

Dog Writers Association of America



# ruff DRAFTS

Fall 2012



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**On the Cover:**  
**"HIGH SPIRITS"**  
**by Cori Solomon**

**For more about Cori**  
**see page 6.**  
**<http://corispawtraits.com>**



## PRESIDENT'S column

By Carmen Battaglia, PhD

Those who know me also know that I have always had an interest in research and something I call connecting the dots. What that means is I like to read and understand what others have accomplished to see new applications. Sometimes it involves two or three ideas that take on a new meaning. For example, while on vacation in North Carolina with a group of my Bishop Duffy High School classmates I learned that one of them had just been enshrined in the Basketball Hall of Fame in Springfield, Massachusetts. Past inductees have been the likes of Wilt Chamberlain and Michael Jordan. This year's class included Lidia Alexeeva, Don Barksdale, Mel Daniels, Phil Knight and eight others. My friend is Hank Nichols, one of the twelve enshrined in 2012.

We grew up in Niagara Falls, NY and attended different colleges. Hank became the Dean of the School of Education at Villanova University and the best NCAA basketball referee in America. He was so good at it that the NCAA asked him to re-write the rule book for the sport. He was confronted with the fragmented and inconsistent ways referees called games in each region. In the East it was "let me play;" in the Big Ten it was "no blood, no foul;" on the West coast it was "if you breathed on anybody you got a whistle." Hank saw the need to standardize officiating in college hoops no matter the location of game. This was an enormous problem given the number of schools and games being played annually. He took on the challenge. It took a few years before he made a difference. First, the need for a set of guidelines, then the rules, followed by meetings and practice sessions. This set the stage for today's referee evaluations and feedback to those who we see on TV refereeing college basketball games.

In the world of dog writing we are in perhaps a few ways like the NCAA. We have a national writing competition which is evaluated by professionals and we provide oversight of the contest via a chairperson and the DWAA

board of governors. We use guidelines, have rules and deadlines. If we look closely we can see that in some ways the DWAA has over the years followed a similar path to that of the NCAA by raising the bar which has produced better writers and better material. What makes it all work for us is outstanding integrity and good judgment. Add to those two, the leadership abilities of the organization and its membership and you have a fundamentally sound and successful membership of writers with sponsors and a superior organization.

In my May article of last year, I mentioned that the world of writing was beginning to change in part because of the nature of technologies such as text messaging, Facebook, Twitter and newsprint styles. What people read and understand influences how they react to issues, programs and agendas. In 2011, Marklein, a writer for the USA Newspaper reported that the reading habits of Americans were changing. Text messaging Facebook and Twitter were changing the traditional use of the English language, because of writings that function like telegrams with transmissions which rely on unconnected phrases and a unique coding structure (R u up?). Jack Miller, President of the Central Connecticut State University in New Britain, reported that the internet and new technologies were changing the reading habits of students which he said showed a "worrisome trend," consistent with national research. Couple this with the decline in newspaper circulation, book buying and a sluggish growth in educational attainment and there may be cause for concern.

All is not doom and gloom however. One of the bright spots in his report shows that there is a continued use of public libraries and an increase in the amount of material being read. His findings confirm that Americans are reading differently than in the past. They are reading more but less in depth with a preference to scan rather than reading for in-depth understanding. In short more Americans are reading

to get briefed. This trend has major implications for business leaders, educators, writers and editors. The unintended consequences of scanning are yet to be realized however; out of these findings have come some useful information for writers, newsletter editors and website managers. They can be summarized as follows. Use concise words, sentences, and paragraphs. Use active rather than the passive tense. These changes have impacted how and what is being written. It has even been suggested that writers limit paragraphs to single ideas and use headers to add visual structure.

Whether we like it or not old media is our TV sets and our home telephones. New media is in real time. While technology offers many benefits there is a price to pay such as the loss of in-depth knowledge and

understanding. These changes are affecting how content is presented and the development of hand-out materials.

