



Dog Writers Association of America

ruff DRAFTS

Fall 2010



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Photo by Mary Bloom,
recipient of DWAA's 2009 Distinguished
Service Award, sponsored by the
American Kennel Club.

The photo was taken on GSP breeder
Nancy Campbell's property, in connection
with the 1999 Howell Book House title
*The German Shorthaired Pointer: An
Owner's Guide to a Happy Healthy Pet*,
authored by Nancy.



Dog Writer's Association of America
www.dwaa.org

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EDITOR'S *Desk*



LARRY WHITE

TALE OF TWO CONFERENCES

This issue contains information about two very different conferences for dog writers. I urge you to attend both if you possibly can.

Coming first, in November in White Plains, New York, is the 17th annual writing conference sponsored by the Cat Writers' Association, Inc. Please don't be put off by the "cat" in the name—the presentations apply equally well to writing about dogs as about cats, or about brussel sprouts for that matter. The twin hallmarks of the CWA conference are value and friendliness. If you've never attended any kind of writing conference, or consider yourself the shy, reclusive type, your big toe couldn't do better than

being poked in these warm waters. Most presenters are drawn from the CWA's own ranks, which keeps costs more than reasonable without sacrificing quality and up-to-the-minute relevancy. Check out the seminar schedule and all other details at <http://catwriters.org/annual.html>. Also see "Conference Call" on p. 5.

The Business of Pet Writing Conference, now in its third year, takes place during Westminster Week. The venue is New York City, the heart of the publishing world, and the conference reflects the city's energy and easy access to untold numbers of industry experts—not to mention the added value of all the dog-related activities taking place just before and after. Best of all, the BPWC is offering a scholarship to one member of DWAA (see the President's Column, p. 3). You have until November 31, 2010, to apply for this scholarship, named in memory of DWAA President Emeritus Mordecai Siegal, which will be awarded to the individual who is best able to demonstrate how the opportunity to attend the conference would benefit her or his writing career. In addition to covering conference registration and both nights of the dog show, the scholarship will include a ticket to the DWAA banquet on Sunday night, February 13. For more information, go to www.petwritingconference.com.

Regards,

Marion



2011 Newsletter Deadlines

Issue	Copy Due	Mail Date
Winter	November 15 (2010)	January 1
Spring	February 1	March 15
Summer	May 1	June 15
Fall	August 15	October 1



PRESIDENT'S *Column*

By *Carmen L. Battaglia, Ph.D.*

passed away on April 1, 2010. He was an eloquent speaker, mentor and a past president of the Dog Writers Association of America. In 2009, he was inducted into the DWAA Hall of Fame on the floor of Madison Square Garden during the Westminster Kennel Club Dog Show. That truly was his crowning achievement!



Progress Report

The Internet, e-books, print on demand and other alternative forms of publishing have made the future of printed books uncertain, according to some industry watchers. Several of our members, including your president, have commented on this subject in the Letters section of this issue (p. 4). For dog writers these changes may mean the further growth of self-publishing and the importance of the DWAA Forum, that special place on our Web site where writers can network, exchange ideas and search for information. Like all writers, dog writers need to be aware of the changing landscape and its new opportunities. Last year I learned how to self-publish a book, thanks to the DWAA Forum and those who were willing to help. That experience reminds me that membership has its advantages.

As you read the rest of this newsletter you will see just how much progress is being made and why our board is optimistic about the future. Board members are quietly working on DWAA projects. Over the past year the board has put in place fiscal policies that insure budget oversight and control. We have reviewed the writing contest, the annual banquet and established a new membership effort.

Here's an additional benefit of membership. In memory of Mordecai Siegal, the Business of Pet Writing Conference is offering DWAA one scholarship for a member to attend the Business of Pet Writing Conference in February, on the day before the DWAA Annual Meeting and Awards Banquet. For those who did not know Mordecai Siegal, he authored thirty-three books on pets and hundreds of articles. Many consider him the father of modern pet writing. Mordecai

The Mordecai Siegal Scholarship includes:

1. Conference registration and the networking lunch;
2. A ticket to the Dog Writers Association of America Annual Banquet, which is being offered by Aaronco Publishing; and
3. Tickets for both nights of the Westminster Kennel Club Dog Show, which are being donated by David Frei of the WKC.
4. Other friends of Mordecai, i.e., companies, organizations, etc., may offer to sponsor the scholarship winner's airfare and hotel costs from Friday, February 10th to Wednesday, February 15th. These details are still being worked out.

To apply for this scholarship, please send a one-page letter describing yourself and your financial need, outlining your writing career and how coming to the conference might benefit your professional development. Letters and applications must be sent to Charlotte Reed, 362 Broome Street, #20, New York, New York 10013, between September 1st and November 31st. The scholarship winner will be announced before December 31st.

The DWAA Board meets monthly by conference call. Next on our list of projects is the review and development of our new bylaws, which will be sent to the membership for consideration along with the question of moving DWAA to not-for-profit tax status and what that would mean. Finally, if you are looking for a way to become involved with DWAA's work—and we hope you are—please contact the chair of whichever committee appeals to you (see listing on this page).

Committees 2010-2011

Banquet Committee:
Pat Santi, Co-chair
Marsha Pugh, Co-chair
Denise Flaim
Diane Jansey
Theresa Lyons

Budget and Finance Committee:
Carmen Battaglia, Chair
Sue Jeffries
Marion Lane
Marsha Pugh
Charlotte Reed
Pat Santi

Bylaws Committee
Ida Estep, Chair
Alan Alford
Carmen Battaglia
Patricia Cruz
Diane Jansey
Theresa Lyons
Pat Santi

Contest Oversight Committee
Eve Adamson, Co-chair
Denise Flaim, Co-chair
Caroline Coile
Steve Dale
Ranny Green
Sue Jeffries, Contest Chair
Marion Lane
Audrey Pavia
Charlotte Reed, Finance Coordinator

Hall of Fame Committee:
Patricia Cruz, Chair
Alan Alford
Robert McKowen

Membership Committee
Marsha Pugh, Chair
Bryna Comsky
Su Ewing
Patricia Kelly
Marion Lane
Pat Santi

WE'VE GOT MAIL!



discussions, and so forth. These would make these high-dollar pilgrimages more attractive and beneficial for everyone, but especially for distant pilgrims.

