

# Ruff Drafts: The Voice of DWAA™

DOG WRITERS ASSOCIATION OF AMERICA, INC.

FOUNDED 1935

March 2009



*This Month:*  
Contest winners  
Banquet Photos  
Board Business



*A group of jovial attendees at this year's banquet on February 8. Tom O'Shea, one of the 2008 DWAA Hall of Fame honorees, is sitting front and center. It was another exciting, successful event in New York. Take a look inside this month's newsletter for a complete list of the winning authors, photographers, Web designers, artists, bloggers, and publishers. Enjoy all the photos of the happy winners.*

# DWAA LEADERSHIP

## DWAA Officers

### President

Deb Eldredge, DVM

### Vice President

Susan McCullough

### Secretary

Liz Palika

### Treasurer

Rue Chagoll

## DWAA Board of Governors

### Past President

Dr. Carmen Battaglia

### Class of 2010

David Frei

Elaine Gewirtz

### Class of 2011

Dr. Caroline Coile

Charlotte Reed

### Class of 2012

Eve Adamson

Position Vacant

## Committee Chairs and Members

### Annual Awards Contest

Terry Albert

Kim Thornton (special awards)

### Annual Banquet

Pat Santi

### Archives

Pat Santi

### By-laws

Susan McCullough

### Chat List

Dr. Stephanie Smith

### DWAA Benefits

Susan McCullough

Deb Eldredge, DVM

### DWAA / Cat Writers Liaison

Marion Lane

### Forum/List Moderation

Chris Walkowicz

Committee Members:

Diane Schuller, Stephanie Smith,

Kim Thornton

### Green Connections

Nancy Boyd

### Hall of Fame

Bardi McLennan

Committee Members:

Linda Rehkopf, Terry Albert

### Juniors

Kate Eldredge

### Junior Scholarship

Lee-Ann Germinder

### Member Survey

Dr. Mary Burch

### Member Advisory Board

Linda Rehkopf

### Membership

Liz Palika

Elaine Gewirtz

### Newsletter/Web Editor

Matthew Schenker

Committee Members:

Cindy Reed, Pat Steer

### Publicity

Elaine Gewirtz

Committee Members:

Elizabeth Jarrell

### Scholarship

Susan McCullough

Lea-Ann Germinder

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## Secretary's Page

### DWAA Board Business - Recent Votes, Submitted by Liz Palika

2/15/2009, Presented by Deb Eldredge DVM, President

**Business is:** The DWAA website is posted on the server run by Blue Host and our service expires Feb 28. Should we renew our service for a short period of time – three months – while investigating the services of Blue Host and Charlottzweb as suggested by Mathew Schenker?

The final tally of votes for this business is:

'Yes' votes: 10; 'No' votes: 0; 1 vote no response due to a board member's illness

2/19/2009, Presented by Susan McCullough, Vice President

**Business is:** To require that, when the DWAA Board of Governors votes on an issue, the Board members' names be published along with their votes. Such a policy would ensure that the Board of Governors and the DWAA membership would know the positions of each Board member on any given issue.

The only exception would be in matters of personal issues, personnel, or legal issues that do require confidentiality.

The final tally of votes for this business is:

'Yes' votes: 8; 'No' votes: 0; Votes not received: 2

**The motion has passed**

2/24/2009, Presented by Susan McCullough, Vice President

**Business is:** To allow Matthew Schenker, newsletter editor and webmaster, to solicit advertisements to appear on the DWAA website and/or the DWAA newsletter. Reasons: to raise needed funds.

The final tally of votes for this business is:

'Yes' votes: 8; 'No' votes: 0; Votes not received: 2

**The motion has passed.**

2/15/2009, Presented by Deb Eldredge, DVM, President

**Business is:** Mathew Schenker, our new newsletter editor, also has website experience and experience running a large internet forum. Since we have a member with this experience, who also has some good ideas as to how to move DWAA into the electronic age, I suggest we consolidate our website and forum with the newsletter with Mathew Schenker.

The final tally of votes for this business is:

'Yes' votes: 9; 'No' votes: 1; 1 no response due to a board member's illness

2/24/2009, Presented by Susan McCullough, Vice President

**Business is:** To extend the deadline for membership renewal to March 31 for the 2009 fiscal year only, and to add a \$10 late fee to any renewals post-marked after March 31. Reasons: to accommodate the changeover in the Secretaryship that resulted when Liz Palika was elected, replacing Pat Santi and to improve short-term cash flow.

