & Order,"
Fido Friendly Mag.
Adam Williams, "Loved & Found," Rally to Rescue Mag.
Doug Forsythe, "The Beginning and End of the Hunt,"
Ruffed Grouse Soc.
Sharon Pflaumer, "Vapor Wake Detection Canines," Dog News

B-8(2). Feature in Annuals

Meredith Wargo, "Suites for the Sweet," Dogs USA
Elaine Waldorf Gewirtz, "Heart Healers," Dogs USA
Eve Adamson, "Know the Group, Know the Dog," Puppies USA
Debbie Swanson, "Temporary Puppy," Dogs USA

B-9. Feature in Mainstream Magazines

Elizabeth M. Jarrell, "Song of the Wild," The Goddard View
Christine A. Verstraete, "Foster Families for Pets," Prime
magazine

B-10. Training or Behavior Article in Any Magazine

Beth Mares, "Bad Dog Gone Good," AKC Family Dog
Robert Amen, "Front of Her Class," AKC Family Dog
Stephanie M. Colman, "Safe Swimming," Whole Dog Journal
Elaine Waldorf Gewirtz, "Do It Right the First Time," Puppies
USA

B-11. Regular Column or Series in Any Magazine

Michael H. Faulkner, "The Lighter Side of Judging," Dog News
D. Caroline Coile, Ph.D., "Breeder's Notebook," Dog World
Deb M. Eldredge, DVM, "Health Matters," Dogs in Review
Brian Patrick Duggan, "Saluki column," AKC Gazette

C-12. Canine or All-Animal Newspapers or Newsletters

Discoveries, AKC Canine Health Foundation
Homeward Bound! (Homeward Bound Golden Retriever Rescue)

C-13. Health or Care Article in Canine Newsletters

D. Caroline Coile, Ph.D., "Novel Therapies & TK Blood Test,"
Purina Update - German Shepherd Dogs
D. Caroline Coile, Ph.D., "Researchers Seek Candidate Genes for
Protein-Losing Enteropathy," Purina Update - Yorkshire Terriers
AKC Canine Health Foundation, "Oh, That Flexible Neck,"
Discoveries
AKC Canine Health Foundation, "Feet on the Ground,"
Discoveries
Kim Campbell Thornton, "The Bichon Was At Risk," Your Dog

C-14. Article on Any Other Topic in Canine Newsletters

Stacey Ritz, "The Myth of Pet Overpopulation," Dog Living Mag.
Stacey Ritz, "Building a Lasting Bond," Dog Living Mag.
Paul Glassner, "Jackson: A Tale of Intensive Caring,"
North Bay Pets: Sonoma Humane Society

D-15. Websites

AKC Canine Health Foundation
Amy Shojai
Bernese Mountain Dog Club of America

D-16. Feature Internet Article

Steve Duno, "Heart Dogs: Lou," The Seattle Times
Ranny Green, "Heart Dogs: Abbe," The Seattle Times
James Colasanti, Jr., "Saving Sadie Summerfield," Petwarmers
Dan Sayers, "Everybody Loves Elvis," Best in Show Daily
Susan Chaney, "Connecticut Vet Listens," Best in Show Daily

D-17. Internet Series or Column

Nancy Tanner, "Living with a Dog Outside of Neutral,"
nancytanner.com
Dean Rutz, "Saying Goodbye to Sandy/Gracie's Four Months of
Bliss/Dillon Comes Full Circle," The Seattle Times

D-18. On-line Magazines (primary distribution)

Dog Gone Art
AKC Canine Partners News
AKC Gazette

D-19. Single Blogs

Nancy Tanner, "When Seniors Have Dogs"
Nancy Tanner, "Top 10 Tips for Puppy Owners"
Patti Lawson, "She Sleeps"
D. Caroline Coile, Ph.D., "11 Famous Canine War Veterans"
Lisa Freeman, "Bully Dogs or Healing Dogs?"
Lisa Freeman, "Healing Hearts"

E-20. Single Photos

Mary Fish Arango, "Focus on Agility," Borderlines
Kent Dannen, "Samoyed and Red Bud," Samoyeds 2013
Calendar
Anna LeBlanc, "Lance," The Corgi Cryer

E-21. Single Illustration or Painting

Kathryn D. George, "Golden Memories" Collie cover
Chet Jezierski, "Peter Green," Dog News

E-22. Series of Photography, Illustrations or Paintings

Kent Dannen, "Norwegian Elkhounds," Dog Fancy
Lena Svalling Ekdal, "Digital Artistry," The Royal Spaniels Mag.
Chet Jezierski, "The Garden," Dog News
Christine Kurker and Anna LeBlanc, "Oh, Those Puppies,"
The Corgi Cryer
Bud Boccone, "Dog People," AKC Gazette