My high school friend did not see confusion in college basketball officiating; he saw an opportunity to bring a sport to a new and better level. The question for those of us who write is to find better ways to reach our audience. How we see and approach our changing world depends on whether we see the glass as half full or half empty. Can the next generation of writers be creative enough to reach their audience using condensed materials with fewer words? Only time will tell.

– Dr. Carmen L. Battaglia  
President DWAA

## secretary's REPORT

The Board of the DWAA is happy to announce the new Editor of "ruff Drafts" is Terry Cardillino. Please send all material for the newsletter to Terry: TCardillino@hughes.net  
– Pat Santi, DWAA Secretary.



## from the EDITOR

By Terry Cardillino

Dear DWAA members,

I'd like to thank the Dog Writer's Association of America for choosing me to serve as your new editor. I have been a member of the DWAA since 2000. My background is in corporate communications and design, having owned a full-service design firm in Albany, NY for 28 of my 39 years in the field. My company serviced large organizations and institutions for all of their corporate identity needs on a day-to-day basis. As Director of Creative Services, I designed and managed everything from college admission recruitment campaigns, to extensive exhibits, to corporate identity programs, including writing the corporate identity standards for several New York State agencies. After moving my corporation to Maryland in 2004, I continue to service many of those loyal clients.

I have had pure bred dogs since 1973, finally settling on Portuguese Water Dogs in 1993. I was chosen by the Portuguese Water Dog Club of America, Inc. (PWDCA) to be the editor of their National Breed Magazine, *The Courier*, in 1999. In this position, I am proud to have personally earned for the Club seven Maxwells, including six times as best Club magazine, in addition to being awarded the AKC Publication Excellence Award in 2009 and the Eukanuba Canine Health Award in 2005. Many authors were also awarded Maxwells under my editorship.

After having served as the longest-tenured editor in the 40-year history of the PWDCA, I will be leaving my position as editor in December 2012. This will allow me more time to concentrate on my corporate clients, and to serve DWAA as your editor. I welcome your comments, suggestions and submissions. Please feel free to contact me. All material should be sent to: TCardillino@hughes.net.  
– Sincerely, Terry Cardillino

**RUFF DRAFTS WINTER ISSUE DEADLINE: December 1, 2012**



**Dog Writers  
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**[www.dwaa.org](http://www.dwaa.org)**

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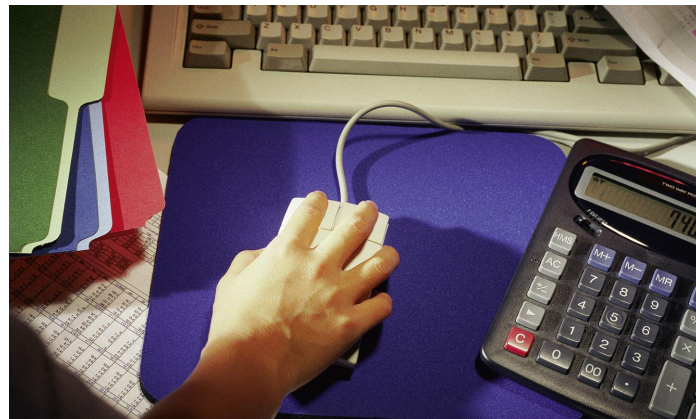




By Terry Cardillino

# Creating a Top-Quality Breed Club Publication

Taking the helm of your club publication can be a daunting task, but a few simple steps can make it a rewarding one as well.



The *Courier* Magazine, the official publication of the Portuguese Water Dog Club of America, Inc. (PWDCA), has been referred to as the standard of excellence in breed club publications. The *Courier* has been nominated by the Dog Writer's Association of America for Best National Club Magazine twelve years in a row (as of the 2011 contest), and has won the honor six of those twelve years, a publishing record in the dog world. The *Courier* has also received the AKC Publications Excellence Award twice, most recently for extraordinary achievement and communications excellence for the best article in a national, regional or local club publication in 2009. How do we do it? As editor of the *Courier*, I am asked that question all the time. Here are tips addressing the issues I hear most often, to help you make your publication the very best communication tool possible.