The annual DWAA Rendezvous should have a “Meet the Editors” session, in which members can speak, face to face, with editors of various outlets for their work.

The annual DWAA Rendezvous should be moved from February to some month with more people-friendly weather, like May or September. It has always been held in February to coincide with the Westminster Show, which probably was originally scheduled in a February (before air-conditioning) so that all breeds would be in good coat. However, for years now, DWAA members across the country (who are always in “good coat”) have been able to watch the Westminster Show on TV in the comfort of their own homes or sports bars.

The annual DWAA Rendezvous, after being moved to a more suitable month, should be rotated around the country from year to year, both for the convenience of members across the country and so all members can visit various large cities.

Enough, enough. This last suggestion may get me drummed out of the corps, and possibly even shot at sunrise. How would “Martyred for Diversity” sound as an epitaph?

—James B. Spencer, Wichita, KS

Bye-Bye Bookstores

If you believe everything you read it’s “bye-bye bookstores,” which was the title of Sven Birkerts’ article (August 6th 2010) in the *Wall Street Journal*. Birkerts believes that the printed book as we know it is changing, that it has given up its long uncontested dominance, its cultural centrality and its continual ability to unfold in laps. His research shows that there has been a disappearance of the public profile of books and their symbolic presence in our retail stores. In many respects Birkerts has a point. One of the first places you notice how the book has changed is in our libraries and the loss of shelf space to digital areas equipped with Internet portals. The second is with the bookstore itself. Borders, and Barnes and Noble, which drove out the independent bookstores over the past twenty years, no longer dominate. Their sales are slumping. B&N is up for sale because it is “getting hammered by the rapid transformation of the marketplace.” Amazon has ascended. Those who track the book and bookstore business might well predict that we will continue to have

books in paperback and digital formats but we will soon see very few bookstores in our communities. Coffee shops are back with reading areas for those who read and use the Internet
—Carmen Battaglia, DWAA President, Roswell, GA

Barnes and Noble is for sale but the Poisoned Pen, a mystery-only bookstore in Scottsdale, AZ, bucks the trend and actually thrives. The Poisoned Pen is small but quaint, and caters to its customers. I just attended an author signing. Signings sometimes draw a dozen to as many as standing-room-only. Coffee and cake are available. There is also a readers’ club, Coffee and Crime, to keep the customers loyal. The real trend is that young people aren’t reading. Today’s crowd was almost entirely middle-aged and senior. Only one twentysomething attended (she’s a student of the author’s). Getting young people to enjoy reading seems like the real mystery.

—Debra White, Tempe, AZ

I was shocked when I found out the public school near our home no longer has a library! They cut back funds for that but not for other things. I volunteered in the library when I went to school. The kids are not being taught the importance of books, I guess.

—Gail C. Parker, Philadelphia, PA

What are we to do now with the AKC library open on an appointment-only basis? Books are so yesterday—are we actually coming to that?

—William F. Stifel, Former President, AKC, Irvington, NY

DWAA Forum

Everyone has access to the open forum area on www.dwaa.org. Therefore, it would be a good place for DWAA members to announce their new books, a major article, a new photo session, seminars they are planning and all sorts of things. If they’ve redeveloped their Web site, this is a place to offer a link. It’s an area where potential employers would look for experts, read about what a member has written or maybe find just the author to write a specific article. It’s shocking that the last entry in the open forum section was made earlier this year, despite the fact that many of us have been busy on projects that can be announced to keep the forum up to date. (Ed. Note: See Member News on page 11; all of these items could be/should be posted on the open forum.) This is free advertising,

How Often Should DWAA Publish Ruff Drafts?

Quarterly is fine with me. And the e-version is just fine. That way I can file it where I can always find it and keep it indefinitely. No need to find room, dust it, eventually throw it away. Much, much easier, and kills fewer trees.

—Nikki Riggsbee, Valrico, FL

I love getting *Ruff Drafts* so I’d vote for monthly, but I understand those who produce it wanting fewer issues. I edited a club newsletter for a little while years ago...not always fun for sure. I could contribute a poem if you’d be interested? [See back cover. — Ed.]

—Gail C. Parker, Philadelphia, PA

You Asked for It!

[In the Summer issue] you solicited input on what members would like to see changed, both in DWAA and in *Ruff Drafts*. The following thoughts from this ancient and long-time member may or may not be relevant, but here they are:

Ruff Drafts should carry more “craft improvement” articles to help members prepare marketable material (by writing, photographing, or whatever-ing).

RD should carry information about potential markets for DWAA members’ writings, photographs, and so forth. These markets (magazines, Web sites, book publishers, whatever) would probably love to give DWAA this information if someone would ask them. [Any volunteers? — Ed.] In addition to the Awards Banquet, the annual DWAA Rendezvous should have craft-improvement speakers, seminars, round-table

and based on the number of visits by "guests" who are not DWAA members, it is currently being used as a resource.

—*Marsha Pugh, Hughesville, MD*

Conference Call!

The 17th annual Cat Writers' Association writing conference will be held November 18-21, 2010 at the Crowne Plaza Hotel, White Plains, New York. There will be presentations on how to use the many forms of social media to promote yourself and your writing as well as how to turn your books into e-books. Health topics will also be covered. Anyone registering for the entire conference will also be able to sign up for 15-minute one-on-one editor and agent appointments at no extra charge. The \$125 registration fee includes breakfast and dinner on Friday, and all meals on Saturday.

This year, folks, we once again offer you the option of registering online and paying by PayPal, or by sending your registration form and check directly to Sharon Melnyk, our registrations coordinator, at 1579 Arch Street, Berkeley, CA 94708; cwaconfregis@tramsam@gmail.com.

