

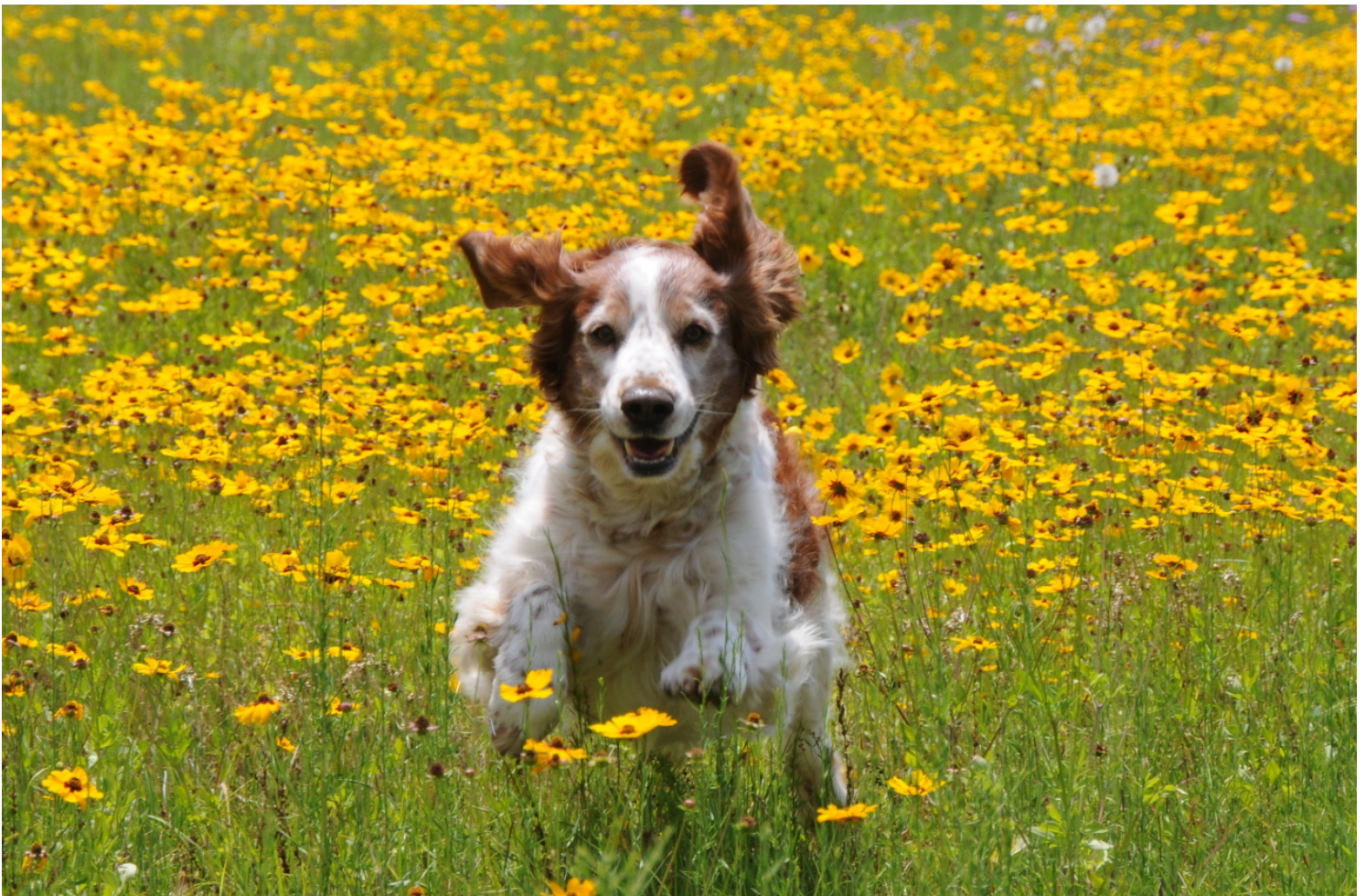
Ruff Drafts: The Voice of DWAA™



DOG WRITERS ASSOCIATION OF AMERICA, INC.
FOUNDED 1935

**July
2009**

- Updates on Annual Contest and Member Survey
- Web Site and Newsletter: Call for Materials
- Forum Information and Member Poll
- Premier of "Roxie"



At the end of a day of working, writing, and managing the DWAA survey, Mary Burch takes her dog, "Wyn," to a nearby plantation for some fun. Wyn (aka Ch. Noel's Wynn Wyn Situation, UD, OA, AXJ, CGC) is a nine-year-old Welsh Springer Spaniel. Photo courtesy of Mary Burch.