The final tally of votes for this business is:

'Yes' votes: 8; 'No' votes: 0; Votes not received: 2

**The motion has passed.**

3/12/2009, presented by Deb Eldredge DVM, President

**Business is:** Alan Alford, a Mass. resident, has offered to serve as DWAA's resident agent for incorporation for no fee. If this is acceptable, please vote yes. Please vote as quickly as possible as we need to move ahead on this.

The final tally of votes for this business is:

'Yes' votes: 8; 'No' votes: 0; Votes not received: 2

**The motion has passed.**

# President's Message

Dear DWAA members,

I am writing to you as the newly elected President of DWAA. More than anything, I hope we can now all pull together and work for what is best in our organization. I want to thank the officers and Board members who have gone before me for their service and work for DWAA. Pat Santi in particular has put many, many hours into DWAA. I also want to thank all of the members who are continuing to work for our organization.

My goals include creating some tangible benefits to being a DWAA member along with a press card, a discount on contest entries and your newsletter. I am working on discounts for our group on writers' services and products and possibly some more opportunities to have book signings and get-togethers.



Networking is one thing that so many members do not avail themselves of. I would hope that at any writing or dog event, you will feel comfortable seeking out other DWAA members and sharing expertise and ideas. Along with written interviews, we have members who run radio shows and cable TV shows who are often looking for guests. Here is your chance to shine and market yourself. I find radio interviews, especially via phone, easier. I can be lounging on the couch, petting a dog while responding! We are currently in the process of organizing and setting up committees. If you have an idea you want to share or want to volunteer, please don't hesitate to step forward. We will find a place for you!

As my daughter may be applying for the DWAA Scholarship in the years to come I have set up that committee to operate with no input from me and I will recuse myself from any business relating to that.

The website overhaul, started by Kim Townsend and then Paul Costa, will be continued by Matthew Schenker. We

want our website to be our window to the world, drawing new people in and providing easy access to information for our members. It appears that, like much of our country, DWAA finances aren't particularly healthy. So we are looking into cost cutting ideas and revenue generating ideas. Again, we would love any input you might have.

I will do my best to be available. Email is often the best way to contact me as my schedule can be hectic. Both email providers seem to have problems at times, so if you don't hear back on one, try the other! [debme@juno.com](mailto:debme@juno.com) or [debme15@hotmail.com](mailto:debme15@hotmail.com). I look at myself and your officers as leaders, but also as workers – for you, our members.

Some things that keep me well grounded are that I do my own poop patrols at home and shovel my own manure at the barn. Dealing with a donkey who is angry that breakfast is 5 minutes late reminds me of priorities in life. Working with a dog in utility, agility, herding, tracking or any dog activity reminds me of the importance of teamwork. I look forward to working with ALL of you as part of the DWAA team!

*Deb Eldredge, DVM*  
*DWAA President*

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## Ruff Drafts Goes Digital

The DWAA is moving forward with digital editions of *Ruff Drafts*, sent directly to your e-mail in-box!

*Ruff Drafts* will continue to be available in printed form for members who prefer hard copy. However, we strongly encourage everyone to opt into the digital edition. It's more convenient (you receive the newsletter faster), and it benefits the DWAA (cuts down on printing costs). Also, you'll get to see the newsletter photos as they are meant to be seen -- IN FULL COLOR!

Signing up for digital newsletters is easy: just send me an e-mail requesting to be added to the digital edition mailing list, and I'll take care of the rest. Once you sign up, you will no longer receive a paper edition.

Another great way to keep up with *Ruff Drafts* is through the newsletter page of the DWAA Web site, which contains an archive of past editions at [www.dwaa.org/newsletter.htm](http://www.dwaa.org/newsletter.htm).

*Matthew Schenker (mschenker@comcast.net)*  
*Newsletter/Web Editor*

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# DWAA Roster

## Dues Reminder

Dues should be 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/renewal.html](http://www.dwaa.org/renewal.html)

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**Nancy White**

News & Messenger

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Sponsors: Carmen Battaglia &

KimThornton

# Contest Results: Regular Category Winners

I had the honor of serving as the 2008 DWAA contest chair this year and as always, I enjoyed it. I have served as contest chair many times and it is always wonderful to see everyone's work come in - from novels and training books to magazines and magazine articles. From DVDs to blogs and to websites. The contest always showcases such a tremendous and talented array of work.