More information and a registration form are on the Web site, www.catwriters.org. Here are two helpful links:

Conference Registration Form at
<http://catwriters.org/10conference-registration.pdf>

Conference Info and links to Paypal for Conference Registration
<http://catwriters.org/annual-info.html>

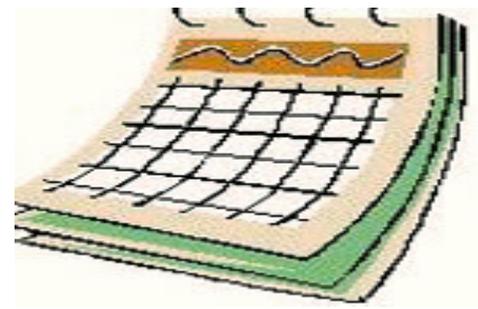
—**Su Ewing, DWAA member and President, Cat Writers' Association, Jamestown, NY**

Sound Off!



Send your Letters to the Editor by e-mail (marionl@earthlink.net) or on the back of a snail to Marion Lane, 5509 State Route 145, Cobleskill, NY 12043. Include your name, address and preferred telephone number. Letters may be edited for space. See newsletter deadlines on page 2.

Mark Your Calendars!



What? DWAA Annual Awards Ceremony & Banquet

When? Sunday, February 13, 2011

Where? Affinia Manhattan Hotel, 371 Seventh Avenue, New York City

Here's one date you definitely want to hold in 2011. February 13 the DWAA will hold its annual banquet and awards ceremony in New York City. This gala event marks the culmination of our writing competition. Highly prized "Maxwell" medallions are bestowed upon the winners in each contest category, and about a dozen Special Awards are given to the entries that best meet the criteria established by the Award sponsors. The awards ceremony is always held the Sunday evening before the Westminster Kennel Club Dog Show. Cocktails are at 5:00 p.m., the awards ceremony begins promptly at 6:00, and dinner is served at 7:45.

Be sure to keep checking the DWAA Web site, the Winter edition of *Ruff Drafts*, and the DWAA e-list and Forum for writing contest and banquet updates. More details will be provided as they become available.





DWAA Business

Secretary's Report

In accordance with the Bylaws (see below), the Board met via telephone conference call on July 20, 2010, and named a Nominating Committee. All present voted yes for the following committee members:

Robert McKowen, Chair
Patricia Cruz
Gail Parker

The committee's charge was to come up with a slate of officers and two board members for the coming election. The DWAA elects officers every two years and two board members every year. The committee sent its report to the secretary by August 5, 2010.

The committee nominated the current officers and the two board members whose terms will expire in 2011 to additional terms in order to maintain continuity of progress and give the board a chance to complete the projects it has initiated. The following individuals have been nominated and have agreed to run. See p. 10 for biographies.

Dr. Carmen Battaglia, for president
Ida Estep, for vice president
Pat Santi, for secretary
Marsh Pugh, for treasurer
Caroline Coile, for Class of 2014 Board
Denise Flaim, for Class of 2014 Board

From the Bylaws of the DWAA regarding elections:

Article V

Section 5. Nominating Committee: The Board shall elect a Nominating Committee consisting of three (3) members to prepare and submit a slate of Governors for the ensuing year.

(a) The Nominating Committee shall be named before August 1.

(b) The report of Nominating Committee shall be received by the Secretary in time to be published in the October Newsletter.

(c) Any Member in good standing may petition to run for a specific office if he sends to the Secretary, before November 1, a petition signed by ten (10) members in good standing.

(d) Or or about December 1, the Secretary will mail a ballot to each member in good standing. If feasible, the Newsletter can be used to contain the ballot.

(e) All ballots received by the Secretary before December 31 will be delivered unopened to the Annual Meeting where

three (3) tellers appointed by President will count them.

(f) Those nominees receiving the highest number of votes will be declared elected.

(g) If the election is uncontested, no ballots need to be mailed.

Respectively submitted,
Pat Santi, Secretary

WELCOME Newest Members!

The following individuals have joined our ranks in the past few months:

Sherry P. Bosley

24090 Spring Valley Drive
Bel Air, MD 21015
410-734-7511
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Renee M. Casad

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Associate

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Denver, CO 80231
303-708-3402
kweir@morrisanimalfoundation.org

Editor's Note: Six additional member applications have just been approved by the board. Contact information will be available on dwaa.org. Meanwhile, please welcome:

Mary Jane Checchi, Debra Chiapozio, Peggy Leigh, Lori Mauger, Devin O'Branagan and Laureen Osborne.

Roster Corrections

New Addresses

Ballner, Maryjean

P.O. Box 8206
Santa Barbara, CA 93117

Kerew, Diana (replacing **Diana Kerew**

Shaw on p. 9, this issue)
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Los Angeles, CA 90034
310-838-3931; 213-503-1486;
310-838-3933
dkerew@ca.rr.com 2010 P

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Litchfield, NH 03052
904-502-0590

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Chino Hills, CA 91709

New E-Mail Addresses

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jsdrastura@verizon.net

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saf@abrahamneal.com

Melone, Nancy P.

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Ross, Maureen

caninecoach@comcast.net

Schwartz, Charlotte

cdog@aol.com

Woodward, Charlene

charlenew@dogwise.com

Woodward, Larry

larryw@dogwise.com

Legal Advisor's Update

Tax Filings

It was discovered in 2009 that the DWAA had not filed federal tax returns since 2004. While there was no tax due, there are very stiff penalties assessed for non-filing of the informational returns—DWAA potentially could have owed in excess of \$10,000.

With the help of current DWAA officers, particularly the treasurer and secretary, our accountants prepared federal form 990-EZ for 2006, 2007, 2008 and 2009 based on instructions from the IRS that three years prior to the current year should be prepared. These returns were in the final stage of preparation when the IRS changed the filing procedures for tax-exempt organizations that have not filed tax returns for three years in a row.

In late July 2010 the IRS announced a voluntary compliance program (VCP) in which we will be eligible to participate. Participation in this program should eliminate the assessment of penalties for late filing of the returns. The cost to participate in the program is a \$100 fee to the IRS. The returns will be filed very soon under this program.

Misappropriation of DWAA Funds

Our records, reviewed by our accountants, show that an amount in excess of \$71,000 appears to have been diverted to pay for personal expenses by means of a debit card, whose existence was unknown to the other officers. I am in discussions with an investigator from the New York State Police to pursue criminal charges against the individual involved. There is also the possibility of a civil suit, but we need to pursue the criminal charges first.