Continued next page

E-23. Posters, Calendars, Brochures and Pamphlets

2012 Calendar, "The Golden Life," Retrieve a Golden of Minnesota
2012 Calendar, "Living Art Calendar," AKC Canine Health Foundation
2012 Calendar, "Nutmeg Portuguese Water Dog Club"

F-24, 25. Humorous Art and Writing

Eleanor Alford, "Humorous Art," The French Bullytin
James Colasanti, Jr., "Butchy and My Halloween Escapade," Petwarmers
Arlie Amarie Alford, "Could This Happen to You?" The French Bullytin
Patti Lawson, "Dog Gets Last Laugh on Lawyer," Charleston Daily Mail
Barbara E. Magera, "The First Time . . . Nationals!" The Royal Dispatch
D. Caroline Coile, Ph.D., "The Chicken Story," Central Fla. Assn. of Saluki Hounds
Michael H. Faulkner, "Tomatoes," Dog News

F-26. Poetry, Short Fiction

Leslea Newman, "I Remember: Hachiko Speaks," Finishing Line Press
Jason Smith, "Taillights," Just Labs
Donna Owczarek, "Glimmer," AKC Family Dog
Debbi Kennedy, "Twas the Night before Show Day," The French Bullytin
Jenny Pavlovic, "Why I Don't Shovel All of the Snow," 8 State Hurricane Kate
Jenny Pavlovic, "September 11," 8 State Hurricane Kate

F-27. Opinions/Editorials in Any Medium

Joanne Anderson, "New Year's Revelations," Amityville Record
Dusty Rainbolt, "K9 Veteran's Day - Dad's War Dogs," AdoptAShelter.com
Holly Cornwell, "Kindness, A Dying Virtue," Cavalier King Charles Spaniel Club of Canada Annual
Leah Swatko, "The Night Rosie Wouldn't Take No for an Answer," The Royal Spaniels

G-28, 29. Other Media: CDs, DVDs and TV/Radio Broadcasts

Carol Erickson Kardon, "We Are Our Dogs," KYW-TV (Philadelphia)
Virginia Broitman, "Fido Refined"
Julia Robertson, "From Tongue to Tail," Galen Natural Progression
Emma Parsons and Julie Robitaille, "TACT," Clean Run

G-30. Podcasts

Amy Shojai, "Angel on a Leash on Pet Peeves," PetLifeRadio.com
AKC Canine Health Foundation, "Canine Allergies"
Sarah Montague and Lisa Peterson, "AKC's Pick of the Litter - Aug. 2012"
Sarah Montague and Lisa Peterson, "AKC's Pick of the Litter - Feb. 2012"
Pilar Kuhn, "Gabriel Rangel Podcast with Pilar," Best in Show Daily

H-31. Club Publications - Magazine format

The Saint Fancier (St. Bernard Club of America)
The Courier Magazine (Portuguese Water Dog Club of America)
Pembroke Welsh Corgi Newsletter (Pembroke Welsh Corgi Club of America)

H-32. Club Publications - Newsletter format

The Scottie Scuttlebutt (Rocky Mountain Scottish Terrier Club)
Sombbrero (Santa Ana Valley Kennel Club)

H-33. Club Publication Features

Brenda L. Blumling, "Dogs and Storks," The Saint Fancier
Fiona Petersen, "I'm Talking to You - Why Aren't You Listening?" The Corgi Cryer
Mary Fish Arango, "The Pleasure of a Well-Socialized Puppy," Borderlines
Nancy Villwock, "Living with Glaucoma," The Dirty Beards (Bouvier des Flandres Club)
Robin Lee, "A Tale of Two Pups: Aussies Aid in Veteran's Healing," Aussie Times

H-34. Club Publication Column or Series

Cheryl Zappala, "Avoiding an Avalanche of Anxiety," The Saint Fancier
Diana Kerew-Shaw, "Obedience News," West L.A. Obedience Training Club
Elizabeth M. Jarrell, "Just So," The Aussie Times

H-35. Special Club Publications

American Sealyham Terrier Club - Illustrated Standard
Pembroke Welsh Corgis in America - 2011 Handbook
Golden Memories, The Quarter Century Collie group

I-36. Single, Related or All-Breed Books

Havanese (McRae) - TFH Breed Lover's Guide
Australian Shepherd (Jarrell) - TFH Breed Lover's Guide
Meet the Shih Tzu - AKC/Bow Tie

I-37. General Interest or Reference Books

Little Boy Blue (Kavin) - Barron's
Show Dog (Dean) - Harper-Collins
Between Dog and Wolf (Addams/Miller) - Dogwise
Do Dogs Dream? (Coren) - Norton