## 1 Understand your club's mission statement and how it relates to your breed standard.

Each issue of the *Courier* furthers the mission statement of the PWDCA: *To perpetuate the breed and its standard; to encourage and promote quality in the breeding of purebred Portuguese Water Dogs; to develop and maintain their conformation and disposition as companions; and to do all possible to bring their natural qualities to perfection.*

Know your breed standard and what it is that your breed was originally developed to do, and be sure to present that in every issue. A reader unfamiliar with your breed should be able to scan through your publication and get a mental picture of what your breed is like and what it is capable of. A publication filled with nothing but show-win photos will never be able to present that overall picture.

## 2 Represent all dogs of your breed, whether Best In Show or Best Couch Potato.

A well-rounded breed publication must portray all aspects of the breed. Be sure to include a variety of topics in each issue so everyone feels their dog is important. The *Courier* runs a free cover contest in which all PWDs belonging to members have a chance to be entered throughout the year.

Educate your readership to preserve the qualities of your breed. Articles promoting health and good breeding practices are of paramount importance. Other topics should include a wide range of subjects relevant to your breed, in addition to notices concerning club business. A great publication involves all of its audience, whether a seasoned competitor or first-time puppy owner. Encourage owners to become involved in working with their dog. The dogs will love you for it!

## 3 Respect your readership.

One key to success in business is to be available to your clients. In the case of a dog-club magazine, every member is your client. Your contact information should be easily found in your publication and on your club's website. Return calls and emails promptly. Treat each person with respect. If they are upset about something, do your best to ease the situation. You represent your breed, your parent club, and your publication. Your job is to report the news, not necessarily make the news!

## 4 Always take the high road, for the welfare of your breed.

The editor must remain very objective when reviewing material. If anything raises a red flag as being inaccurate or misleading, check it out. When in doubt, leave it out. You have the right to edit or refuse material, and should publish a statement in your publication stating so.

## 5 Generate articles.

Occasionally you will have a great article appear on your desk without you having solicited it. But unless you have reliable volunteers in charge of generating articles in different topic areas, the

editor must be prepared to come up with original ideas for articles and then find a qualified author to write about the subject. Draw upon the wisdom and experience of those who have been in your breed the longest. In addition, learn the individual areas of expertise of your club members. For example, a member who is a kindergarten teacher might write an article on teaching children to respect dogs. Ask members for ideas on what articles they would like to see in the publication and who they know who might write them. Keep up with outside authors of dog books and articles and also researchers. Many are happy to contribute to club publications if credited properly. And don't forget your AKC judges. They have a wealth of information to share. Club publications generally are not able to pay for articles, so be very upfront that the work is pro bono. Do *not* fill your publication with reprints from websites. Keep your publication fresh, and keep it original.

## 6 Make advertising easy and affordable.

Advertising plays a critical role in paying for expenses associated with publishing.

Generate more income and make it easy for advertisers by taking several steps: Publish your advertising guidelines and deadlines in each issue and on your website; include an advertising insertion order form whenever mailings are done; create special advertising sections to generate income such as kennel-card listings or stud-dog directories, and send out contracts at time of renewal, rather than waiting for the advertiser to renew on their own.

Create special-interest issues to attract advertisers who might not normally run an ad, such as pet and veteran portraits, and send congratulatory notes to Top-Ten winners, titlists, and so on, inviting them to share the good news of their accomplishments, being sure to include the advertising insertion order form.

Being able to take credit cards as payment will facilitate this process.

Make advertising affordable by offering a discount on any yearly contract, include ad design in the cost of the ad, and figure out the lowest possible price you can charge for the ad.

## 7 Set a budget.

Traditional magazines receive their income through advertising, subscriptions, and newsstand sales. Club publications do not. Because they are membership organizations, a portion of the membership dues must be allocated to help offset the publishing costs. Many breed club publications, such as the *Courier*, do not sell subscriptions. The magazine is received solely as a benefit of membership.