I want to thank all the judges who volunteered to judge this year's contest. We had people volunteer from the membership of DWAA and CWA as well as members of the Society of Professional Journalists, a San Diego editor's organization, many working writers, members of a San Diego writers group, college professors and writing instructors, several AKC conformation judges, several veterinarians, several breeders, a physician, and more. This was the first year that I had more volunteers to judge than I needed! Thank you all!

Thanks also to the ASPCA for providing gifts for the judges. We were able to give each judge either an ASPCA tote bag or a glow in the dark neon leash. Thanks again!

I also want to thank Kim Thornton who took care of all the special awards this year. She confirmed awards, made sure our wording was correct, notified sponsors of the winners, and much more. Thanks, Kim.

When I accepted the position of contest chair for 2008, it was with the understanding that I would only do it for one year. So if anyone is interested in doing this for the 2009 contest, talk to the DWAA President about volunteering.

*Liz Palika, Contest Chair*

## A. NEWSPAPERS

1. Newspapers: feature or news story  
Deborah Wood, "DoveLewis Celebrates 35 Years of Giving Animals Life" Oregonian
2. Newspaper: column  
Sarah Ferrell, "Devoted to Dogs" Free Lance-Star
3. Newspaper: editorial/opinion/essay  
Christy Caballero, "Puppy Breath" The Argus

## B. MAGAZINES

1. Magazine: all breed  
Dog Fancy
2. Magazine: single breed  
Celebrating Greyhounds
3. Magazine: special interest dog or all animal magazine  
The APDT Chronicle of the Dog
4. Magazine: yearbook/annual/  
Special publication  
Dogs USA 2008 Annual (BowTie Inc)



Down Syndrome" Clean Run magazine

5. Magazine: feature in all breed magazine  
Susan McCullough, "In the Swim" AKC Family Dog
6. Magazine: feature in single breed magazine  
Susan McCullough, "You Don't Know Shih Tzu" Shih Tzu Puppies
7. Magazine: feature in special interest magazine  
Sherman O. Canapp Jr, DVM, MS, DACVS and Donald Hulse, DVM, DACVS, "Jump



8. Magazine: feature in all animal or general interest magazine  
Liz Donovan, "From Shelter to Showtime" Healthy Pet
9. Magazine: feature in yearbook, annual or special publication  
Sandy Robins, "No Bullies Here" Bully Breeds
10. Magazine: article breed profile in any magazine  
Elaine Waldorf Gewirtz, "Chief of Staffs" AKC Gazette



11. Magazine: article on training and/or behavior in any magazine  
Jacque Lynn Schultz, "Potty Particulars" Dachshund Puppies
12. Magazine: column  
Dawne Deeley, "Dare to be Rare" Canadian Dog Digest
13. Magazine: subject related series  
Meredith Wargo, "Kids Can Do It" Dogs for Kids
14. Magazine: opinion/essay/editorial  
Alice Bixler, "Spay/Neuter Revisited" AKC Gazette

## C. CANINE OR ALL ANIMAL NEWSPAPERS or NEWSLETTERS

1. Canine newspaper or newsletter  
Betty Liddick, "Your Dog"
2. Canine newspaper or newsletter: feature article on health and/or care  
Sally Deneen, "New Breakthroughs to Treat Melanoma" Your Dog
3. Canine newspaper or newsletter: feature on all other topics  
Heidi Sherburne, "The Painful Truth" Downeast Dog News



## D. INTERNET/WEBSITES/BLOGS

1. Website: entire website  
SteveDalePetWorld.com
2. Website: feature article  
Steve Dale, "Unenforceable, Unsubstantiated..." SteveDalePetWorld.com
3. Website: regular column  
Kim Thornton, "Creature Comforts" MSNBC.com
4. Online magazine, newsletter or publication  
Kathy Akopov, "Golden Bark"
5. Blog: single blog  
Christie Keith, "It's the DNA, Stupid" PetConnection.com
6. Blogs: regular blogs  
Lori Whitwam, "Fermented Fur" FermentedFur.com

## Regular Category Winners, continued

### E. GRAPHICS

1. Photography: color  
Suzanne Bird, Dogs Annual 2008 inside cover
2. Photography: black and white  
Marco De Kloet, Stand Off, Canine Behavior handbook
3. Photography: series  
Kelly Caldwell, Photo Tips, Dogs in Canada
4. Illustration or Painting  
Nick Craine, Domestic Violence, Dogs in Canada
5. Illustration: series  
Carol Newsom, Loving Marley, Pughtale Publishing
6. Poster, Calendar or Special Publication  
Roy A. Wilson and Barbara Garnett-Wilson, 2009 Cavalier King Charles Spaniel in Fine Art
7. Brochure, Pamphlet, Short Special Publication  
Judy Macomber, Los Angeles/Inland Empire Pet Friendly Guide