Bylaws

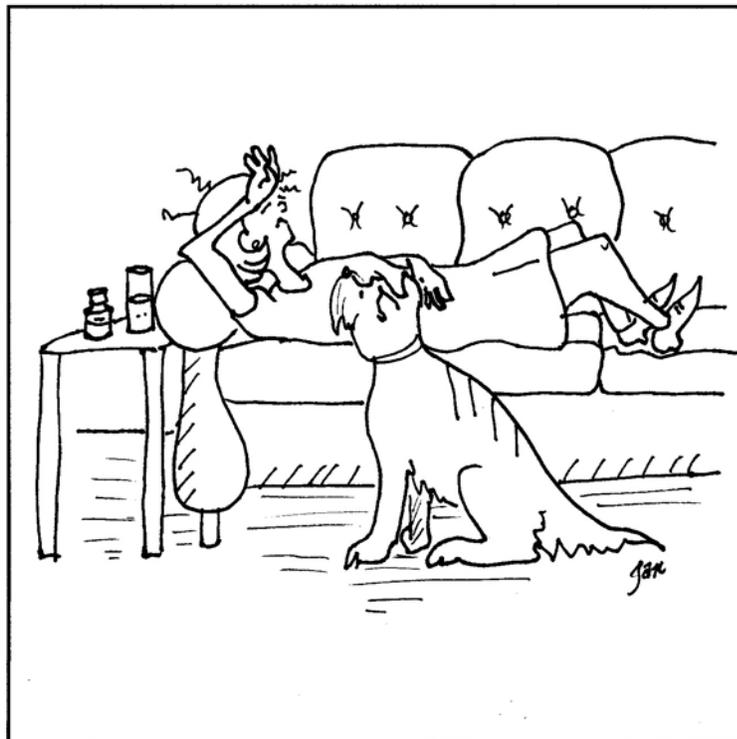
The Bylaws Committee is organized and is just beginning its work. I am chair and have devoted my available time to getting us "right" with the IRS and preparing the projected criminal case in hopes of recovering some of the allegedly misappropriated funds. We will focus on the bylaws over the next two months. I recognize that they are extremely important but, in light of the IRS and criminal issues, we needed to focus on these other issues initially.

Prepared by Ida W. Estep, Esq.

DWAA Vice-President and Legal Advisor

Roxie

By Janice Biniok



She has a chronic condition. I think she called it "deadline."

Treasurer's Report

Prepared by Marsha M. Pugh, Treasurer

February 9, 2010 through June 30, 2010*

Account balance as of opening of business February 9, 2010 \$31,557.17

INCOME

Applications	\$ 1,050.00
Awards Banquet	7,030.79
Program Ad	65.00
Dues	10,175.15

TOTAL INCOME \$18,320.94

EXPENSES:

Accountants	\$ 117.75
Bank Charges	130.00
Banquet Expenses	13,559.57
Computer Expenses	107.40
Contest Expenses	3,271.80
Insurance	537.00
Newsletter	1,843.10
Special Award Recipients	8,800.00
Supplies	338.27
Opening balance adjustment	80.00

TOTAL EXPENSES (28,784.89)

Account balance as of June 30, 2010 \$ 21,093.22

*This report begins with February 9, 2010 to insure that all income and expenses occurring after the last report to the members (February 8, 2010) is included. Due to newsletter deadlines, we will include a report to the closest possible end-of-month.

Contest Update

By Sue Jeffries
Contest Chair

The writing competition is shaping up to be a huge success again this year. By the time you read this, we'll have all the entries sorted, cataloged and sent out to the judges. It's now up to them to score the entries and make their decisions.

In a contest of this size, a nomination should be highly prized. The score sheets are due back to me the latter part of November, and I'll notify the lucky nominees by first class mail between December 1 and December 10. The complete list of nominees will be posted on our Web site by December 15.

Be on the lookout for an early holiday greeting in December, and start making plans to join us in New York City on Sunday evening, February 13, for our DWAA dinner and awards ceremony!

Best of luck to everyone and hope to see you there!

Come Chat With Us! Subscribe to the DWAA E-List

By Chris Walkowicz and Marion Lane
E-list Moderators

The official e-list of the DWAA—DWAA-Group@Box233.bluehost.com—is open to all members and only to members. Questions arise from time to time about why and how to join, and how to manage your “subscription.” Here are some tips:

The reasons for joining are many: networking, seeking/providing help on writing projects, markets, grammar and usage questions, copyright and legal matters, etc. The list is also a social outlet, where members congratulate one another on publishing successes, large and small, and commiserate on everything from rejection slips to an exploitative contract to the death of a favorite dog. With members in so many media as well as all across the country, and with newcomers and old-

timers alike contributing, there's always something to learn and something to teach.

How to join: Go to http://box233.bluehost.com/Mailman/listinfo/dwaa-group_dwaa.org. From this page, you can subscribe to the list, access the archives (past messages), and specify whether or not you wish to receive the posts in digest format. For those who may not know, a digest is a number of e-mails batched together and sent to your e-mail address once a day or so. The alternative is to receive each e-mail separately, as it is submitted.

The sign-up page states that your name is optional. Your name need not be displayed (although we encourage all posts be signed), but the moderators do need to know your name in order to approve you. Be patient: It may take a day or two to check your name against the membership list. Be sure to keep track of the password you choose as you will need it to make changes.

To unsubscribe from DWAA-Group, to receive a password reminder, or to change e-mail options, scroll to the bottom of the page. Type in your e-mail address and click on the button that reads, “unsubscribe or edit options.” You'll then be taken to a page where you can change your e-mail address, unsubscribe, change your password, receive a password reminder and more. About halfway down this page you'll see a box tagged “Mail Delivery.” If you want to shut off mail while you're traveling, ill or working on a deadline, check the box that *disables* delivery. When you want to enjoy our conversations again, check *enabled*. Below that, there are several other options for you to check to tailor your delivery to your preferences.