Every club is different in terms of what they can afford as a dues allocation. It is the editor's responsibility to oversee the dues allocation and ad revenue and tailor the size of the magazine accordingly.

## 8 Calculate costs.

Ad revenue will vary from issue to issue, so how does the editor manage this? You must know your per-unit costs for all stages of production, printing and mailing, and be able to calculate in advance what each issue should cost. Ideally, a page of advertising should help offset a page of editorial, but that is not always possible with a club, since ad rates are low.

The editor must calculate the cost of producing the ads, mail prep and postage, and subtract that from the total income for that particular issue. The amount remaining should tell you how many pages of editorial you can afford to offer. If you have a very high number of editorial pages without the budget to offset them, you will have to cut back or condense those pages if you want to come in on budget.

If you are still having a hard time making ends meet, it is time for more cost cutting. Changing paper stock, binding or method of mailing are some things that can make a difference.

## 9 Plan, layout, and paginate.

Since you must know exactly how many pages each issue will be in order to calculate cost and begin the layout process, you must learn how to calculate space.

If you do not have a graphics background, the easiest way to estimate how much space the editorial will take is to flow your word document onto a page, assign it the basic font, point size and leading that will be used, and make a note of how much space it takes, including headings and photos. Add up the editorial plus the ads to arrive at a final page count, and remember, publications generally fall on a multiple of four pages.

At the *Courier*, all of the computer page makeup and design is done by the editor, and the magazine is sent to the printer, who then goes directly to plate and print. For editors who do not have this capability, you will have to explore the talents of your membership to assist in the production process, or you will have to hire a graphic designer. Some clubs rely on printing companies who offer design services.

## 10 Love the dogs. Love the job.

Most importantly, you must love your breed. Remember, we do it for the dogs. Learn everything you can about them and fill your publication with good information. Do the best job that you can do, and aim for your own standard of excellence. Good luck to all of you!

About the author: A graduate of The George Washington University, Terry Cardillino has 39 years experience in corporate communications, and has been involved in pure bred dogs since 1973. Terry has been Editor of *The Courier* since 1999.

*Reprinted from the June 2010 AKC Gazette (with a current update to the first paragraph by the author).*



# Meet our new MEMBERS

Jane Brackman, PhD, specializes in the cultural history of canine domestication. The author of two books about pets in 19th century America, she consults with museums and her articles appear regularly in popular publications. She was a guide dog school administrator for several years and also served as the Executive Officer for the California State Board of Guide Dogs for the Blind, a consumer affairs board that regulates guide dog schools in California. Brackman's interest in the dog as a writing topic grew from a unique combination of experience in a variety of disciplines including education, special education, guide dog school management, canine biology and history.

JANE BRACKMAN, Altadena, CA  
jlbrac@earthlink.net

I did not plan a career in writing or photography. However, life often surprises us with opportunities, and I landed a job with our local weekly newspaper. My first assignment was to cover a show handling class – right up my line, as I was often in that class with a puppy myself. I have been a dog breeder for 37 years – Newhope Border Collies, and more recently Crossfire Irish Red and White Setters, and have been involved with shows, sheepdog trials and a wee bit of hunting with the Setters.

In addition to freelancing with the local weekly, I did a short term as lead writer for a farmer's monthly, a number of magazine articles, and an occasional educational canine focused column in our local paper called *Dogwatch*. I discovered and took membership with Eastern Canada Farm Writers Association (ECFWA), which has been fantastic for networking and learning about the business of writing.

Last spring I discovered DWAA, and immediately applied for, and was granted membership. Aside from my occasional column – and all the local dog-related assignments from my paper – I have not yet done a lot of writing about dogs. I look forward to learning from this group, and hope to soon add some dog magazines to my portfolio of work accomplished.

