

Daylight Saving Time Ends

The Energy Policy Act of 2005 went into effect this year and most of us will be enjoying that extra hour of evening daylight for an additional week this Fall. This year we will *Fall Back* on November 4th. For our European friends, Summertime period will end October 28th.

Forum Signup

Just a reminder to those joining the DWAA Forums -- you must use your real name when signing up for the forums. Our webmaster must verify your membership to DWAA before approving your membership to the forums; using our real names on the forums allows for easy approval. Spaces and punctuation are allowed in usernames, so if your name is John Smith Jr., your username would be typed in John Smith Jr., not John_Smith_Jr. You may also use professional titles, such as PhD or DVM. If your DWAA membership primarily represents an organization or company, such as Alpine Publications, we are open to a variation in your username. If you have any questions, feel free to email our webmaster at kimtowsend@hughes.net.

Kibble for thought

...what you won't find inside

Westminster 2009

Instead of the traditional February Monday/Tuesday Westminster

Show, in 2009 the dogs have been booted and the Grammys have the Garden for those days. Westminster is scheduled for February 25th and 26th, a Wednesday and Thursday.

This obviously presents problems for many DWAA members making the trip to New York and trying to combine Westminster events with the DWAA Banquet. We are looking at our options to best accommodate everyone; if you would like to weigh in on the issues, visit our Forum discussion on the topic at:

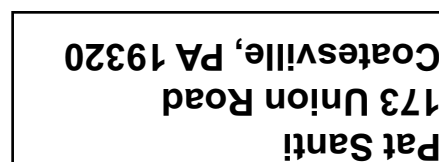
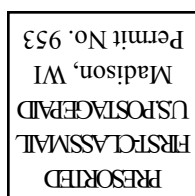
<http://www.dwaa.org/forum/showthread.php?t=672>

DWAA E-List

We have moved the official DWAA email chat list from Yahoo to our own server. To sign up, visit:

http://dwaa.org/mailman/listinfo/dwaa-group_dwaa.org

DWAA membership will be verified by the email address you enter when signing up. If you are using an address other than that published in the DWAA Roster, please email kthornton@cox.net.





► President's Column - By Amy Fernandez. AKC's annual Responsible Dog Ownership Day

OCTOBER 2007



► 4th Leg of the Newsletter Name Contest. Oooh baby, we're almost there!

See the Top Eight Semifinal names inside!



► Three new inductees into the DWAA Hall of Fame.

Name to be Announced!

NEWSLETTER DWAA

**DOG WRITERS ASSOCIATION OF AMERICA, INC.
FOUNDED 1935**

**AUTUMN AMBLINGS
from your Newsletter Goddess
~ Phyllis DeGioia ~**

I hope you are enjoying the new style of our newsletter! Be sure to check out the DWAA forums for the full-color PDF version. Many thanks go to Kim Townsend for her design skills.

I invite all of our members to send in their high-resolution photos or artwork for consideration in future issues of our newsletter (although I still have many wonderful photos from the last time I asked for cover photos). We also welcome book reviews, with photos - as you may have noticed, these will be printed on the back half of the mailing page for even more exposure as our newsletter makes its way through the postal system to most states and 8 countries.

Send your submissions to me at:
woofingdog@tds.net - and thanks for participating!



**A DWAA member will
always lend you an ear!**



The late "Mutz"
Bernese Mountain Dog
Photo Credit: B. Guenter

President's Column

Amy Fernandez

“ I am sometimes asked how dog writers manage to constantly find new material. ”



Last Saturday, I participated in AKC's annual Responsible Dog Ownership Day. RDO Day now includes events throughout the country but it began in New York many years ago and has become a regular fixture of the NYC dog scene. It's not only a great way to introduce the general public to purebred dogs; it gives them access to a tremendous range of local experts and resources. It is held in one of the city's most popular dog parks and people come in droves with their beloved dogs in tow. I am no longer surprised to see the same people turn up year after year. Or to hear the same questions time and again.