≡ DWAA LEADERSHIP ≡

DWAA Officers

President

Deb Eldredge, DVM

Vice President

Susan McCullough

Secretary

Liz Palika

Treasurer

Rue Chagoll

DWAA Board of Governors

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Class of 2010

Elaine Gewirtz
Marion Lane

Class of 2011

Dr. Caroline Coile
Charlotte Reed

Class of 2012

Eve Adamson
Stephanie Smith, Ph.D.

Committee Chairs and Members

Annual Awards Contest

Terry Albert
Kim Thornton (special awards)

Annual Banquet

Marsha Pugh
Pat Santi

Archives

Pat Santi

By-laws

Susan McCullough
Committee Members:
Dee Anderson, Linda Rehkopf,
Cheryl S. Smith

Chat List

Dr. Stephanie Smith

DWAA Benefits

Deb Eldredge, DVM
Susan McCullough

DWAA / Cat Writers Liaison

Marion Lane

Forum Administration

Pat Steer
Forum "Shepherds":
Chris Walkowicz, Diane Schuller

Green Connections

Nancy Boyd

Hall of Fame

Bardi McLennan
Committee Members:
Terry Albert, Linda Rehkopf

Juniors

Kate Eldredge

List Moderation

Stephanie Smith
Committee Members:
Chris Walkowicz, Kim Thornton

Member Advisory Board

Linda Rehkopf

Member Survey

Dr. Mary Burch

Membership

Elaine Gewirtz
Liz Palika

Newsletter / Web Editor

Matthew Schenker
Committee Members:
Cindy Read, Pat Steer

Publicity

Elaine Gewirtz
Committee Members:
Elizabeth Jarrell

Scholarship

Lea-Ann Germinder
Susan McCullough

≡ Newsletter Notes ≡

Submitted by Matthew Schenker, Newsletter/Web Editor

Ruff Drafts has seen some changes. As I continue to implement new ideas one at a time, member involvement is so important—*your* input, *your* opinions, *your* materials. What can you contribute to *Ruff Drafts*?

Here are just a few ideas to inspire you...

- **News items:** did you learn about something exciting, locally or nationally? Tell me about it!
- **Stories:** experienced something memorable with your dog(s)? Write it down...send it to me!
- **Photos:** captured a great moment that begs to be shared? Let all of us see it!
- **Illustrations:** either single or a series of dog-related drawings—they are welcomed!

Ruff Drafts Archive

The DWAA Web site has an archive of *Ruff Drafts* issues (www.dwaa.org/newsletter/archive.html) with a pictorial index of cover photos arranged by year. Search the entire archive to find particular articles. This is a members-only feature, so you must log in to access it. If you have not yet registered, just send a quick request to me at mschenker@comcast.net.

Digital Ruff Drafts

You can now receive this newsletter via e-mail (no printed copy). Advantages to you: full color, delivered more quickly, and "clickable" hyperlinks. Advantages to the DWAA: reduced printing and mailing costs. Currently, 61 members have asked to receive digital *Ruff Drafts*. Send me an e-mail (mschenker@comcast.net) to sign up!



≧ President's Message ≦

Dear fellow DWAA members,

We have some new members to welcome—Cathy Conheim, Cyndi Lieske, Theresa Lyons and Jenna Stregowski (see elsewhere for contact info) and we have our Hall of Fame nominees chosen: Lorenz “Don” Arner and Robert Self. Bios will appear in the August newsletter. Those are our biggest news items for the minute.

We are still at work for sponsors for the banquet and developing more areas of the Web site and trying to provide more benefits for you—our members! If you have suggestions, please don’t hesitate to come forward. You can reach any of our officers or Board members.