It's a good idea to bookmark this Web site as it should answer any questions you have about the list. If you need additional help, contact me at walkoway.dogbooks@mchsi.com or Marion Lane at marionl@earthlink.net. If we don't know the answer, we'll certainly try to find it.

Stamps to the Rescue

Support the adoption of dogs and cats from shelters by purchasing Animal Rescue/Adopt a Shelter Pet postage stamps. A panel of ten 44-cent stamps features five dogs and five cats, and can be ordered at www.stampstothe rescue.com or by calling 1-800-782-6724. Animal Rescue: *Adopt a Shelter Pet* is the Postal Service's 2010 social awareness stamp.



2010 DWAA MEMBERSHIP ROSTER GUIDE TO LISTINGS

Last Name, First Name
Occupation/Affiliation
Street Address
City, State, Zip Code, astreet Address, Country
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Candidates for Election 2011

Dr. Carmen Battaglia holds both a master's and a Ph.D. degree from Florida State University. He is a breeder, author, researcher and lecturer. His professional career includes assistant dean at Emory University, adjunct faculty at DeKalb College and the University of Tennessee Space Institute. He was a regional administrator for the U.S. Department of Education. Dr. Battaglia has authored many books, and articles that have appeared in the *AKC Gazette*, *Dog World*, *Canine Chronicle*, *Dog News* and publications around the world. He has served as a board member of the AKC and past president of the AKC Companion Animal Recovery Program, past president of the German Shepherd Club of America and as its delegate to AKC.



Ida Estep, Esq. is an attorney with a postdoctoral degree in tax law who also holds a masters' degree in social work. She has been a member of DWAA for fifteen years and served a previous term on the Board of Governors. She is currently serving as Legal Advisor to DWAA, working most recently on tax filings, misappropriation issues, bylaws revisions, and drafting and reviewing letters/documents and contracts.



Ida has been active in dogs for most of her life. She is involved in direct dog rescue and owns or fosters nineteen dogs at the current time. She has been involved in getting a new county shelter facility and in replacing the shelter's antiquated "gas chamber" euthanasia of shelter animals with humane veterinarian-administered lethal injection.

Pat Santi, a member of DWAA for twenty-one years and secretary for sixteen, has been an author, columnist, lecturer and animal behaviorist for more than four decades. She has owned, bred and handled dogs for



forty-five years. Although a registered nurse by profession, animals, especially dogs, "have been an essential part of my life since childhood." Pat believes that she brings stability to the DWAA through her thorough knowledge of the intricate workings of the organization. She is currently serving as secretary, having for the second time accepted the position when asked to fill a mid-term vacancy. Says Pat: "I enjoy working for and with the members."

Marsha M. Pugh has been a member of DWAA since 2004 and notes that she is "a second generation dog person," meaning that she has been showing, breeding, and handling dogs "from earliest memories." She writes a bi-monthly pet care column for *The Italian Greyhound Magazine*,



a breed magazine with a long and distinguished history, and also contributes periodically to the *IG Times*.

Until retirement in March 2010, Marsha administered a pension fund with more than \$400 million in assets. Complete office management included IRS filings, trial balance accounting using Quick Books software (also used by DWAA), and operating under Generally Accepted Accounting Principals (GAAP), the accounting rules used to prepare and report financial statements.

Denise Flaim was a staff writer and editor at the Long Island newspaper *Newsday* for eighteen years. Denise is now the co-publisher and editor-in-chief of a family of dog-show magazines, including *Sighthound Review*, *Modern Molosser* and *The Ridgeback Register*. She has bred and

shown Rhodesian Ridgebacks for the last decade.

Denise has authored a number of dog books, most recently (Fall 2009) *Rescue Ink: How Ten Guys Saved Countless Dogs and Cats, Twelve Horses, Five Pigs, One Duck, and a Few Turtles*. She sits on the board of the Rescue Ink Foundation. A contributing editor at *Dog Fancy* magazine and breed columnist for the *AKC Gazette*, she is president of the Nassau/Suffolk Owner Handlers Association; historian of The Rhodesian Ridgeback Club of the United States; and secretary of the Big Apple Sighthound Association (BASHA), which she co-founded. She is also a member of the Newswomen's Club of New York.

Denise shares her Long Island home with her husband, their six-year-old triplets, and four naturally reared Rhodesian Ridgebacks.



Caroline Coile, Ph.D. has written thirty-four books and hundreds of articles about dogs. Her dog writing awards include the Dog Writers Association of America Maxwell Award (eight times), the AKC Canine Health Foundation Award (twice) and the Eukanuba Canine Health Award (twice). She was a co-awardee of the AKC Sportsman of the Year award from the Saluki Club of America for health work in her breed. Caroline holds a Ph.D. in psychology from Florida State University, with interests in canine senses and genetics. She has handled her Salukis to Best in Show, Best in Field, High in Trial (agility) and High in Trial (obedience) awards.



Caroline hopes to help DWAA move forward to better provide resources for both aspiring and established association members.

Membership Committee Report

By Marsha M. Pugh
Membership Committee Chair

The Membership Committee would like to report that DWAA has gained twenty-one new members.

Among these new members we have cartoonists, a radio personality, several book authors, freelance writers, a newspaper reporter, newsletter editors, an agility competitor and a professional handler who shows all over Europe. All of these new members bring interesting perspectives to our organization. If you have a chance, visit their Web sites or see their work by Googling their names.

Several DWAA members have requested applications for potential applicants. The Membership Committee encourages this effort by all members. If you know someone who may be (or should be) interested in joining, please contact a member of the committee (see next column) for an application, or visit www.dwaa.org for one that can be downloaded. Any one of us on the Membership Committee will gladly help you with the process.

Brand new and long-time DWAA members alike, be sure to mark your calendars for the DWAA Annual Awards Banquet. Always held the evening before Westminster, the date for 2011 is Sunday, February 13, and the venue is the Affinia Manhattan Hotel. Earlier on that day, DWAA will hold its annual meeting. All members are invited and encouraged to attend. Stay tuned for more information about the awards banquet as it becomes available. The Westminster Kennel Club show next year will be held on Monday and Tuesday, February 14-15.