I am sometimes asked how dog writers manage to constantly find new material. Almost every dog-related subject has been covered from every angle countless times. Spending a day with the general public makes you realize that everything is news in the dog world. Novice dog owners are perpetually in need of basic advice on grooming, health care, housetraining, etc. They need to know how to find a breeder, select a puppy – and every aspect of what to do once they get it home. They really do need step by step instructions and explanations of normal dog behavior. This alone can provide nonstop work for dog writers.

After I got home from my frazzling day at Madison Square Park I sat down and flipped through a new magazine that had arrived in the day's mail. The feature story

was yet another account of the season's favorite editorial topic – local subsistence farming. It appears that editors cannot get enough stories on this rather bizarre fad. Being too tired to get up and look for something better to read, I rediscovered all the usual pitfalls of a start up farm in Greenpoint, Brooklyn. But one angle of the story did catch my interest. It also detailed the sad adventures of an inexperienced person trying to raise animals. This man did not have the slightest clue about elementary animal husbandry such as the importance of good ventilation and dry bedding. Within weeks of acquiring his rabbits, chickens and ducks he had lost a sizable number of them to heat and insect-related problems.

Regardless of the species, we take it for granted that these concerns are essential to proper maintenance. Failing to provide them is not only cruel, it's illegal. And a century ago, the consequences would have extended to a failed farm and potential starvation. Of course, without regular reminders of these obvious facts, it's easy to overlook them. I should not have found any of this amazing considering that I had just spent six hours rehashing rudimentary dog advice for hundreds of New Yorkers. At that point my dogs started reminding me that I was overlooking their dinner hour.

The next time you are feeling somewhat uninspired at the thought of another article on fleas or hairballs, remember that it is still big news to someone out there.

DWAA CONTACTS



2006 OFFICERS and BOARD OF DIRECTORS

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President Emeritus—Ranny Green, 4820 Tok A Lou Ave N.E., Tacoma, WA 98422-1633, rannygreen@hotmail.com

BOARD OF GOVERNORS

Class of 2010 – David Frei, Susan Ewing
Class of 2009 – Patricia Cruz, Dr. Carmen Battaglia

Class of 2008 - Mordecai Siegal (Pres. Emeritus) and Darlene Arden

Contest Chair: Sue Jeffries, 1918 Milbirt Drive, Louisville, KY 40223, Jeffo95@aol.com

Newsletter Editor/Goddess – Phyllis DeGioia, 4226 Beverly Road, Madison, WI 53711-3713, 608.271.1763, woofingdog@tds.net

Please send all material for the newsletter to the Newsletter Editor

Web Site: <http://www.DWAA.org>

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Sponsors: Amy Fernandez/ Pat Santi

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Robin Fritz
e-mail: robynmfritz@iinet.com

Roster Update

Newsletter Name Contest

The list of semifinalist names in the newsletter contest are:

The Apawstrophe	Paws 'n Pens
The Dog Pen	Ruff Drafts
Dog Writer's Gazette	The Scoop from DWAA
DWAA Doggerel	Sit Stay Write

Okay, for those of you who bothered to count, that's eight names, not ten as I indicated we would have. That's because other than these names, there were many that only received one vote apiece and there was no reasonable way to select which of those should be included in the contest. So these are all names that received multiple votes. Votes from the DWAA Forum poll and hard copies mailed to me were merged, which is why this list doesn't just reflect the visible vote seen in the Forum poll.

So, a new poll is up at the Forum for you to select one of the above. Vote once, not often, and votes should be received by October 15, 2007. We'll do a search to make sure the selected name isn't used elsewhere; if it is, we'll move on to the next choice. The person who came up with the winning title will receive a free year's membership.

...drumroll
please



Mail hard copy or e-mail votes to:

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Woofing Dog Editorial, LLC
4226 Beverly Rd.
Madison, WI 53711-3713
woofingdog@tds.net



PETA and DWAA ~ By Bardi McLennan

We have all been aware of PETA's presence in connection with the Bill 1634, which is now on hold. Similar legalities keep cropping up elsewhere in the United States, San Antonio being the latest. Due to the exposure of the Michael Vick dog-fighting case, those of us who are anti-PETA and anti-HSUS need to take advantage of the public outcry.

On August 27th, a full page ad (2-inch bold caps!) ran in the New York Times with the headline: "WHO KILLS MORE ANIMALS?" Vick (8) or PETA (14,400?) ending with "Find out more about PETA's hypocrisy on PETAKILLSANIMALS.com."

