

June
2009

Ruff Drafts: The Voice of DWAA™

DOG WRITERS ASSOCIATION OF AMERICA, INC.

FOUNDED 1935

This Month: Annual Competition Announcement



Looking at your world from the wrong side of the pen (pun intended)? Open the gate, view your work from a new perspective. Don't get stuck like Oslo on our deck in the snowstorm. Check out the new column, "Outside the eX-Pen." Lexiann Grant

DWAA LEADERSHIP

DWAA Officers

President

Deb Eldredge, DVM

Vice President

Susan McCullough

Secretary

Liz Palika

Treasurer

Rue Chagoll

DWAA Board of Governors

Past President

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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

Web Site Notes

Submitted by Matthew Schenker, DWAA Newsletter/Web Editor



The new DWAA Web site has launched. Designed from the ground up to better represent the DWAA and highlight the benefits of our organization, it offers current members a common space to come together. It's also designed to boost membership by broadcasting good reasons to join, for those who are not yet members.

Just a few of the many highlights:

- **Featured members:** Each month, the site's home page highlights the words and images of different kinds of members, including writers, artists, photographers, and others
- **Leadership statements:** DWAA leaders work hard to advance the DWAA's goals. The new site brings members closer to the leadership, who they are, and what they have to say.
- **Competition information:** Everything you need for the annual competition is there. (A complete history of nominees and winners, including Hall of Fame inductees, is underway.)
- **News:** The home page displays stories from the world of dogs. A searchable archive of news will build as time goes on, making this an increasingly valuable resource.

The site offers new ways for you to interact with each other and the organization through several easy-to-use forms. Here's a sampling of the kind of material you can submit through the site:

- **Become a "Featured Member":** Submit a bio and photos, to be shown on the home page.
- **Newsletter ideas:** Submit your stories and photos for *Ruff Drafts* right from the Web site.
- **News items:** There is so much happening in the dog realm. I will always rely on you, our members, to provide news for the site. Write up a news story and see it on the home page!
- **Web links:** Submit your Web site or blog, to make sure it is listed in the "Links" section.

There's much more to explore. Just stop by www.dwaa.org to see what I mean! *To access members-only areas of the site, you must be registered. It's easy: e-mail me: mschenker@comcast.net.*

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President's Message

Dear Fellow DWAA Members,

WOW!!! June already! For our household things are more insane than usual as we look forward to Kate's graduation from high school—as valedictorian no less!

DWAA is heading into new areas, too. Our Web site has been totally revamped—check it out at the same address of dwa.org. Matthew Schenker put in tons of extra work to give us a really fun, high-tech site. There are currently some members-only areas, and those will expand with time.

One of our next goals is to make sure the newsletter gets out in a more timely fashion, and that should improve now that some of the techno communication options are under control. The Hall of Fame Committee has turned in recommendations that are awaiting Board approval at this time. The By Laws Committee continues to work diligently. Finances are under control. Our Banquet Chairs are working to get sponsors and provide you with another wonderful evening for awards.

Terry Albert, as Contest Chair, has worked hard with her committee to spread the word about our contest. The updated categories and awards can be found on the Web site at this time. Don't hesitate to encourage others to enter!

Jean Fogle has been working to see if we can tie in with one of the Pet Expos for a book signing, but not much luck so far. Pat Steer and her group are trying to make the forums as user-friendly as possible.

So there is a LOT going on in DWAA! If there is an area you would like to provide input for, or if you feel like volunteering anywhere, don't hesitate to offer. I am looking to appoint a Nominating Committee as we will have two Board positions up for renewal or replacement. Feel free to contact me if you would like to be on the committee, or run for the Board, and I will pass on your offer!

I keep hearing that the printed word is doomed. Somehow I find that hard to believe when I grab a book as I run out of the house to keep in my car if I have to wait anywhere. I have books kept by the love seat and the sofa to read, and I get frequent requests to donate books or articles. Some other people out there must be reading too!