ALICE GUTHRIE, Hagersville, Ontario  
newhope\_crossfire@optionsdsl.ca

I started my adult life in dogs with a German Shepherd. He was a great dog and I learned much about training. This was back in the late '60s and early '70s. I vowed to always have a dog and over the years did have a variety. In the past I operated a mixed farm, breed registered Dairy Goats, bought, sold, and trained horses. I now breed, train, trial and participate in many venues with my Australian Shepherds and Cavalier King Charles Spaniels. My work world has been principally non-traditional, but that is a topic for another time and place.

As time went by I became more involved in teaching and public presentations in the promotion of all dogs. I joined a number of breed-specific clubs. I am a creative person and it was only a natural progression from drawing, photography, and painting, to

include writing. I was the editor of several club newsletters and currently write a regular column for The Royal Spaniels. I have a number of projects in development to work on this winter. I continue to study animal behaviour, work on a couple of books, short stories and painting, plus train my dogs for competition.

I am a KKC Rally and ASCA Obedience judge. I also find time to handle dogs focusing on Breed Specialties. I teach Obedience, Rally, and the Difficult Dog classes for the Sudbury & Dist KC, and moderate a 900+ member Facebook group on Cavalier breeding and mentoring.

LEAH SWATKO, Massey, Ontario  
ministik@explornet.com

I grew up with dogs, cats, horses, chickens, and my brother's two pet crows. After ignoring my attraction to writing and earning masters degrees in business and psychology, I entered the MFA program at Western Michigan University. During this time I became very active in the Flat-Coated Retriever Society of America and wrote articles for them that were published in the FCR Breed Column of the *AKC Gazette*. In 1993, I entered the *Gazette's* Fiction Contest. I didn't win, but my brother, a veterinarian, told me he'd been handing out copies to his clients who had just lost a dog. That was the beginning of the formal publication of *Spirit Dogs: Heroes in Heaven* (see excerpt page 9), illustrated by the famous wildlife artist Rod Lawrence. It won the Silver Medal for gift books in the Independent Book Publisher Awards. The sequel novel entitled *Spirit Dogs: Life Between Lives* earned a Gold Honoree Award from the Mom's Choice Book Awards for Young Adult Fiction. The third in the trilogy, *Spirit Dogs: Heroes Return*, should be out in softcover and on Amazon Kindle by November, 2012. I teach college Composition part-time.

SUSAN METZGER, Fort Collins, CO  
smetzger725@yahoo.com

Cori Solomon's interest in dogs began in the mid 1980s with the purchase of two Salukis. These dogs introduced Cori to the world of showing and lure coursing. Having been an art major but putting her creative side on hold, Cori's Salukis encouraged her reconnection with her artistic side. The death of Cori's sister in 2001 opened the door to more creativity when she discovered that her breakthrough in artistic expression and experimentation was through animals. Prospering as an award-winning animal artist, friends commented that her experiences with drawing animals, breeding, training and her overall love for animals was a natural pathway into writing about them. Listening to those suggestions, in 2010 Cori began using the written word to communicate her knowledge of dogs and cats. Through Cori's writing and art she has found a way to give back to her own breed as well as other animals. Cori donates a percentage of her proceeds from art sales to various animal charities and her writing has informed the public on the vital role dogs and cats play in our lives.

CORI SOLOMON, Los Angeles, CA  
teriKor@gte.net

The term "service animal" was first used in the 1990 Americans with Disabilities Act to describe an animal individually trained to provide assistance to a person with a disability. While at that time, guide dogs for the blind were the most familiar type of service animal, over the years, the variety of tasks service dogs carry out has increased to include dogs who perform some of the functions that an individual with a disability cannot perform for him or herself, such as alerting people with seizures or hearing impairments, pulling wheelchairs, or carrying and picking up things for people with mobility issues.