4. Club: editorial/opinion/essay  
Sande Abernathy, "Speaking Up" Frenchie Forum
5. Club: regular column  
Kathryn Monroe, M.Ed., "Understanding our Dogs" The Courier
6. Club: subject related series  
Brytt Hasslinger, "Breeding to the Written Standard" The Courier



### I. CLUB PUBLICATIONS: REGIONAL OR LOCAL

1. Club: magazine format
2. Club: newsletter format  
*NOTE: due to low entries in both categories, categories I. 1 and 2 were combined.*  
The Corgi Cryer
3. Club: feature article
4. Club: editorial/opinion/essay  
*NOTE: Due to low entries in I.4, I.3 and 4 were combined*  
Nancy Boyd and Cindy Read, "The Integrative Medicine Approach" The Corgi Cryer
5. Club: regular column
6. Club: subject related series  
*NOTE: Due to low entries in I.6, I.5 and 6 were combined.*  
Deb Eldredge, "Herd, Seen, Find" The Corgi Cryer



### F. HUMOR/POETRY/FICTION

1. Humorous art  
Verne K. Foster, "Dinghy and Friends" The Courier Magazine
2. Humorous writing  
Phyllis DeGioia, "Breath Fresheners" Dogtime.com
3. Poetry  
Lee Netzler, "Night Visitor" Scottie Scamper
4. Fiction; short  
Ting Ting Cheng, "Chasing James Bond" Celebrating Greyhounds

### G. OTHER MEDIA

1. Videotape/CD/DVD  
Catherine O'Driscoll, "In Search of the Truth"
2. Broadcast Journalism  
Steve Dale, "The Loved Dog"
3. Podcast  
Steve Dale, "Mandatory Spay Neuter" WGN Petcast

### H. CLUB PUBLICATIONS: NATIONAL

1. Club: magazine format  
The Courier, Portuguese Water Dog Club of America
2. Club: newsletter format  
Frenchie Forum
3. Club: feature article  
Jeannie Wagner, "Come Run with Me"  
Irish Setter Club of America Memo to Members

### J. BOOKS

1. Book: single breed (in depth work)
2. Book: single breed pet guide  
*NOTE: Due to a low number of entries in J. 1, this category was combined with J. 2.*  
Elaine Waldorf Gewirtz, "Bichon Frises" TFH
3. Book: general interest  
Jonna Anne, "The Healthy Dog Cookbook" TFH
4. Book: general reference  
Bo Bengtson, "Best in Show" Kennel Club Books
5. Book: care and health  
Cheryl Smith, "Grab Life by the Leash" Howell/Wiley
6. Book: training and behavior  
Jean Donaldson, "Oh Behave!" Dogwise
7. Book: fiction (adult, young adult, teen)
8. Book: humor (text, art, cartoons or other)  
*NOTE: Due to a low number of entries in J.7, J. 7 and 8 were combined.*  
Susan Conant, "All Shots" Berkley
9. Book: children (picture book or easy-to-read)  
Beth Finke, "Hanni and Beth" Blue Marlin
10. Book: self published or print on demand  
Christine Davis, "The Shelter Dog"

## DWAA Hall of Fame 2008 Honorees



Nick Holmes accepting for Rachel Paige Elliott



Babette Haggerty accepting for Arthur J. Haggerty



Nicole Snow accepting for Elsworth S. Howell



Tom O'Shea



# Contest Results: Special Category Winners

## AKC CLUB PUBLICATION EXCELLENCE AWARD

Best national, regional or local club publication  
Carolyn Heaton, The Havanese Hotline

## AKC-RESPONSIBLE DOG OWNERSHIP PUBLIC SERVICE AWARD

Consistently uses public platform to educate pet owners about responsible dog ownership.  
Jon Klingborg

## AKC-CANINE HEALTH FOUNDATION RESEARCH COMMUNICATION AWARD

Best informs the public about canine health research, to be judged for clarity and interpretation of complex science and its terminology, making research principles and products understandable and immediately accessible to dog owners and breeders.

Sally Deneen, "New Breakthroughs to Treat Melanoma" Your Dog

## DOGFESSIONS PERSONAL DOG MEMOIR AWARD

Best article or series with a strong personal theme  
Jeannie Wagner, "Come Run With Me" Irish Setter Club of America Memo to Members

## DWAA JUNIOR WRITER AWARD

To recognize and encourage young writers who exhibit talent, resourcefulness, dedication, and integrity in their writing about dogs and dog-related topics.