I-38. Care, Health, Training & Behavior Books

Woof! We've Got Something to Tell You (Lynch) - Best Friend Mktg.
Lipstick and the Leash (Gray-Nelson) - Double Dove
Puppy Problems? No Problem (Aloff) - Dogwise
Juvenile Delinquent Dogs (Brown) - The Light of Dog/Dogwise

I-39. Fiction, Mystery or Humor Books

The Dog Who Danced (Wilson) - St. Martin's Press
Protect and Serve (Larsen) - Hands On Publishing

I-40. Children's Books

Super Cowboy Rides (Howard) - WiDo
The Watching (Williams) - Corgi Aid
Harry Taylor - Who Dat Dog? (Taylor) - Mascot Pub.
Every Day's a Dog's Day (Singer) - Penguin

I-41. Soft-Cover Guides (Any Subject)

Mind Games for Dogs (Whitehead) - Dogwise
Fetching the Perfect Dog Trainer (Jones) - Dogwise
Showing Kunga (Noden) - Dogwise

I-42. Pet Guides

Dogs 101 - West Highland White Terrier (Eldredge) - TFH
Dogs 101 - American Pit Bull Terrier (Ewing) - TFH
Smart Owner's Guide - Border Collies (Bedwell-Wilson) - Bow Tie

I-43. Human/Animal Bond Books

Angel on a Leash (Frei) - Bow Tie
One Unforgettable Journey (Stallings/LaCoste) - CreateSpace
Faithful Friends (Bulanda) - Cladach



Please Note: The menu has been revised since the menu originally published in the Fall 2012 issue of Ruff Drafts.

DWAA *Awards* BANQUET

SUNDAY, FEBRUARY 10, 2013 at 6:00 pm

Affinia Manhattan Hotel Grand Ball Room
371 Seventh Avenue, New York, NY 10001

(Coat check will be available in the Madison Room.)

Menu: Please choose one entree from the choices below.
(If you are reserving for a group, please indicate total of each entree.)

_____ APPLE & APRICOT STUFFED CORNISH HEN Couscous, Roasted Carrots

_____ LONG ISLAND STRIPED BASS Romesco, Olive Tapenade

_____ VEGETABLE NAPOLEON Toasted Goat Cheese, Herb Tomato Coulis

All meals come with warm rolls & butter, classic Caesar salad,
Affinia Manhattan cheesecake, brewed coffee, decaffeinated coffee and assorted teas.

Reservations: Cost: \$65.00 per person

Name of Guests:

_____	_____
_____	_____
_____	_____

Address of person making reservation _____

E-mail _____ Phone Number _____

Number of reservations _____ Total amount submitted \$ _____

(If you have food allergies, please let us know so we can better serve you)

Please make checks payable to DWAA in US funds and send along with this form to:

Pat Santi, Banquet Chair
173 Union Road, Coatesville, PA 19320-1326

You may phone, fax, or e-mail your reservation to Pat but your reservation is not complete until payment has been received:

Phone: 610-384-2436
Fax: 610-384-2471
E-mail: RHYDOWEN@aol.com

You may also make reservations and pay online through PayPal at: **www.dwaa.org**
If you have questions, contact Pat above or Marsha Pugh 301-274-3435 mmpugh@crosslink.net

Cash bar opens at 5:00 pm. Dinner begins promptly at 6:00 pm.
The Awards Program will start at 7:45 pm.



Pat Santi
Secretary
173 Union Road
Coatesville, PA 19320

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ANNUAL *Awards* BANQUET

SUNDAY, FEBRUARY 10, 2013

The Dog Writers Association of America (DWAA) will hold their Annual Awards Banquet at the Affinia Manhattan Hotel, 371 Seventh Ave., New York, NY, 10001 on Feb. 10, 2013, the Sunday evening before the Westminster Kennel Club Dog Show.

The banquet is held to honor winners of the DWAA Annual Writing Competition. Winners receive Maxwell medallions, called the Oscars of the Dog World, and Special Awards sponsored by leading dog-related businesses and nonprofit organizations.

DWAA was founded in 1935 when a small group of newspaper and magazine journalists, whose editors sent them to cover dog shows, decided to form an alliance. Since then, DWAA has expanded its worldwide membership to more than 450 members, representing every area of the media.

To purchase tickets for the DWAA Awards Banquet complete and mail the banquet reservation form on page 15 of this newsletter or contact Pat Santi, DWAA Secretary, at rhydownen@aol.com or by phone: 610-384-2436 or visit the DWAA website, DWAA.org where the reservation form can be downloaded.