Watching blind travelers confidently make their way through busy city traffic, you might think that the guide dog is doing the same thing – performing a task that the blind person cannot perform for him- or herself. In other words, it may appear that the dog is leading the blind person, but that's not the case. Both of their lives depend on what the other one does, and neither is in total control at any given time. Neither dog nor person can cross the street alone without risk, but together, they do it efficiently and safely.

Whereas a seizure-alert dog is like an analyst who predicts a problem to reduce its impact, a guide dog is more like an air traffic controller who bears responsibility for the team's safety as it moves from one place to another. The dog monitors the "air space" and gives feedback to the handler, who is the pilot. Errors can be life threatening and near misses can lead to early burnout. The cornerstone of the training work is to, through repetition and praise, teach the dog to learn to judge a barrier or dangerous situation – for instance, the speed and distance of moving vehicles – and if need be, to respectfully disobey the human partner's command, an act known as "selective disobedience." The handler not only directs the dog but also supports his decisions, even when the dog disobeys.

As a blind handler explained, "Because we can't see, we don't know the particulars of what we're commanding our dogs to do. The dog has to stand up to us; to get it through to us that something is there that we don't know about. It's a fifty-fifty relationship that's difficult to explain. Neither of us may be able to make a safe street crossing alone, but together we do it gracefully."

Guide dogs have to be able to generalize to new, complicated and sometimes abstract situations. It's easy to train a dog to take someone to a chair. Training a dog to take a person to a place where no one else is sitting, whether it's a college classroom, restaurant, or campground bench is a more abstract concept.

## What Does a GUIDE DOG Do?

By Jane Brackman, PhD



Although German Shepherds, Labrador Retrievers and Golden Retrievers are the most familiar types of guide dog, any confident, friendly, intelligent and willing dog – large enough for the harness but small enough to lie comfortably under a bus seat – is eligible. Boxers, Smooth-Coated Collies, Poodles, Dobermans, Border Collies and Australian Shepherds are increasingly finding employment as guides, as are their hybrid cousins.

Labs, who constitute about 75 percent of these working dogs, have proven to be the most successful guide worldwide, mainly because there is enough variation within the breed to meet blind students' myriad needs.

Regardless of lineage, guide dogs have distinct counter-intuitive characteristics in common. Because they are, to great extent, bred for a specific temperament, they are more like one another than they are like others of their particular breed.

Guide dog schools aren't selecting for these traits as much as they are selecting against others. They want a German Shepherd that is tractable, a bird dog that is not prey-driven, a herding dog that won't nip people to negotiate busy pedestrian traffic. Unlike traditional breeders who select for niche traits such as pointing, herding or wire-haired coats, schools select for temperament characteristics that are broadly adaptable.

Are guiding strategies breed specific? Some handlers, who've partnered with many dogs over decades, say it's all about the dog's individual personality regardless of breed. Others insist there is a difference.

In very general terms, Labs and Golden Retrievers often solicit input from the handler when making decisions as to how to circumvent an obstacle. Retrievers are more likely to want to please the handler whereas Shepherds seem more motivated by doing the job, solving the problems, and pleasing themselves. In general, retrievers will often work up to an obstacle before deciding what to do about it while Shepherds will decide in advance what to do, perhaps starting the turn more gradually as the team approaches the barrier.

Regardless of breed, the dance is extremely complex, and the magic extraordinary when all the elements fall into place.

About the author:

Jane Brackman, PhD, has almost 15 years experience in the guide dog field, first as a school administrator and later as the executive officer for the California State Board of Guide Dogs for the Blind, a consumer affairs board that regulates guide dog instructors and schools in California.



DWAA has received two additional checks from Rue Chagoll in payment of restitution for the amount embezzled. These checks were for \$190.48 each, and leave a current balance owed of \$69,849.02.

nominating committee REPORT

Report of the Nominating Committee for 2013  
December 1, the Secretary will mail a ballot to each member in good standing.