The puppies have all left for their new homes across the US—each of them leaving with at least one book to help ease their transition into their new homes (and I don't mean as a teething/chew toy ☺). My two Belgian Tervurens and Kate's Pembroke Welsh Corgi are working on VST (Variable Surface Training), which is the most difficult area of tracking. We train with a book written by DWAA member ED Presnall as our Bible as we don't have any regular classes in VST nearby. So, no, you can't convince me the written word is obsolete when I still rely on it so much.

Enjoy your summer—take a good dog mystery, your dog or dogs, a cool drink for all of you, a chew for your dog(s) and find a spot in the shade to relax and read together.

Deb Eldredge, DVM, DWAA President

DWAA Member Notes

Submitted by Liz Palika, DWAA Secretary

Dues Reminder

Membership dues should have been sent by March 31. If you have questions, contact Liz Palika (lizpalika@gmail.com) or visit our Web site's renewal page: www.dwaa.org/join-us/membership-renewal

Carole Field's new email address is CaroleField@DogSportsTrainer.com.

Newsletters returned due to change of address:

Sue Furman, Ph.D. PO Box 1202 Salem, IL 62001-6202	Steven Gruber 4489 Broadway Apt 7E New York, NY 10040-2497	Robin Stark 1214 Sherwood Forest St Houston, TX 77043-4535
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Newsletter returned insufficient or changed address, no forwarding address:

Gail Sprock Claire Murray

DWAA Forum Spotlight—Are You a Dog Expert?

Submitted by Pat Steer, DWAA Forum Shepherd

Would you like to highlight your work, award(s), new publication(s), or area(s) of expertise? On the DWAA Forum, registered members can create a personal press release in the public "Dog Experts" section. Your press release will be cataloged daily by search engines from Google, MSN, Yahoo! and others, announcing your information throughout the Internet.

Creating your "Expert" post is easy! Copy this template post from the "Website Questions" forum: www.dwaa.org/forum/showpost.php?p=4795&postcount=1 then post the information as a **New Thread** in the "Dog Experts" section: www.dwaa.org/forum/forumdisplay.php?f=28.

You must register as a DWAA member in order to create your Dog Expert press release. To register, visit www.dwaa.org/forum/index.php and click the **register** link in the welcome message. Questions about registration? Contact me at gaelen2@yahoo.com.

Welcome to the forum's latest "expert" poster, Stephanie Smith, who has added her calling card to expert posters TD Yandt, Jean Fogle, Terry Albert, Chris Walkowicz, and over a dozen other DWAA members.

Obituaries

Submitted by Deb Eldredge, DWAA President

Esme Treen recently passed away at 96 years of age. Esme was a member of DWAA since 1967 and a long-time columnist for *Dog News* magazine. Along with her husband, she was a very successful breeder of Dalmatians, and was an important force in the Waukesha Kennel Club in Wisconsin. She was a colorful character known for her forthright manner and writing—leaving no one in doubt of her meanings! Esme was also a sought-after and respected judge. Family has requested that those wishing to make a donation in their mother's memory do so to either the AKC/Canine Health Foundation or the Dalmatian Club of America Foundation, 4431 Corporate Sq., Naples, FL 34104. The family can be reached by writing to ESME GIBSON, 251 S. Orange Grove Blvd. #6, Pasadena, CA 91105.

Dr Josephine Deubler, VMD, also recently passed away. She was a member of DWAA since 1970. The first female graduate from the University of Pennsylvania School of Veterinary Medicine, she continued there for her Ph.D. and is honored by having the veterinary genetic disease testing laboratory at UPenn named after her. Josephine was also the first veterinarian to judge Best in Show at Westminster Kennel Club. Terriers were the love of her life, but she judged many breeds. In 2003, she was honored by the AKC with their Lifetime Achievement Award. Gifts in her memory can be made to the Josephine Deubler Scholarship Fund, University of Pennsylvania Veterinary School, 3800 Spruce St., Philadelphia, PA 19104.

Ruff Drafts Column: Thinking Outside the eX-Pen

By DWAA Member Lexiann Grant

If you're reading because the title piqued your curiosity, we're starting on the right paw. Our alpha dog, Deb Eldredge, asked me to author a column about topics other than writing—photography, editing, and thinking outside the box about our craft.