Advance Planners Take Note

The Westminster Kennel Club Web site has a great listing of hotels and other amenities for those who are planning to come to New York City for the events, with or without dogs. Check www.westminster/kennelclub.org. Under the tab "2011 Dog Show," you'll find hotel and travel information, restaurants, parking and more. You can download a hotel listing that includes pricing and dog policy.

Several of the Membership Committee will be in New York City for the weekend. If you would like to meet us and introduce yourselves, we will be in and out of the Affinia Manhattan Hotel for most of Saturday and Sunday. You'll also find us attending the annual meeting, the awards banquet Sunday evening, and the Westminster Kennel Club Dog Show on Monday and Tuesday. Our names follow;

please look us up, as we're anxious to talk to you about the benefits of membership.

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Member News

The American Kennel Club's new book, *Citizen Canine*, is the book you've been waiting for if you're a fan of the Canine Good Citizen Program. Written by Florida-based AKC CGC Director **Mary Burch**, *Citizen Canine* goes far beyond the ten steps of the CGC test.



Dr. Mary Burch signs books for a long line of behaviorists who were eager to learn about CGC. At one author signing event, the book sold out in an hour.

Former DWAA president and veterinarian **Deb Eldredge** has a new pet health column on Examiner.com. Says Deb, "If you want to subscribe, it's free! Just hit the subscribe button at www.examiner.com/x-52858-Utica-Pet-Health-Examiner.

New member **Diana Kerew**, who won a Maxwell Award last February for Regular Columns in a Regional or Local Club Publication, recently signed a contract with DogWise to publish a collection of her columns on the general theme "finding your fun in the world of competitive obedience." Diana notes that her book is *not* a training manual. "I examine the concept of sportsmanship, look at some of the changes that have occurred to the sport over the years, interview fellow competitors about their experiences (especially in Novice A), and provide information to newcomers, like how to make the most out going to a match." Publication date not decided at press time.

C.A. Sharp of Fresno, CA, writes that she has been selected by the AKC Canine Health Foundation to write short pieces for CHF's Web site and newsletter. C.A. is under the impression that the foundation wants 10-12 people "on call." Says she: "I'm both pleased and honored to be on their short list."

So what are your plans for all those unsold copies of your books, collecting dust under your bed? DWAA member **Amy Shojai** asked herself that question last April and decided to convert them to e-books. Amy has written four or five breezy blogs about learning how to reformat her out-of-print books into electronic files tailored to be read on Kindle. Read all about it on Amy's blog at www.redroom.com/blog/amy-d-shojai. The blog entries appear between April 10 and April 23, 2010. Note: You do need to hold copyright to your books in order to do this. Bonus: Amy will be speaking on this topic at the Cat Writers' Conference in White Plains, NY, in November. (See "Conference Call" on p. 5)

Frankie the Walk 'n' Roll Dog, beloved Dachshund of Wisconsin member **Barbara Techel**, had her story featured in the July 12, 2010 issue of best-selling women's publication *Woman's World*. Frankie was paralyzed when a disc in her back ruptured, but her zest for life was dimmed not one bit. She has gone on to become a therapy and teaching dog for children and the elderly. To learn more about Barbara and Frankie and their award-winning book series for children, visit www.joyfulpaws.com.

Teri Wilson's new book, *Rodeo Redemption*, is a romance novel with special appeal for Pug people. Anyone wishing to review the book may contact Teri at puppylove@satx.rr.com. The hardcover is available at Amazon.com, the paperback at <http://www.whiterosepublishing.com/Rodeo-Redemption-2>, and the e-book version is at <http://www.whiterosepublishing.com/Rodeo-Redemption>.

Help Wanted!

Everything in *Ruff Drafts* is member-contributed. Obviously the officer and committee reports are generated by those members who serve the organization, but so are the quarterly features on some aspect of writing about dogs and all the photography and the artwork—clipart excepted. We would love to feature more members' work. Please e-mail me (marionl@earthlink.net) with article ideas or artwork. I'm especially interested in cover-quality photographs and contributions for the Member Feature, which focuses on getting your dog writing or artwork published.
— Marion Lane, *Ruff Drafts* editor

Your Proposal Was — Rejected?

By Caroline D. Coile, Ph.D.

You were given the green light to submit a pet book proposal. You worked hard on your proposal and sent a sample chapter to the acquisitions editor, visions of contracts and dollars dancing in your head. But then somebody ruined everything: some idiot rejected your proposal! Who would do such a thing?

It depends on the publisher, but many times the person who would do such a thing is a veterinarian, dog breeder or dog writer whom the publisher asks to evaluate the sample chapter for readability, information and appropriateness. At times I have been that person, and I have talked to others who have been that person. And here is what I can tell you: We are lazy. We like it when writers make our job easy.

Writers make our job the easiest by submitting a well-written proposal that meets the needs of the target readership and provides useful, specific information. A good proposal requires very few comments or even brain-power from the evaluator to recommend that the publisher go with it. Writers make the job second-easiest by submitting a proposal that is clearly bad from the first few pages. Sure, it takes more effort on the evaluator's part to write comments and explain why she can't recommend the proposal, but after getting to the point where she suggests the author not even try to write anything beyond his name in the future, there's not much more to say.

Based on my experience evaluating book proposals, I've come to identify some least favorite writer types:

The "Fantasy Con" Writer

Nobody likes to be conned. That was the case when I read a proposal about—well, let's call it Earthdog Tests. Good topic. But when the authors claimed the potential audience was all Terrier owners plus Dachshund owners and then bolstered that claim with the registration statistics for the entire Terrier group—including Bull Terriers and Airedales and all the others that are *not* eligible for Earthdog—either they were dumb or thought I was. Then they multiplied the annual registration figures by 13, which they claimed was the average age of terriers and therefore represented how many were living in America and how many books could be sold. According to them, the book had the potential to sell at least a hundred thousand copies. Another publisher ultimately bought the book. A couple of years later I saw it in the remainder pile at a warehouse bookstore. Why would anyone want to mislead a publisher about the potential readership of a book? With the modest advances most publishers of dog books pay, you're only fooling yourself because you'll end up writing a book that won't repay your efforts.