The Nominating Committee was appointed at the July Board Meeting of the DWAA. Pat Santi, Caroline Coile and Gail Parker were elected. The Bylaws of the DWAA state:

- "Article V, Section 5, Nominating Committee: the board shall elect a Nominating Committee consisting of three members (3) 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 the 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 the secretary, before November 1, a petition signed by ten (10) members in good standing. (Adopted 1997)
  - (d) On 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 the 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 be mailed.

The Committee has submitted the following slate:  
President- Ida Estep, Esq.  
Vice President- Susan Ewing  
Secretary- Pat Santi  
Treasurer- Marsha Pugh  
Class of 2016  
Joel Gavriale-Gold, PhD  
Martin Deeley

treasurer's REPORT

July 1, 2012 through August 31, 2012		
Opening balance		\$ 23,248.87
<b>INCOME</b>		\$ 1,223.72
Applications	\$ 525.00	
Dues	\$ 317.76	
Restitution	\$ 380.96	
<b>EXPENSES</b>		\$ (1,389.25)
Computer Service	\$ (300.00)	
Design (newsletter)	\$ (700.00)	
Postage	\$ (53.49)	
Printing (newsletter)	\$ (335.76)	
<b>ENDING BALANCE</b>		\$ 23,083.34



For the second year, the AKC has granted the Dogwriters Association of America a booth at the AKC/Eukanuba Championship show being held on December 15-16, 2012 at the Orange County Convention Center, Orlando, Florida.

The booth will offer DWAA information packets and applications, displays of DWAA history – and most important of all, DWAA members!

Our members are volunteering to entertain you with their exploits as writers, judges and DWAA members.

Don't miss this opportunity to meet fellow DWAA members, exciting authors, and dog-loving public from around the world.

We need your help to make this another successful experience. Please consider volunteering a few hours to help man the booth. Have a book? Bring a few copies to sign for the public.

Contact the Eukanuba Committee if you wish to volunteer or for more information:

Connie Brittain:  
[cbrittain@cfl.rr.com](mailto:cbrittain@cfl.rr.com)

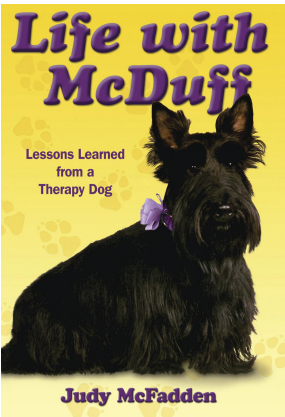
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member NEWS



LIFE WITH McDUFF

Judy McFadden, author of *Life with McDuff: Lessons Learned from a Therapy Dog*, wrote a story, "Great Scott," about her mystical, stubborn and hilarious Scottish terrier therapy dog.

The story taken from her book tells how time after time McDuff outsmarted and frustrated her to tears when she attempted to give him pills. It appeared in the September 18, 2012 publication of *Chicken Soup for the Soul: I Can't Believe My Dog Did That*.

Judy's story, "Judy and McDuff: Soul Mates on a Mission," appears in the anthology *Dogs and the Women Who Love Them* endorsed by Betty White, Wendie Malick, Vanessa Williams and the American Humane Association.

A review of *Life with McDuff* appears in the July/August issue of the widely distributed *Las Vegas Pet Scene Magazine* in Las Vegas, Nevada.

SPIRIT DOGS: HEROES IN HEAVEN

By Susan Metzger  
This excerpt is from *Spirit Dogs: Heroes in Heaven*. This snippet of dialogue occurs between Sarah as she's saying a final good-bye to Ivan, who was killed with her in a car crash.

They wagged their tails low and watched me leave. Ivan walked at my side. Their love for me felt huge, and it was unconditional. Boy looked into my eyes as I felt the pull. I knew I was being drawn back into the tunnel. When I resisted, he gave me a firm but loving look and shook his head "no."  
"Wait," I pleaded. "I have a question."  
Boy nodded. "What is it?"  
"Their love ... They give so much of it. And then when they die, it's just gone. Where does it go?" My throat constricted as I choked back sobs. "Where does the love go? How can something so wonderful just vanish?"  
His golden aura brightened. His face lifted. He seemed to smile. "It doesn't go anywhere. It remains with you. Always. You can feel it whenever you choose to." He sat down and looked into my eyes, then glanced at my spirit dogs, who now sat watching. "You still feel their love, don't you?"  
I nodded, unable to speak.  
"It radiates to you always, whether they die or you die or live. Just think of them, and their love will shine into your heart."