Hopefully (even though some of us are old dogs) we'll learn new information, different perspectives, exchange ideas and provoke thought. We might not stimulate the economy, but at least we can stimulate our creative minds a bit.

Make suggestions, submit tips, respond to what you read here. The leash is off, the dog park is open; let your creative thoughts run. Welcome and enjoy.

Pro Bone-O No! or O Yes?!

As working writers, we're rightfully indignant when a publication asks for free articles. They charge for advertising or subscriptions, and we're likewise entitled to earn income. We too have bills to pay and pets to support. It's not in our best interest to give away our work.

Or is it?

Most major religions, sacred writings and ancient traditions bid followers to tithe, give alms, feed the poor, contribute a portion of their goods, or in some manner promote the welfare of others.

It's interesting that a Judeo-Christian parable about charitable giving refers to the monetary unit of "talents." As pet writers, we certainly are endowed with a larger quantity than average of creative and communication talents. Remember the quote about, "From everyone to whom much is given, from him much will be required."? (Can you name the author?) Maybe, we should consider how this applies to us in our work.

The term "pro bono" is associated primarily with the provision of free legal representation. But the full phrase, "pro bono publico," means work for the public good, without thought for profit. Many of us help dogs in multiple ways, but what about with our writing? Why not give back some of what we have for the good of others?

No, we cannot work for free. It's not financially advisable, particularly in this economy, to donate our work to everyone that asks. But we can donate a portion of our words to a worthwhile cause.

Electronic media, like e-mail letters or Web sites where articles can be archived and endlessly redistributed, aren't a good choice for pro bono pet writing. Neither are publications that produce income or profit, or reach a large audience.

Set limitations on where and how your work is used. Print only, use-by date, notation of copyrights when printed, and approval of changes required are a few to stipulate. You can request in exchange for your article that the publication also makes a donation to a rescue group or shelter of their choice.

Suitable print media includes low-circulation, non-profit dog club or rescue group newsletters. If you're offered dog food in exchange for writing, if the source and request are reasonable, do it and give the kibble to a family in need. Or write a brief educational hand-out for your local shelter.

Volunteering time is great, but when you're done that's it for the day. Our words remain as a lasting reference for uneducated pet owners that need help.

Every time I've been asked to donate an article, I say yes—IF the publication meets the "worthwhile" criteria and the article is contractually available. I've not had a copyright violation, lost money, an assignment or much time doing so.

The possibility that my words might help even one, single dog live a happier, healthier life is always sufficient payment, at least for me. I've won awards for donated articles. And, yep, I've gotten assignments for paid work as a result of these donations.

Pro bone-o writing is a decent tool and good karma. Consider the possible losses—and gains—and give of your talent. Only Dog knows what greater benefit will come as a result.

(P.S. I'm writing this column gratis:-)

DWAA 2009 Annual Writing Competition

Note: Printable entry forms, competition rules, and complete category descriptions available at www.dwaa.org/competition/2009-information

Regular Awards Categories

Please read carefully; there have been several changes made for this year's contest.

A. NEWSPAPERS (Newspapers of any circulation except canine or animal newspapers or newsletters)

1. Newspaper: feature or news story
2. Newspaper: column (submit 3 copies each of 3 different columns)
3. Newspaper: editorial/opinion/essay

B. MAGAZINES (Professionally published magazine of any circulation)

1. Magazine: all-breed (submit 3 copies of 2 different issues)
2. Magazine: single-breed (submit 3 copies of 2 different issues)
3. Magazine: special-interest dog or all-animal magazine (enter 3 copies of 2 different issues)
4. Magazine: yearbook/annual/special edition
5. Magazine: feature in all-breed magazine
6. Magazine: feature in single-breed magazine
7. Magazine: feature in special-interest magazine
8. Magazine: feature in all-animal or general-interest magazine
9. Magazine: feature in yearbook, annual or special edition
10. Magazine: article breed profile in any magazine
11. Magazine: article on training and/or behavior in any magazine
12. Magazine: column (submit 3 copies of 3 different columns)
13. Magazine: subject-related series (submit entire series in triplicate)
14. Magazine: opinion/essay/editorial