I am working my dogs on VST—Variable Surface Tracking. This is the most difficult level of AKC tracking and requires the dogs to work over pavement, sidewalks, mulch, wooden



bridges, etc as well as grass. Tests are usually held at office parks or college campuses and can be held at night. Your dog may encounter squirrels, inebriated college students, homesick college students, full bags of fast food left on the ground, or even skunks. The dog must follow the path walked by his/her tracklayer three to five hours earlier and ignore all distractions such as music, vents blowing air out of buildings, traffic (both human and automobile),

and all people, animals, or birds that “cross” your track. The dog must also find the articles left by the tracklayer—a cloth or leather one at the start and then, along the way, a plastic, a metal, and another leather or cloth, while ignoring all the miscellaneous trash. The pass rate is about 5%.

So far, we have not passed, but we are getting closer every time. The last test, Hokey ran about 11:00 PM in light rain. He had trouble with one turn, but otherwise nailed the track. In the dark of a campus, with light rain, heading over a bridge towards a bus, Hokey pauses, sniffs, turns to smile at me, and sits. At his feet is a crushed metal can—his metal article!! I can’t describe the amazing feeling you get from seeing your dog work his way through all the immense scent puzzles and finding what you wanted.

I feel that way right now with DWAA. At times I am heading forward into the dark and rain, somewhat lost or overwhelmed, but periodically I get some reinforcement that we are truly “on the right track.” And those “articles”—or words of praise—for what we are accomplishing keep me tracking on.

Praise here goes to Pat Steer for her forum work, Matthew Schenker, whose Web site has blown everyone away, and our HOF Committee of Bardi McClennan, Terry Albert, and Linda Rehkopf.

Many thanks to Alan Alford who stepped up to be our resident agent in Massachusetts for DWAA incorporation.

Remember that DWAA is YOUR organization and we are here to serve you. If you need help don’t hesitate to ask. We will try to sniff out a response for you!

Deb Eldredge, DVM, DWAA President

PS: Don’t forget to start planning your contest entries!!

≡ Secretary's Page ≡

Submitted by Liz Palika

Dues Reminder

Dues should have been sent by March 31. If you have questions, Contact Liz Palika (lizpalika@gmail.com) or visit the renewal page of the DWAA Web site: www.dwaa.org/join-us/membership-renewal.html

New Members

Cathy Conheim
5411 Bahia Lane
La Jolla, CA 92037
858-272-7122
858-334-5240
cconheim@san.rr.com
www.henrysworld.org

Cyndi Lieske
1133 Galloway Lane
Howell, MI 48843
517-545-802
517-980-3129
c.lieske@sbcglobal.net

Theresa Lyons
4 Lee Place
Bridgewater, NJ 08807
908-256-9534
908-573-3052
ridgereg@optonline.net

Jenna Strewowski
856 Argonne Ave NE
Atlanta, GA 30308
404-434-2007
404-459-0237
jennarvt@gmail.com
www.dogs.about.com

Changes or additions

Including the addition of Web sites to the roster

Terry Albert
www.terryalbert.com
www.everything.pets.blogspot.com

Dee Dee Andersson
www.angelfire.com/WV/StormMastiffs

Darlene Arden
www.darlenearden.com
www.perpetuallyspeaking.blogspot.com
www.redroom.com/author/darlene-arden

Nancy Boyd
www.Brightwings.com
www.Floweressencesforanimals.com
www.danceswithflowers.com

Kathryn Braund
Kbraund@bresnan.net

Jane Brydon
www.mydogtrainingcoach.com

Mary Burch
www.howdogslearn.com

Joseph Cerquone
Phone: 703-548-0382
jfc4dogs@aol.com

Melanie Coronetz
www.shadowofmercury.com

Phyllis DeGioia
www.woofingdog.net

Chris Harris
www.LightheartedPress.com

Sarah Ferrell
www.abrohamneal.com

Patricia Lawson
www.thedogdiet.com

Susan Marino
www.angelsgate.org

Susan McCullough
www.susanmc.com
www.thealliechronicles.blogspot.com

Sandy Mesmer
www.sandymesmer.com
www.sandy-smalldogtraining.blogspot.com

Maureen Kochan
New ZIP: 92081
Maureen.kochan@gmail.com

Mathew Margolis
Margolis Enterprises, Inc.
www.unclematty.com

Barbara McNinch
rmcninch@ec.rr.com

Sarah Montague (not Montaque)

Liz Palika
www.lizpalika.com
www.kindredspiritsk9.com
www.petliferadio.com click "It's a Doggy Dog World"