The "I Could Have Written That" Writer

Plagiarism—it should not even have to be mentioned in this article. Except I run into it. The most blatant case was when I noticed the author's style had suddenly changed. As I read further, I realized I agreed with what she was saying. I mean, *really* agreed with it. Why, it almost sounded like something I'd write myself...because I had. A quick check of one of my own books found the pages she'd lifted for her proposal. It's very bad form to plagiarize—and very bad luck to plagiarize from the evaluator's own work! I choose to think the author was not that foolish—that with all the copying of sections from books to peoples' Web sites, she may have lifted it from a Web site which in turn had lifted it from the book. Either way, unacceptable.

The "I'm Too Busy to Write a New Proposal" Writer

Generic text is the single most common reason that a breed book is rejected. The sample chapter is the writer's chance to show off why she should be chosen to write about this specific topic. Yet many choose to submit a generic chapter on a generic topic that's obviously lifted from their last book. Write about a topic as specific to that breed as possible. Don't submit a chapter about grooming, for example, if you're writing about Greyhounds. Write instead about adopting a track greyhound or about the breed's health peculiarities. The same is true for the proposed Table of Contents; include breed-specific sections. Don't promise sections on jogging with your Pekingese, de-matting your Basenji, teaching your Basset Hound not to counter surf, or weight pulling with your IG. And yes, I really have received some of these.

The "I'm an Expert Because I Am" Writer

Scholarship can be another problem area. Dog people tend to think they are experts simply because they have owned dogs for a long time. And while this does give them some expertise, it also makes many complacent about continuing education. I often read training chapters that could have been plucked from the 1960s, veterinary chapters with outdated information, and even grooming information that has no basis in reality. (And yes, as a writer I have been guilty of this as well. For example, castration does *not* reduce the rate of prostate cancer, as I recited blindly for years until I happened to look it up. Oops.) If you know something for a fact because you've always known it for a fact, assume it's not really a fact until you find a current source that proves it's a fact.

The "Don't Ask Me" Writer

The writer's job is to explain, not to refer readers elsewhere for an explanation. Don't dismiss the Yorkie grooming chapter by saying "Ask your breeder to show you" or "Take him to a good groomer." You can add this advice, and even some URLs to detailed Web sites, but your job is to explain, not refer. I once evaluated a book that could have been boiled down to about six lines of text: "To learn about (feeding, vaccinations, training, grooming, competing) ask your (veterinarian, trainer, groomer, breeder)." I felt like telling the author he might consider asking them and then writing down the answers. Actually, I probably did tell him that.

The "They Has Copyeditors for That" Writer

Grammar counts. Sure, a copyeditor will fix grammatical mistakes, and even rewrite sentences and paragraphs to make them more readable. But they charge by the hour, and a manuscript with a lot of problems is going to cost the publisher a lot of money. And that gets noted on an evaluation. Why pay somebody to write a book when you already know you'll be paying somebody to rewrite the same book? A writer would have to be the world's leading expert on a topic to get away with essentially requiring the publisher to hire a ghost writer to make up for sterling text such as "If you're dogs mouth is smelling badly, than he may have a problem, you will have to look for by opening its mouth, and looking to see if they're teeth are infected which happens if you don't brush them and this can effect the heart too."

The "See How Smart I Am?" Writer

Some writers seem to revel in showing off how much smarter they are than the reader. They use fancy words where simple ones would suffice, and they skip over information that's necessary to make the rest of a section understandable. They include sections of information that while true, really aren't useful. "Dogs with immune-deficiency diseases may have problems with phagocytosis. Phagocytosis is an essential feature of the immune system. Phagocytes are found underlying the mucous membranes and skin in the bloodstream, spleen, lymph nodes, meninges, synovial membrane, bone marrow and around blood vessels all over the body. Phagocytes are either in the tissue (histiocytes, synovial macrophages, Kupffer cells, and such) or in the blood (polymorphonuclear leukocytes, monocytes). If you suspect your dog may have an immune-deficient disease, consult your veterinarian." You know at this point the writer really wants to add, "because they are the only ones nearly as smart as I am."

The "Let Me Write This Really S-I-o-w" Writer

On the other extreme are the writers who assume being new at something is the same as being mentally challenged. "You will want to find a veterinarian for your dog. One way is to ask friends. Find a friend with a dog and ask what veterinarian he goes to. Ask whether he likes him or not. Another way is to look in the phone book for your city. You will need a phone book with yellow pages (these are the pages that list businesses). Look under "V" for veterinarian. Here you will find a list of veterinarians in your area. Caution: Some listings may be from out of town. You will need to check with them to see where they are located. Another way to do this is to check the phone number prefix. Once you have located a veterinarian in your area, call the number listed." At this point, the writer really should add, "If you are actually reading this intently you should not own a dog as you are way too stupid."

The "Third Time's a Charm, Right?" Writer

Yes, people actually send in drafts, complete with notes that they will fill in certain sections if the publisher really wants to see them, or will fix the typos if they get the job. Yeah, that always makes a good impression. Wonder if he plans to send in a draft of the completed manuscript.

The "What's a Subhead?" Writer

The amazing thing about subheads is that they point out where your organization has gone astray. Surely subheads would have helped the sample chapter that combined collar placement, nutrition, nail care, vaccinations, and a touch of history in the same section dealing with how to teach your dog to sit. A sample chapter is not your opportunity to write every stray fact in one place. Really.

The "You Get the Idea" Writer

OK, figure it out. If the book you are writing the sample chapter for is supposed to have 50,000 words and 10 chapters, and you submit a sample chapter consisting of 1,000 words, do you think maybe there may be a mathematical problem? The request was for a sample chapter, not a sample paragraph.

The "You Can't Tell Me What to Do" Writer

More often than not, a proposal isn't all bad. It may show promise in some areas but suffer from poor scholarship, lack of detail, or bad advice. The proposal goes back to the author with comments from the evaluator and an invitation to resubmit the proposal. Often, these comments are the result of a lot of work and fact-finding on the evaluator's part. This is why it's a good idea to try to address the comments in the re-write. The writer can follow the evaluator's suggestions or can dispute the evaluator's assertions, in the latter case backing up his assertions with evidence or opinions that very often do sway the evaluator's or acquisition editor's opinion. What

the writer should not do is ignore the comments. But as often as not, the writer, who either cannot read or assumes the revised proposal is going to a different evaluator, instead resubmits essentially the same proposal in perhaps a different font size. This does little to impress the evaluator.