C. CANINE OR ALL-ANIMAL NEWSPAPERS or NEWSLETTERS (Professionally published of any circulation)

1. Canine newspaper or newsletter (submit 3 copies of 2 different issues)
2. Canine newspaper or newsletter: feature article on health and/or care
3. Canine newspaper or newsletter: feature on all other topics

D. INTERNET/WEBSITES/BLOGS

1. Web site: entire website (submitted by designer and/or manager; supply hard copy in triplicate plus Web address)
2. Web site: feature article (hard copy in triplicate plus Web article address)
3. Web site: regular column (submit 3 different columns in triplicate in hard copy plus Web address)
4. Online magazine, newsletter or publication (submit 2 issues in triplicate hard copy plus Web address)
5. Blog: single blog (submit in triplicate hard copy plus blog address)
6. Blogs: regular blogs (submit 3 different blogs in triplicate hard copy plus blog address)

E. GRAPHICS

1. Photography: color (Send entries in triplicate as tearsheets, as published or in the work that the photo is intended to illustrate)
2. Photography: black and white (Send entries in triplicate as tearsheets, as published or in the work that the photo is intended to illustrate)
3. Photography: series (Send entries in triplicate as tearsheets, as published or in the work that the photo is intended to illustrate)
4. Illustration or Painting (Send entries in triplicate as tearsheets, as published or in the work that the artwork is intended to illustrate)
5. Illustration: series (Send entries in triplicate as tearsheets, as published or in the work that the artwork is intended to illustrate)
6. Poster, Calendar, or Special Publication
7. Brochure, Pamphlet, Short Special Publication

F. HUMOR/POETRY/FICTION

1. Humorous art (cartoon, comic strip, or other humorous art)
2. Humorous writing (published in any media/any form)
3. Poetry (published in any media/any form)
4. Fiction; short

G. OTHER MEDIA

1. Videotape/CD/DVD (if part of a series, enter one episode in triplicate)
2. Broadcast Journalism (if part of a series or regularly broadcast program, enter one episode in triplicate via tape or DVD)
3. Podcast (enter one podcast in triplicate via tape or DVD plus podcast internet address)

H. CLUB PUBLICATIONS: National

1. Club: magazine format (submit 3 copies of 2 issues)
2. Club: newsletter format (submit 3 copies of 2 issues)
3. Club: feature article
4. Club: editorial/opinion/essay
5. Club: regular column (3 samples in triplicate)
6. Club: subject-related series (full series in triplicate)

I. CLUB PUBLICATIONS: Regional or Local

1. Club: magazine format (submit 3 copies of 2 issues)
2. Club: newsletter format (submit 3 copies of 2 issues)
3. Club: feature article
4. Club: editorial/opinion/essay
5. Club: regular column (3 samples in triplicate)
6. Club: subject-related series (full series in triplicate)

J. BOOKS

1. Book: single breed
2. Book: general interest
3. Book: general reference
4. Book: care and health
5. Book: training and behavior
6. Book: fiction (adult, young adult, teen)
7. Book: humor (text, art, cartoons or other)
8. Book: children (picture book or easy-to-read)
9. Book: self-published or print-on-demand (any subject/any reader category)

DWAA 2009 Annual Writing Competition, *continued from last page*

Special Awards Categories

AKC Responsible Dog Ownership Public Service Award

Sponsored by the American Kennel Club, this award goes to the writer of a print or online feature article that best educates pet owners about responsible dog ownership. The award consists of a plaque and a \$500. To enter, submit one article, which must also be entered in this year's contest in one of the regular categories.

AKC Club Publication Excellence Award

This award is for the best article in a national, regional or local AKC club publication in magazine or newsletter format. Award: a plaque and a \$500.

The DWAA Distinguished Service Award

Sponsored by the American Kennel Club, this award honors extraordinary achievement and communications excellence. It recognizes the person who, by word, deed, exemplary conduct, public communication and professional excellence, best promotes the interest of the sport of dogs. Award: a plaque and \$1,000. *Do not apply for this award.*

The Bob Cole Award for Educational Writing

The Ottawa Kennel Club offers this award in memory of Mr. Robert Cole, long time Dog Judge and writer of books and articles on structure and movement as well as the fine points of breed type. The award will be presented annually for the best article in a magazine or newspaper which illustrates either the fine points of a particular breed or illustrates particular aspects of structure or movement in dogs that is intended to inform or educate the public or dog breeders. Award: a certificate and \$350.