Jon Patch
www.talkinpets.com
Carole Presberg
www.BorderCollieMuseum.org
www.gis.net/~shepdog/Woolgather_Farm/index.html

Nikki Riggsbee
www.mcmn.com

Jeff Schettler
12850 Hwy 9, #600-187
Alpharetta, GA 30004
Phone: 209-304-5048
Fax: 770-721-6959
Jeff@GAK9.com
www.GAK9.com
www.TacticalTrackerTeams.com

Diane Schuller
www.dianeschuller.com
www.albertaphotography.wordpress.com
www.dianeschuller.wordpress.com

Marilyn Singer
www.marilynsinger.net

Pat Steer
www.gaelenscafe.blogspot.com

Judith Tabler
www.BeastieBags.com

Bronwyn Taggart
Editor/AKC Gazette
Phone: 212-696-8358

Rise VanFleet
www.playfulpooch.org
www.play-therapy.com

Chris Zink DVM
mczink@caninesports.com
www.caninesports.com

Sunnybank Calendars

Marilyn R. Horowitz has just published another Sunnybank Calendar—this one for 2010. Something special has been added—several color photographs of Sunnybank have been added to the black-and-white photos of Albert Payson Terhune, the Sunnybank Collies, and those who once called Sunnybank home. The 2010 Sunnybank Calendar is available for purchase and Marilyn will be donating a portion of the profits to the Terhune Sunnybank Memorial to aid in funding future restoration projects. Please contact Marilyn at marilynrh@aol.com for information and an order form.

≡ Updates ≡

Annual Contest

Submitted By Terry Albert, Annual Awards Contest Chair

Entries are coming in, and it is time for me to start recruiting judges. If you would like to volunteer, please let me know at petportraits@cox.net. Tell me which categories you are entering, so I don't assign you to judge those. We need about 80 judges. Materials will be sent to you by October 1, and scores are due back to me by Thanksgiving. There are three judges for each category, plus the special awards.

I am also looking for a sponsor to donate a small thank-you gift for each judge, so if you have a contact with a company that might be willing, please contact me. Thank you!

Forum

Submitted By Pat Steer, Forum Administrator

What's my ID? What's my password?

DWAA members registered on the DWAA forum have a username (ID) which is either your real name or initials plus last name. You also have a password to log into the forum (www.dwaa.org/forum/index.php). You must confirm a valid e-mail address, but you may not use an e-mail address as your user name.

Members should try to use the same user name (ID) and password in the forum and the new Web site.

Let Matthew Schenker (mschenker@comcast.net) know the exact user name and password you are already using for the forum. With that information, he can create the same user name and password for your Web site account. If you've forgotten your forum log-in, email Pat Steer at gaelen2@yahoo.com for any information or log-ins you may have already created.

Remember—whether requesting a Web site or forum user name, use your real name, or initials, plus last name. This is the only way we can confirm that you are a DWAA member and approve your request!

Members need to manually keep their passwords the same between the two areas. Until we work out a method which automatically synchronizes log-ins to both the Web site and the forum, we all have to do a little background work to keep information used between the two areas the same.

New this month: a DWAA Blog Roll (www.dwaa.org/forum/showthread.php?p=5084#post5084) listing a dozen members' personal and business blogs. You'll find the blog roll index in the "PR: Promoting Your Work and Yourself" forum (www.dwaa.org/forum/forumdisplay.php?f=6). If you have a blog you'd like included in this index, make sure to drop into that forum and post a link!

You must register on the DWAA Forum in order to link your blog. To register, visit the forum and click "Register" in the welcome message.

Questions about the forum? Contact Pat Steer, forum administrator, at gaelen2@yahoo.com.

Computer and Internet Access Poll

DWAA would like you to describe your computer and internet access levels. We've set up a poll to record your answer to that question at www.dwaa.org/forum/showthread.php?p=5087#post5087. This poll will open July 1, and will be available for voting *only* until midnight, July 31, 2009. Votes can only be recorded online. If you do not have any form of online access, call Pat Steer at 315-727-6359 and leave your name and your poll answer.

If you must respond by phone, you may only choose from the following two answers:

1. I have a computer, but no online access
2. I have no computer and no online access.

If you have problems accessing the poll, send an email to Pat Steer at gaelen2@yahoo.com.

TO VOTE: Read the poll question, mark your selection (one choice, one vote per person), then click "Save."