Shannon Soafer, "Future Fancy" AKC Gazette



## EUKANUBA CANINE HEALTH AWARD

Best promotes the health and well-being of dogs, based on accuracy, clear writing, and representation of a fresh view of canine health (i.e., nutrition, veterinary care, etc.)

M. Christine Zink, DVM PhD, "The Agility Advantage" Clear Run Productions



## MERIEL HUMAN-ANIMAL BOND AWARD

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.

Barbara Gail Techel, "Frankie, the Walk'N Roll Dog"



## MORRIS ANIMAL FOUNDATION ADVANCES IN CANINE VETERINARY MEDICINE AWARD

Best informs the public about cutting-edge advances in veterinary medicine for dogs, based on clarity, accuracy and topic originality.

Matthew Schenker, "Healthy Integration" Dog World

## NORTH SHORE ANIMAL LEAGUE AMERICA AWARD

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.

Amy Shojai, "Sex and the Single Pet" Pet Peeves

## OTTAWA KENNEL CLUB/BOB COLE AWARD FOR EDUCATIONAL WRITING

Offered for the article best illustrating either the fine points of a single breed or particular aspects of structure and movement in general, accurately informing and educating dog breeders and the public.

Brytt Hasslinger, "Breeding to the Written Standard" The Courier

## PET SITTERS INTERNATIONAL HUMOR AWARD

Best humorous article

Teri Wilson, "Chihuahuas are Better than Facelifts" Chihuahua Connection



## PLANET DOG FOUNDATION SIT. SPEAK. ACT. CANINE SERVICE AWARD

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 & rescue or police dogs.

Rise Van Fleet, "Play Therapy with Kids and Canines" Professional Resource Press

## WESTMINSTER KENNEL CLUB ANGEL ON A LEASH AWARD

For the best story focusing on the impact of the use of therapy dogs in any of the following applications: health care facilities, schools, rehabilitation, hospice, extended care, correctional facilities, or crisis intervention. This award is in honor of Angel On A Leash, a therapy dog program in cities across the country.

Marty Van Duyne, "Stormy Will Shower Victims" Dahlgren Source



## WILEY/ELLSWORTH S. HOWELL AWARD

Best writing on judging, exhibiting, dog-show reporting, or any other aspect of conformation showing.

Elaine Waldorf Gewirtz, "Worlds to Conquer" AKC Gazette

## WCFO EXCELLENCE IN CANINE FREESTYLE MEDIA AWARD

Best work on the sport of canine freestyle

Kim Campbell Thornton, "Dancing with the Dog Stars"

Congratulations to all the nominees and winners! Work hard this year...



... and we'll see you back in New York in 2010!

The Pet Socialite Inc., PO Box 398, New York, New York 10012  
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### **Success of Pet Writing Conference Spurs Plans for an Encore**

New York, NY -- Next to the Westminster Kennel Club Dog Show, the hottest (pet) ticket in New York City this past February was the first Business of Pet Writing Conference, held at the Radisson Martinique. With an international mix of pet writers, veterinarians, dog fanciers, animal behaviorists and other pet industry professionals, the conference has been lauded as a success. So much so, the conference is returning to the Big Apple for an "encore performance" on Saturday, February 6, 2010.

Charlotte Reed, author and proprietor of The Pet Socialite, Inc. (promoter of event), was thrilled with the first conference of its kind. "The feedback I've been getting has been in superlatives like 'brilliant', 'fabulous,' and 'fulfilling.' We have a lot of people to thank for their participation, both on the sponsorship and presenter sides. It couldn't have been better. I'm expecting next year's conference to be triple in size."

The conference hosted a myriad of respected professionals from both the publishing and pet industries. Seasoned and aspiring writers were given valuable information about how to effectively navigate the business of pet writing. In addition to the impressive schedule of group presentations throughout the day, editors and agents made time to meet with conference participants individually.

"After seeing such enthusiasm at the pet writing conference, we're looking forward to an even more successful event in 2010 and urge pet writers to sign up early," Reed said. Furthermore, she noted that in 2010, there will be limited seating. Early bird registration will commence in June with a discount cost of \$150.00. The price of the conference is \$175.00.

For further information and/or to become a conference sponsor for 2010, contact: Charlotte Reed at (212) 631-3648. To see details about the first conference, go to [www.petwritingconference.com](http://www.petwritingconference.com).

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