DogWise Best Book Award

DogWise is offering \$500 to the author of the best book. The winner will be chosen from the winners of all the book categories. *Do not apply for this award.*

DWAA Junior Writer Award

Eligible: Writers under 18 years of age

Criteria: To recognize and encourage young writers who exhibit talent, resourcefulness, dedication and integrity in their writing about dogs and dog-related topics. Award: \$250.

Eukanuba Canine Health Award

Sponsored by The Iams Company, this award goes to the article or book that best promotes the health and well being of dogs. Entries will be judged for accuracy, clear writing and the representation of a fresh view of canine health (i.e., nutrition, veterinary care, etc.). Award: a plaque and \$750.

Merial Human-Animal Bond Award

Eligible: All media. Criteria: Best highlights the special bond between people and their treasured pets, promoting the strengthening of this bond and highlighting the special relationship between a dog and its owner, as well as between dogs and veterinarians. Award: \$500 + \$250 travel stipend if winner attends the awards banquet.

Morris Animal Foundation Advances in Canine Veterinary Medicine Award

This award recognizes the newspaper article, excluding syndicated columns written by veterinarians, that best informs the public about cutting edge advances in veterinary medicine for dogs. Entries will be judged on clarity, accuracy and topic originality. Award: a plaque and \$1,000.

North Shore Animal League America Award

Eligible: All media

Criteria: "Best supports the missions of the League's program, encouraging spay/neuter initiatives as a way of reducing unwanted births and pet euthanasia rates; focus can be on community-wide programs or individual responsibility of pet owners." Award: \$500.

PSI First-Canine Award

Sponsored by Pet Sitters International, this award is presented to the best humorous feature story or article. Award: a certificate, plaque, and \$350.

Planet Dog Foundation Sit. Speak. Act. Canine Service Award

Eligible: All media

Criteria: For the best story promoting and celebrating a program in which dogs serve and support their best friends, by highlighting service dogs, therapy dogs, K-9 search and rescue, or police dogs. Award: \$500.

Pro Plan President's Award

Pro Plan offers a \$750 cash prize and a bowl with the winner's name engraved on it. This is the Best In Show chosen from all the winners of the individual categories. *Do not apply for this award.*

WCFO Excellence in Canine Freestyle Media Award

Sponsored by the World Canine Freestyle Organization, this award goes to the best work on the sport of canine freestyle. Award: a plaque and \$250.

Westminster Kennel Club Angel on a Leash Award

The Westminster Kennel Club offers the Angel On A Leash Award, in honor of its therapy dog program at the Morgan Stanley Children's Hospital of New York-Presbyterian, for the best newspaper or magazine article or television news feature about the impact of the use of therapy dogs in health care facilities. Award: \$750.

Digital *Ruff Drafts*

Submitted by Matthew Schenker, DWAA Newsletter/Web Editor

Thank you to all members who have signed up in the past couple of months for the digital edition of *Ruff Drafts*. Doing this means our costs are lower, and it means that you receive a more attractive newsletter, delivered straight to your e-mail address every month, in full color.

Another benefit: Internet links and e-mail addresses in digital *Ruff Drafts* are “clickable,” making it easier for you to jump directly to important information. You won't have to worry about remembering those long hyperlinks! As more information goes online, this will be increasingly helpful to you.

I am happy to report that, so far, 51 members have registered for digital *Ruff Drafts*.

If you would like to sign up, send me an e-mail request: mschenker@comcast.net.

And remember, the new Web site contains the current issue of *Ruff Drafts*, as well as a complete archive of all past issues, as well as a gallery of cover photos: www.dwaa.org/newsletter/archive.

Since the newsletters are meant to be a benefit for members only, you must log in to see the current issue or the archive on the new Web site. If you don't yet have a username and password for the Web site, just send me an e-mail message and I will get you started.

**Liz Palika
250 Flame Tree Place
Oceanside, CA 92057**