TO COMMENT: If you wish to make comments on the poll or describe "Other," click "Reply," enter any additional information, then click "Submit Reply" to post your reply.

This poll is limited to DWAA members. If you are not registered at the forum, you may still vote, but your vote will be recorded as an "unregistered" user. Unregistered users may only vote by clicking the "Reply" icon, entering their names, and typing in the answer they would choose from the poll choices. Further instructions for casting a vote as an unregistered user are included at the link.

≡ Updates ≡

Web Site

Submitted by Matthew Schenker, Newsletter/Web Editor

The new DWAA Web site (www.dwaa.org) has been up and running for over a month. I have received e-mails from numerous members offering terrific feedback and ideas, and I am listening to everyone in an effort to make sure the site reflects what members want. Some parts are still a work in progress, so keep checking in to see changes and improvements.

Experiencing the Site

The new Web site has been designed for easy, colorful exploration. One example: click any image in the site for a larger, expanded view. This is especially nice in the "featured member" area, where clicking on an image presents a larger view of attractive book covers, photos, and illustrations.

Members-Only Sections

A lot of material on the new site is available as a benefit to members only. This includes an archive of *Ruff Drafts*, a member directory, and interactive forms (described below). This material becomes visible as soon as you log into the site. As long as your membership is current, registering at the new site is simple: send an e-mail request to me at mschenker@comcast.net.

Interactive Features

The new Web site has several interactive forms you can use to contribute ideas and materials for the site. When you log in, you will be presented with a "road map" displaying all of the following members-only forms:

- **News items.** Submit original news articles, to be published on the home page.
- **Become a "featured member."** Members achievements are highlighted on the home page. Get featured by using the "featured member" form.
- **Newsletter ideas.** Submit your newsletter stories or photos right from the home site.
- **Links.** Publicize your Web site by submitting your links through the "submit your links" form.
- **Feedback.** Share ideas about the site or organization using the "suggestion box" form.

Other Notes

The DWAA now has three online venues: the Web site, forum, and e-list. Although all three operate under the DWAA umbrella, they are distinct entities. Members must register and log in to each one separately. To make it easier, use the same user name and password for each venue.

Member Survey

Submitted by Dr. Mary Burch, Member Survey Committee Chair

Thanks to all of you who participated in the DWAA Survey. You can send in your survey results until July 15. Results will be in the August issue.

E-list

Submitted By Stephanie Smith, Ph.D., List Administrator

The e-list is a great way to talk with fellow members, ask questions, and post announcements of book releases, important dog world happenings, births, deaths, and other dog-related issues. It continues to be popular. Some days we get a lot of messages, other days not so many, but we almost always get something.

One issue that seems to confuse and vex members is the relatively low message size limit (20 kb). If you do not adequately trim your messages, it is easy to exceed this limit. When this happens, your message bounces. No evil censorship is at work here. DWAA has purchased a package with a relatively low amount of bandwidth per day. If we exceed that bandwidth, we "trip the breaker" and the e-list is shut down. At that point, the host provider must manually reset the breaker and restart the list. This process takes a couple of days, so we really do not want to make that happen.

To subscribe to the list, go to www.dwaa.org/mailman/listinfo/dwaa-group_dwaa.org

If you have problems or concerns with the e-list, feel free to email me: lbdkennels1@gmail.com

≧ **Ruff Drafts Column: Thinking Outside the eX-Pen** ≦

By DWAA Member Lexiann Grant

Style Matters

Recently, I've had the opportunity to read a bevy of new books. I love to read, often devouring 300 titles yearly. Doesn't matter what genre. If it's a book, most topics—fiction and non—interest me.



Reading is good for my brain and business. However, like driving an expensive sports car that's improperly tuned, a good read can also be spoiled.

Most of the books I've read in the past couple months have left me shocked, and not because they were psychological thrillers. I was shocked that they were written, got past at least one or more editors, and were published. The problem? Poor writing.

Each book was filled with incorrect tense, mixed tenses, incorrect plurals and possessives, mixed and incorrect pronouns, passive voice, mixed metaphors, split infinitives, and my personally most annoying: prepositions at the end of sentences. There were first-person stories in educational reference material, immature style, disorganized flow and redundancy, and some statements were wrong or made-up when the authors didn't know!