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The Board of the DWAA is proud to announce that we have 493 members at this time and have more applications pending.

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Roxie By Janice Biniok



Hmmm... There are an awful lot of dogs plagiarizing messages in this neighborhood!

Writing COMPETITION  
contest report

*Hello everyone:*

We're in full swing for this year's writing competition, and I hope all of you got your entries in. I've been busy opening packages and cataloging entries during the month of September. Material will be going out to judges by mid-October, and results will be due by mid-November. Letters of nomination will be sent out in early December, and a complete list of nominees will be posted to our website by December 15th. It isn't too early to make plans to come to New York for the DWAA dinner at the Affinia on February 10th and the Westminster show February 11-12, 2013.

**Here is the list of judges for this year's competition.**

While we have some of the same judges as last year, they will be assigned different categories.

Jeri Atwell-Paul	David Fitzpatrick	Louise Keller	Tanya Ross
Jeff Bazell	Dollie Foland	Linda Krukar	Catherine Schell
Mark Benson	Linda Gross	Camille Lashley	Joanna Seleme
Amy Bettencourt	Fay Haupt	Rita Marsh	Joy Simmons
Susan St. John Brown	Cheryl Heath	Elaine Mathis	Carol Smith
Jim Brown	Ed Heath	Lamar Mathis	Rob Smith
Scott Bunnell	Shelley Hennessy	Janis Mercer	Marilyn Spacht
Nancy Cheski	Jamie Hubbard	June Morris	Beth Speich
Bonnie L. Clarke	Leah James	Alton Neurath	Jackie Stacy
Lynn Cobb-Conn	Doug Johnson	Betty Neurath	Marjorie Underwood
Kent Delaney	Meredith Johnson-Snyder	Kathy Patterson	Neena Van Camp
Jean Evanoff	Steve Keating	Norm Patton	Jana Wilson

*Thanks for your support of the contest, and I look forward to seeing lots of old friends and some fresh new faces in New York!*

Sue Jeffries, Contest Chair  
1918 Milburt Dr., Louisville, KY 40223  
Tel. 502-245-1070  
Jeff95@aol.com

ANNUAL  
*Awards* BANQUET  
SUNDAY, FEBRUARY 10, 2013

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.)

\_\_\_\_\_ SAUTÉED CHICKEN, Chef selection starch & vegetable

\_\_\_\_\_ HORSERADISH CRUSTED SALMON, Chef selection starch & vegetable

\_\_\_\_\_ GRILLED VEGETABLE NAPOLEON, SHAVED ASIAGO, Chef selection starch & vegetable

All meals come with warm rolls & butter, Mesclun greens salad with dressing, cherry tomatoes and frisel onions, Affinia Manhattan cheesecake, brewed coffee, decaffeinated coffee and assorted teas.

*Reservations:* Cost: \$65.00 per person

Number of reservations \_\_\_\_\_ Total amount submitted \$ \_\_\_\_\_

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

Name of Guests:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Address of person making reservation \_\_\_\_\_

E-mail \_\_\_\_\_ Phone Number \_\_\_\_\_

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](http://www.dwaa.org)  
If you have questions, contact Pat above or Marsha Pugh 301-274-3435 [mmpugh@crosslink.net](mailto: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 in this newsletter or contact Pat Santi, DWAA Secretary, at [rhydowen@aol.com](mailto:rhydowen@aol.com) or by phone: 610-384-2436 or visit the DWAA website, [DWAA.org](http://DWAA.org) where the reservation form can be downloaded.**

*Join the  
celebration!*