That same week a full page ad appeared in The New Yorker magazine with a header of: "Think you know the Humane Society of the United States?" (While you are left contemplating the question, your attention is held by the blue eyes of an adorable life-size kitten.) The answer – in large bold type – "THINK AGAIN" followed by a paragraph explaining that "HSUS is a \$150 million animal rights lobby group that doesn't run a single pet shelter anywhere." The final line sends you to ActivistCash.com.

It didn't end there. The same week Dog News carried the long article by Lyle E. Davis that originally appeared in The Paper, in North San Diego County.

All of this background is to ask the 550 members of DWAA to step

up to your individual areas of expertise in reaching the public – radio, TV, online, magazines and newspapers. If you are not publicly active in these areas, then Letters to the Editors of every local paper will work. We must take advantage of the Vick momentum and get the word out loud and clear. Keep in mind that if PETA and HSUS have their way, there won't be any dogs to write about. We will ALL be out of jobs!

Dogs are born with the capacity for utter faith in us. The gift of absolute acceptance and unconditional love can easily be lost. Do not betray it with impatience, anger, inconsistency or force. It is difficult, sometimes impossible, to get it back.



– Brian Kilcommons

2007 Writing Competition

In previous issues, we've listed the regular and special categories, as well as the entry form for the writing contest. All of that information is available at our website, www.dwaa.org. If you have questions about the contest, please contact Sue Jeffries at (502) 245-1070 or e-mail: Jeffo95@aol.com. She'd much rather answer them now than deal with errors in the submission process. Please remember that your entry must be postmarked no later than October 2, no exceptions.

DWAA 2007 Writing Competition Entry Form

Please read complete rules. Entries must be postmarked no later than October 2, 2007. No late entries accepted. Send entries to: Sue Jeffries, DWAA Contest Chair, 1918 Milburt Dr., Louisville, KY 40223

ENTRANT NAME: _____

Note: Entrant is the writer, photographer, illustrator or other person who created the work. Submitter is the person sending in the entry when different from entrant.

ADDRESS: _____

PHONE: Day _____ Weekends/Evenings: _____

E-MAIL ADDRESS: _____

CATEGORY NUMBER AND DESCRIPTION: _____

TITLE OF ENTRY: _____

NAME OF PUBLICATION OR PUBLISHER: _____

ISSUE/PUBLICATION DATE(S): _____

(Must be between September 1, 2006 and September 30, 2007.)

NAME OF SPECIAL AWARD(S) FOR WHICH WORK IS TO BE CONSIDERED

(Must include an extra copy and \$7 fee for each):

I certify that this entry is original work that was first published between September 1, 2006 and September 30, 2007. I understand and abide by all contest rules, and further agree that the Dog Writers Association of America and/or special award sponsors may use my name and likeness, or reprint this entry in part or in whole in connection with the 2007 DWAA Writing Competition publicity and anthology purposes.

Signature of Entrant or Submitter _____

Name and address of Submitter (if different from entrant): _____

For entrants under 18 years old:

Entrant's birth date/Parent's signature

Potential Board Members

The President, Amy Fernandez, selected three people to be on the Nominating Committee for the two Board positions that are open for next year, before August 1, 2007. She selected Phyllis DeGioia, Charlotte Reed, and Pat Santi. The DWAA Board approved the Committee.

The Committee has been reviewing names and has come up with the following for the October newsletter: For the Class of 2011, Caroline Coile, Ph.D. and Charlotte Reed.

As per our bylaws Article V, Section (c)

Any Member in good standing may petition to run for a specific office if he or she sends to the secretary, before November 1, a petition signed by 10 members in good standing.

If we do receive any other nominations then:

(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.

Please remember, to be a member in good standing your dues must be current.

Pat Santi, Secretary

Candidate Biographies

Caroline Coile

Caroline Coile has lived with sighthounds since she was six years old, and has shown them since 1974. She's written 29 books and more than 300 magazine and scientific articles about dogs. Her dog writing awards include the Dog Writer's Association of America's Maxwell Award, Denlinger Award, Eukanuba Canine Health Award, and AKC Canine Health Foundation Award. Caroline holds a Ph.D. in Psychology from Florida State University, with research interests in canine senses, genetics, and behavior. Caroline is on the AKC Canine Health Foundation President's Counsel.

