

**Click and Play Agility: Clicker Training for Successful Dog Agility** by Angelica Steinker, Courteous Canine, Inc. Publishing,

Click and Play Agility starts off with some excellent theory and explanations of clicker training. The information is clear and concise so you don't feel lost in a lot of psychobabble or esoteric behavior modification. Angelica herself has had Jack Russell Terriers and now has a Min Pin along with a couple of Border Collies so she also has dealt with small dog, big attitude problems.

Once Angelica has YOU trained in the art of using a clicker, she then applies the technique to teaching your dog agility skills from jumping to contacts. Really fun is her section on TAG teaching – Teaching With Acoustical Guidance. This TAG technique is actually for you and is used to refine your handling. This time you get the positive sound when the body part you are working on performs correctly. So if you are working on keeping your arm out for a certain turn, you get a TAG if you do it correctly. This technique makes you much more aware of what your body is doing as you run a course.



Handling and body awareness are not covered in many agility books, so this info is invaluable. As Angelica puts it, "The key to good handling is body awareness. ...It is impossible to be aware of what your body is doing if you are trying to remember where the next obstacle is or thinking about how you are going to get your dog turned toward the next set of obstacles." No wonder I am a lousy agility handler!

**The Little Dogs' Beauty Book: Pamper and Primp your Petite Prince or Princess**, by Deborah Wood, T.F.H., \$12.95, 192 pages

Even those of us who have lived with these little guys for years can learn new tricks when it comes to grooming the wee ones. While some of the discussions are not for those who don't get into nail polish and hair top knots, there's a ton of solid, good information here about grooming, bathing, health, skin care, where to buy certain types of products as well as the more important hint of where not to buy some things.



For example, applicable to your Yorkie or Wolfhound, don't buy dog shampoo at the grocery store because the brands they carry tend to have too many chemicals. She even covers skin care for hairless dogs. Absolutely adorable photos and graphics fill this colorful book. Wood, who lives with Papillons, knows what she's talking about (compared to those of us who have regular clipper incidents). This book makes a terrific gift for a new-time toy breed owner or a seasoned one. Get one for yourself while you're at it!

**Book Reviews**  
**New Books by DWAA Members**

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SEPTEMBER | 2007



# Name to be Announced!



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# NEWSLETTER DWAA

DOG WRITERS ASSOCIATION OF AMERICA, INC.  
FOUNDED 1935



## A FAMILY OF REDHEADS

(Left to Right) Krista Eder, Revodana's Fashionista ("Lola"), Stephen Eder and Alexandra Eder -- all bred by Denise Flaim and Frederick F. Eder.

Not Seeing Red?

See our new and improved, full-color newsletter at the DWAA Forums!

Photo credit ~ Marzena Grabczynska

# President's Column

Amy Fernandez

“ The most recent American Pet Products Manufacturers survey confirms that pet ownership is at an all time high.. ”



I just got back from a week of shows in New Brunswick, Canada. Seven shows in six days can be intense but also provides unparalleled opportunities to get acquainted with your fellow exhibitors. And regardless of where you live, or what breed you have, dog people always manage to find plenty to talk about. By the third day, polite “hellos” and “good mornings” had progressed to lengthy discussions about canine health, grooming training, psychology, point systems, and the best methods of profiling judges.

The experience made it easy to understand why dog writers never seem to run out of topics. The old adage “write what you know” will never fail you. Better yet, it looks like the demand for dog writers is growing. The most recent American Pet Products Manufacturers survey confirms that pet ownership is at an all time high. Not only do Americans have more pets, they are committed to providing the best care for them, which includes spending an estimated \$40 billion this year. And who do they consult when deciding where best to spend this \$40 billion? They ask the experts.

We’ve recently added a public forum to the DWAA website to provide media access to our canine experts:

[dwaa.org/forum/forumdisplay.php?f=28](http://dwaa.org/forum/forumdisplay.php?f=28)

If you are not yet signed onto the forums, this is another great reason to change that. If you’ve already joined, take a few minutes to create your expert profile. In addition to being publicly accessible through the DWAA site, keywords from your profile will come up on web searches. You may be the greatest living authority on canine hair extensions but it won’t do you much good if no one can find you.

On that note, I want to remind everyone that the DWAA book signing is scheduled for Saturday, Feb. 9 at the Affinia Hotel across the street from Madison Square Garden. This is an excellent opportunity for DWAA authors to meet their fans, publicize their books, and get to know one another. Please contact me at [snappyprints @ aol.com](mailto:snappyprints@aol.com) if you would like to reserve a space. We can accommodate ten authors. This year, details of the event and information on every participating author will be posted on the DWAA website.