When sales of goods and services are all down (pet publications included), it pays to offer the best product possible. Good writing sells even in this depressed market.

Sometimes the best outside-the-box thinking is old-school rules:

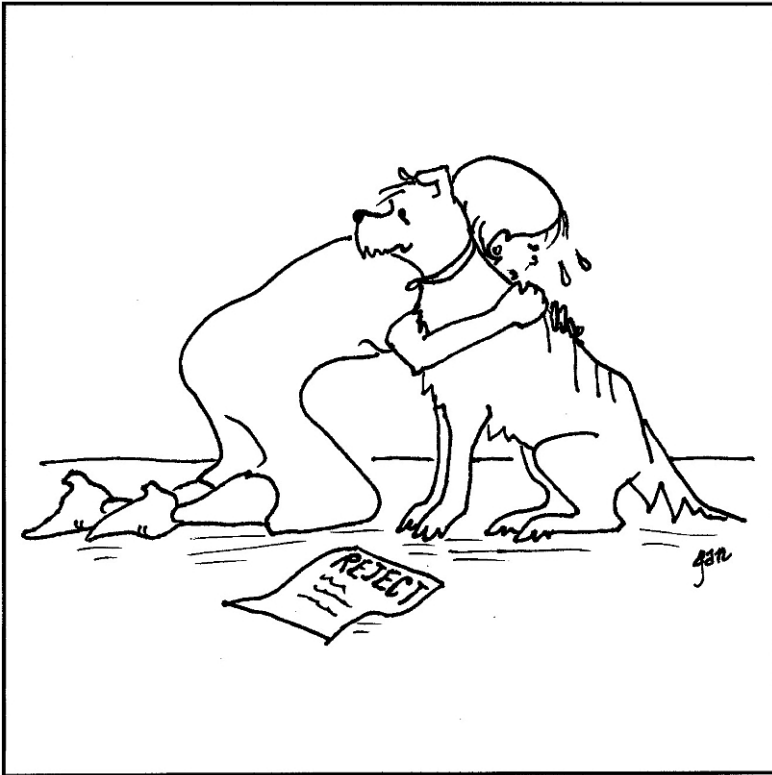
- ✓ Start with thorough research. Learn to use the "extras" that come with Internet search engines and really dig.
- ✓ Organize your data and interviews. Do an outline. Annotate your copy.
- ✓ Use the spell checker and customize its dictionaries.
- ✓ If you're not certain about usage, look it up. Exercise those musty textbook lessons you learned in grade school. (Remember when it was called grammar school?!) Buy a college-level grammar and composition text.
- ✓ Informative content differs from dialogue. Conversation is more casual, so relax and let your grammatical hair down here.
- ✓ Don't insult your reader. Use big words; supply intelligent copy in a comprehensible manner. Educating readers is one reason we all do the work we do.
- ✓ Dot your i's, cross your t's; scrutinize your work before submitting it. Is it the best you can produce? If not, go back, revise and correct your work.
- ✓ Ask non-writers who are competent in language skills to read tougher pieces. Does it read well to their eyes? If not, go back and edit again.
- ✓ Count on making grammatical errors; even the best writers are only human. Let your editors guide you on corrections, but don't be afraid to diplomatically ask them to correct their mistakes as well.

Correct does not equate with boring. Well-written copy is correct, accurate, and interesting, maybe even entertaining or uplifting. Editors offer assignments to writers that deliver quality work because it makes their jobs easier. And because readers spend money on magazines and books that provide easily read, useful information.

Was that last sentence incorrect? Strictly speaking, yes (can you name the mistake?), but always remember this writing rule: You gotta know the rules before you can break 'em!! (Wink 'n grin.)

Roxie

By Janice Biniok



*At least rejects are worth something—
a lot of hugs.*

≧ Introducing Roxie ≦

On the back page this month we premier *Roxie*, a *Ruff Drafts* exclusive, imagined by DWAA member Janice Biniok, who describes it this way: "Dogs will be dogs, and writers will be writers. Put them together and what do you get? *Roxie*. I hope you enjoy getting to know my cartoon alter ego and her canine companion. I'm thrilled to have yet another dog-related outlet for my creativity!"

Send comments to Realpets@aol.com. Learn more at www.TheAnimalPen.com

Liz Palika
250 Flame Tree Place
Oceanside, CA 92057