A strong believer in doing what you write about, she's owner-handled her salukis to Best in Show, Best in Specialty Show, National Specialty Obedience High in Trial, National Specialty Agility High in Trial, high-point oval and straight racing awards, as well as the Pedigree Award. She's also tried flyball and tracking, but the dogs ran away. Her dogs give her plenty of fodder to write about outdoor activities, training challenges and above all, how to develop the patience of dirt.

Charlotte Reed

As a pet care specialist and trend watcher, Reed provides pet owners with insights on how to best care for their pets. Millions have caught Charlotte Reed on her segments on ABC's The View. She also covers the pet beat on Inside Edition, Comcast's CN8 -Your Morning Show (seen from Maryland to Maine); NBC10 in Philadelphia; ABC7-TV in Chicago; and Fox's Good Day New York. Reed has also appeared on BBC-1, CBS, Comedy Central, CNN, Fox News (Chicago), Fox 5 Live at Noon (New York), Fox Pet News (network), Fujisankei Mezamashi-TV, WNBC's Today in New York, Office Kei Productions, and Telemundo.

Radio listeners around the country have tuned in to listen to Charlotte's advice on responsible pet ownership and her recommendations on how to ensure living with a happy and healthy pet. She has also worked as product spokeswoman on numerous satellite media tours and radio campaigns. Products manufacturers and organizations that she has represented have included: Airsource Air Filters; American Pet Products Manufacturers Association; Brampton; Casco Group; Hartz; Iams; Nestle Purina, and Orca Communications.

Reed's byline is found in many of the nation's most-read pet magazines, where readers depend on her expertise in dog care and etiquette, as well as her insight into pet luxury items. She writes the "Luxury Unleashed" column for Dog Fancy, the dog column for Pet Business and "Miss Fido Manners" for Fido Friendly. She also tracks US pet trends for Pets International, which is read by pet manufacturers in 148 countries. Reed is a contributing editor for New York Dog and Hollywood Dog and pens the Pets Are My Business Blog filled with the most current pet news, trends and opinions. An oft-requested lecturer, Reed's favorite topics are pet trends and treating pets like royalty on a limited budget.

Three to be Inducted in DWAA Hall of Fame

Lois Meistrell



Lois and her husband were dog trainers who trained dogs for the military prior to World War II. This work was quite advanced for that era. Lois also was a trainer for the Seeing Eye in Morristown, New Jersey. She and her husband became professional handlers.

Lois was a stringer for a number of New York papers, and wrote for Newsday and the Newark News. She also wrote a number of regular columns for several other newspapers.

Lois wrote the books "*The New Dachshund*," "*Sports Illustrated Guide to Dog Training*," and four breed books for T.F.H. She joined the DWAA in 1939 and was an honorary member until her death in her late 90s.

Dr. M. Josephine Deubler



Dr. Deubler was the first female graduate of the University of Pennsylvania Veterinary School in 1938 and was the first to earn a Ph.D. In 1941 she joined the faculty as a pathologist and microbiologist. She wrote and submitted 15 scientific papers on pathology during that time. For many years, Dr. Deubler wrote the column "Ask the Veterinarian" for "*Popular Dogs*." She was instrumental in establishing the annual Canine Symposium at University of Pennsylvania. She also was the newsletter editor for the University for many, many years.

Dr. Deubler is the chairman for both the largest outdoor dog show in the country, The Bucks County Kennel Club and the world's largest terrier show, The Montgomery Kennel Club show. She is a judge for dog shows and has judged Best in Show at Westminster.

Mordecai Siegal



Using his mother's typewriter, Mordecai wrote his first short story at age 11. He wrote some one-act plays for his high school, worked on the school newspaper, and edited the yearbook. But at that time he did not want to become a writer; he had ambitions to be an actor. After World War II he did some off-Broadway productions and then as a starving actor he began to write again. When Mordecai met a young dog trainer named Matthew Margolis and they worked together and Mordecai wrote "*Good Dog. Bad Dog*" and it became a solid hit. Mordecai went on to write for House Beautiful magazine and the book went on the bestseller list and became an alternate selection for the Book of the Month club. After 34 years, "*Good Dog. Bad Dog*" is still selling.