## DWAA CONTACTS



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### BOARD OF GOVERNORS

Class of 2010 – David Frei, Susan Ewing

Class of 2009 – Liz Palika, 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](mailto:Jeffo95@aol.com)

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Please send all material for the newsletter to the Newsletter Editor

\*\*\*\*\*

Web Site: <http://www.DWAA.org>  
Kim Townsend, [kimtowntsend@hughes.net](mailto:kimtowntsend@hughes.net)



Border Collie

pastel, 18 x 24; June 2007, © 2007 by Terry Albert



### Drive and Determination

Hi Jill,  
I'm so sorry your manuscript was rejected, but don't give up hope! With your drive and focus, you're like a Border Collie at work and I have complete faith in you.

Keep your chin up -- good things happen to good people!

Hugs,

Karen Carr ([KarenCarr@KarenCarr.com](mailto:KarenCarr@KarenCarr.com))

## Visit our new Photo Gallery

[www.DWAA.org/Gallery](http://www.DWAA.org/Gallery)

DWAA's Gallery gives our talented artists and photographers a platform to show off and promote their work. Members and visitors to our website can send e-cards right from our site!

# Newsletter Name Contest

Your Newsletter Goddess underestimated the length of time it would take to make this a proper contest, so the new name won't be unveiled until we've made a decision as a group. Folks have been great about sending in some really creative name choices. There's over a hundred possibilities!

The winner will receive complementary membership for one year (not the mention the warm fuzzy appreciation of the organization!).

To make this as convenient as possible for everyone, I believe we'll have two ways to vote amongst all the entries. You can go to the DWAA Forum and vote there, but if you don't have access or prefer not to you can mail a hard copy of your vote to me. Next month this will be whittled down to ten names only, and we'll all vote on the one we prefer out of those ten.

Mail hard copy votes to:

Phyllis DeGioia \* DWAA Newsletter Goddess \* 4226 Beverly Rd. \* Madison, WI 53711-3713  
(please, no chocolate. It won't help you win and the Goddess is trying to cut back)

I hope you all enjoy this as much as I did. Many thanks to all the contributors!

Paws N' Pens	Fetching / s	Tales of the Dog
All Ears	Fetching News	Talk Doggy to Me
Bark the News	Fetching Words	Tellers of Tails
Barkings	Good Dog Words	The Apawstrophe
Barksalot News	Good Dog Writer!	The Barking Press
Belle Littres	Growl Grapevine	The Colloquial Canine
Best All Around	Houndings	The Dog Pen
Best in Show	It Takes All Types	The Dog's Drool
Breeder Reader	K9 Monthly	The Dogs' Voice
Canine Bylines	Monthly Treat (or Treat Monthly)	The Fetch
Canine Capers	Nose for News	The Good Dog Word
Canine Columns	Papers	The Pack
Canine Creative	Pause and Write	The Pedigree
Canine Line	Paw Prints	The Poop Sheet
Canis Familiaris	Paws and Write	The Scoop
Come	Paws for News	The Scoop from DWAA
Dig It	Paws in Print	The Scrivener
Dig It!	Petigree / Penigree	The Shaggy Scribe
Diggings	Playing Dead(lines)	The Straight Poop
Dog Diggers	Pointers	The Tales of Tails
Dog Disseminators	Pooch Press	The Wag
Dog Eared Gazette	Pupparazzi	The Word is Dog
Dog Lines	Ringleaders	The Word of Dog
Dog Papers	ROVER News and Notes from All Over	The Written Dog
Dog Pen	Ruff Drafts	Top Dog Writing
Dog Processing	Scratchings	Tricks & Treats
Dog Tales	Scribers' News	Twisted Tales
Dog Words	Scrivener's Choice	Unleashed
Dog Writer	Sit Stay Write	Wag the Tale
Dog Writers' Best Friend	Smart Barks	WAG: News from the DWAA
Dog Writers' Companion	Sniff	Wags and Tales
Dog Writers' Gazette / Journal	Speak Dog to Me	Warp and Woof: News from the DWAA
Dog Writes & Wrongs	Speak!	Woof Words
Dogalogue	Story Sniffers	Words to Wag By
Dogdom.Com	Tail Tellers	Write Back Attcha
Doggy Do	Tail Wag	Write Woofers
Droolings	Tale Wagger Journal	Writers Unleashed
DWAA Doggerel	Tales and Wags	Writing Agility

# 2007 Writing Competition

By Sue Jeffries, Contest Chair

We are well into the 2007 Writing Competition, even though entries don't close until Oct. 2nd. Judging by what I've already received, this year's contest is going to be brimming with quality. My dining room is already filling up, so I'm in the midst of a major campaign to get things organized to make room for all the entries yet to come.

The last time I chaired the contest, we did not have e-mail. Questions were all handled via the telephone, which became expensive and very time-consuming. Wow. What an improvement, to just send a quick little note to entrants who either don't send enough copies, send too much, enter the wrong category, or what-have-you.

The most common misinterpretation seems to be the number of copies to send. Everything entered in regular categories must be submitted in triplicate. This is for 3 judges who will be looking at entries simultaneously. We only need 1 entry form, because the entry form does not go to the judges. For articles, we don't need the entire publication: only 3 tear sheets or copies of tear sheets. For books, be sure to send 3 copies. For special awards, we need 1 extra copy plus an extra entry form for each special award.