To be fair, most proposals are neither hit-you-in-the-face good or bad. These are the ones that make an evaluator make detailed comments and suggestions on how to make the proposal better on a second chance.

So how do you get a good evaluation the first time? Assume this sample is the only chance you'll have. Don't mislead, don't cheat, don't cut corners. Research your facts. Make the text specific to the topic or breed. Write in practical detail, and assume readers will rely on what you write. Assume your readers are smart but not educated in your topic. Organize. Proofread. Proofread again. Consider an evaluator's comments and address them one way or another. And sacrifice a chicken by the full moon.

Caroline Coile, the author of 33 books, has been writing professionally since 1992. She lives in north Florida on the Suwannee River with her Salukis.



The author with BIS BIF HIT Ch Khiva's Prophet of Baha, CD, FCh, SC, RA, JOR. Prophet is the only Saluki to win Best in Show, Best in Field and High in Trial, all owner-handled.

A Word About... Member Features

This newsletter aims to serve the membership. In my view, that means supporting one another's goals for writing about dogs and seeing our work published. That is the focus of the member features. Many of you have already found your way. Others are just starting out or are trying to reach the next level. Share what you've learned! Help your colleagues avoid pitfalls. Think about what would have helped you earlier in your career. There are other places to learn about getting published. Let's make this the best place to learn about publishing writing (photos, artwork, blogs, poetry, cartoons) about dogs. — Ed.

MEMBER PHOTO FEATURE

Little Green Apples

by Suzanne McKay

Twelve-week-old Havanese Casper seemed pleased with himself when he discovered a large stash of new playthings in the yard — tiny green apples that had fallen from a tree. He carried one of his treasures to the bridge. He played and played with it, dropping the apple and letting it roll off the bridge, then running after it to capture it again and start the game anew. All was well until...he accidentally took a small bite, and the true nature of green apples was revealed. In the last picture he is staring mournfully at his prize, wondering what went wrong.



Suzanne McKay has trained and competed with her Havanese for many years. Both a writer and photographer, her words and images have appeared in a variety of publications. She lives in Winnipeg, Manitoba.

Got Stuff?

An editor's plea....

Ruff Drafts is by and for the members. I (Marion) can plan, organize and copyedit. Larry (our designer) can give the pages a fab look. But only you can make this newsletter newsy.

Here's what I'm looking for:

Articles, tips, Q&A's and other material on the craft and business of writing about dogs—and getting published. Suggestion: If you know another member has something worth sharing, why not interview him or her for the rest of us?

Letters to the Editor on anything you see or want/don't want to see in the newsletter;

Your photos, illustrations and cartoons; Remember, an editor may be reading!

Filler pieces about dogs or dog writing;

Short humor, because we can all use a laugh;

"Stuff" for the Member News page. Send news about you: a new book; a speaking gig; recent awards/honors; personal milestones (marriage/births/degrees/retirement)—you know, the stuff we like to read about one another.

Send goodies to me at marionl@earthlink.net. Now is a good time.

That way I can stockpile and plan.

Want Ruff Drafts by E-mail?

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At the Rainbow Bridge



"Dog"

DeHaana's Ain't Playin No Games

7/1/96—6/14/10

Belgian Tervuren

Owned by Louis, Theresa, Shannon, Louie & Sean Lyons

"In loving memory of the best companion in the world."



"Whoopi!"

Ch Walkoway's A Star is Born, ROMI, CGC

5/26/95—6/28/10

Bearded Collie

Owned by Ed and Chris Walkowicz

"Whoopi! lived life with an !, thus her name had to have one."

Heart Dogs

By Daryl Conner

People who share their lives with dogs sometimes refer to "heart dogs." This term refers to a dog who is above the ordinary, a special dog who brings joy each day and who leaves an echoing ache after crossing. I lost Loki, my Doberman heart dog, on a cold November morning. His illness was devastatingly sudden, leaving me no time to adjust to the idea of not having him in my life.

Although Loki had the fierce Doberman look, he was a gentle spirit. He may have been eighty pounds of muscle and shine, but he fancied himself a lapdog.

As our veterinarian was about to stop my companion's heart, I laid my cheek against his face. I told him what a good boy he was and how very much I loved him. On a whim, I whispered, "Come back to me as a small black Pug. Then you can go more places with me and be the lapdog you've always wanted to be."

When he was gone I began to berate myself. A small black Pug? What if by some unknown process my heart dog did manage to make his way back to me in Pug form? How would I know him? Would I find a litter of puppies, tiny and round and say, "That one! He looks like a Doberman?"

Months passed, and one day an acquaintance came to me in distress. She had bought a puppy, but due to some issues in her life, the puppy wasn't working out. She pushed the puppy into my arms. "I've thought about it, and I feel like you need to have this puppy." The puppy gnawed gently on my chin, then cocked his head to look at me. Did I imagine a hint of recognition in the eyes of the small, black Pug who nestled into my chest with a contented sigh?

People who share their lives with dogs consider themselves lucky if they ever have a heart dog. To have more than one is a blessing that borders on a miracle. I believe in miracles.

Daryl Conner is a Master Pet Stylist, Meritus. She shares her rural Maine home with her human family, too many dogs and some entertaining livestock. Daryl is a contributing editor for Pet Age magazine and writes for various publications.



Daryl Conner

"Smooch" the Pug

Editor's Note. DWAA is all about the dogs. Therefore Ruff Drafts is offering space to remember those special friends who have recently gone to the Rainbow Bridge. E-mail marionl@earthlink.net with call name; registered name and titles, if any; breed or mix; lifespan; owner(s) name; and about ten words of tribute. We're happy to publish a photo if space allows.

Conquest
by Gail C. Parker
Leaves turn multicolored
Fall arrives
Triumphantly.
An Irish Setter appears
Fall concedes
Defeat.



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