Mordecai has written 34 published books about dogs, cats and horses. He has won numerous awards and he continues to write today. His last book, "*Dog Spelled Backwards*," was just published this year.

He has written for "*House Beautiful*," "*Good Housekeeping*," and the "*CFA Almanac*." He has hosted on radio, Vets & Pets, WNYC, a DWAA member since 1975, and was the president of the DWAA for seven years.

Book Marketing Tips Found on the Internet

I believe that first lines are crucial. A lot of thought goes into mine. In a study a while ago (sorry I don't have the information but I'm sure you could find it on a search), it claimed that many bestselling classics began the first sentence with a pronoun. I also believe that first lines hook the reader and give them a sense of what's to happen.

First lines have such an impact on a reader. They can be dry and boring, describing the weather, the traffic or scenery, or they can throw you into the action or situation or make you say 'What?' That's what I like to do. Toss you in and have you want to read further to make sense of that first line.

While teaching various writing courses over the years, I have always taught the Four Firsts.

- | | |
|--------------------|------------------|
| 1. first sentence | 3. first page |
| 2. first paragraph | 4. first chapter |

Each of these 'firsts' should leave you wanting more! As an author, if I accomplish this, I feel I am on a roll.

What does every good marketer really do? He creates relationships. She makes friends. When you begin to think of marketing in this way, everything about marketing becomes more fun. Suddenly there is no foreignness, no fear, no feelings of inadequacy. We can all make friends. It's a talent we've had since we were little children. Use it.

Morris Rosenthal, author of *"Print-on-Demand Book Publishing,"* has written an article that many of you should read:

"Estimating How Many Books Sold by Amazon — This article suggests that a ranking of 100 means about 30 book sales per day, a ranking of 1000 means 10 book sales per day, a ranking of 10,000 means 2 book sales per day, and a ranking of 100,000 means 1 book sale per week. In the article he gives you more details, but these numbers pretty much match my estimates of what Amazon's rank means in terms of actual book sales. His article is worth reading completely."

And from www.promotingyourbooks.com:

"The reality is that no one else can love your book as much as you can. Ultimately there is only one person who is responsible for the success or failure of your book, and that person is you. And the amazing thing is that it doesn't take a great amount of commitment for success to happen. All you have to do is follow this one rule: Do five promotions a day.

"That's it. Do five promotions each and every day (with a day off every once in a while for good behavior). Make a

phone call. Write a letter to an important editor. Send out a catalog to a key sales contact. Handwrite a little note on the news release you send to targeted media. Make a follow-up phone call.

"Do at least five promotions a day, and within a year you'll have made over 1,500 prime contacts. I guarantee you that if you make five legitimate contacts each and every day for a year, you'll make sales. You can't generate that kind of activity and not get a response. As long as you are targeting your promotions, you should create a tidal wave of response.

"But you have to be consistent. Do something every day. Five things every day. Five things every day. Five things every day. That's the inside secret. Now that you know it, do something about it."

— John Kremer, author of *"1001 Ways to Market Your Books."*

The art of marketing is not finding more money to do more marketing. It's figuring out how to tell a story that spreads with the resources you've got.

So many self-publishers and new authors want to throw money at marketing or hire someone else to do the marketing for them when they should be spending the time creating great stories. By great stories, I mean, marketing messages that move people, get people talking, get people telling others about your story, etc.

Before you do anything else to market your book, decide what your story is — what message will move people to act.

We have several excellent books coming out, on horses and dogs, which will have new people looking at those books as well as the books that we already carry. In order to be successful, we all need to work together in teaching the public what great books we have, and giving them a solid reason to buy them, take them home, and tell their friends about them. We encourage you to arrange TV and radio interviews, clinics, seminars, book signings, etc. Even if it is not specifically on your book, the more people become familiar with you and your expertise, the more reason they will have to purchase your book. Let us know if you have any event scheduled so that we can add you to our list on our website.

Let the world know that you are out there, and that you are an expert at what you do!

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