I'm in the process of putting together 15 or 20 teams of 3 judges each. Please, if you are asked to judge, make time in your schedule for this very important honor. Packages will be going out to the judges from mid- to the end of October, and I'll need your decisions by mid-November.

We opened up one more regular category for books. This is non-fiction, which will be category #39.

Keep those entries coming in, and please don't hesitate to e-mail me at [Jeffo95@aol.com](mailto:Jeffo95@aol.com), or call me at (502) 245-1070. Good luck to all of you, and think positive! Start making reservations to come to New York in February!

Changes have been made to two special award categories (ASPCA Humane Issues Award and North Shore Animal League America Award). Changes are in bold.

## F. ASPCA Humane Issues Award

Eligible: All media

Criteria: Best illuminates one of the following aspects of the ASPCA mission: Pet overpopulation, humane education, shelter adoptions, or the prevention of cruelty, with preference given to a substantive entry that exhibits the highest level of professionalism in its execution.

Award: \$500.00 + **up to** \$350.00 travel stipend if winner attends the awards banquet on 2/10/08.

## L. 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: \$500.00

# 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

# Notes from the Forum Dog Den

By Diane Schuller

It's great to see more DWAA members using the forums. I realize for some of us there are a few basics we need to learn -- much like learning a new dog sport. Here are a few more ideas for those of you wanting to get more out of the forums.

## Terminology

Forum? Thread? Post? It's all so confusing. Our new website platform can be likened to a library; each book in the library is called a forum; threads within the forum are like chapters in the book; and finally, each post within the threads are the actual paragraphs that make up the chapter.

Welcome to Our Library! Here are a few of the forums (books) you will find there.

## News

This is where we discuss all the news in dogdom.

## Opportunities

This is where you will find writing markets, courtesy of DWAA members willing to pass along opportunities they have heard or read about.

## Dog Experts

Mainstream media has a nasty habit of reporting on something they know nothing about -- dogs! How many times have you read a dog-related story and immediately started a letter to the editor?

The media often quotes "experts" when reporting on various breaking news stories, but when it comes to dogs, it seems everyone is an expert -- after all, everyone owns a dog or knows someone that owns a dog. Pondering this dilemma, I turned to the Internet in search of a "dog expert." Google pointed me to 33,300 websites and DWAA was not one of them.

And thus, the Dog Expert Forum was whelped. If you are an expert in any field related to dogs, take a moment to post your area(s) of expertise for the search engines to find you. High rankings on search engines means the public and the media can find you when the need arises. Since posting their area of expertise, several members are reporting #1 rankings on the search engines.

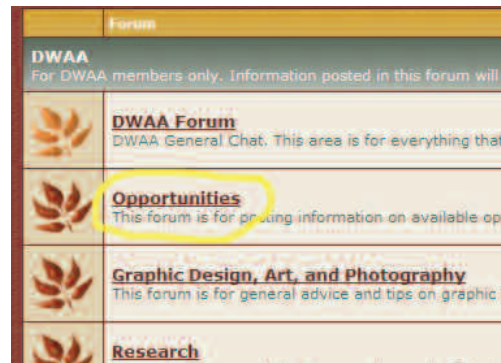
## Subscribing to a Forum

Don't have time to explore the forums, but you want to be kept abreast of writing opportunities (for example)? Subscribing to a forum will send you an email alert when a new opportunity is posted.

## Instructions

Go to <http://www.dwaa.org/forum>

Click on the "Opportunities" forum



Click "Forum Tools"

Click "Subscribe to this Forum."



A new page will pop up asking you "Notification Type". Click on that drop down menu and select your preference for how you wish to be notified. The choices are: "no email notification" "instant notification by email" "daily updates by email" or "weekly updates by email". Once you've selected your preference, click on the "Add Subscription" button and you're done!

## Feedback

Your forum assistants are Kim Townsend, Chris Walkowicz, and Diane Schuller. Feel free to ask for assistance, or provide feedback -- there's also a forum called Website Questions for posting questions about the forums and suggestions you may have for new forums or for improvements.

# Roster Update

## New Members

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Freelance/P

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e-mail: [annehart@pacbell.net](mailto:annehart@pacbell.net)

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Steven Gruber

Mayor's Alliance for NYC's

Animals/P

250 W. 16th Street # 5

New York, NY 10001

917-359-6003 fax: 212-404-3205

e-mail: [gsteven@nyc.rr.com](mailto:gsteven@nyc.rr.com)

Sponsors: Dr. Jill Richardson & Arden Moore

## Changes

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Dee Miller

[dmiller118@verizon.net](mailto:dmiller118@verizon.net)

## **See the NEW Off Lead & Animal Behavior magazine**

Off Lead & Animal Behavior magazine has a new look and a lot of wonderful new writers and content. New writers include Sarah Wilson, Teoti Anderson, Don Hanson and Gary Wilkes. Steven Appelbaum, President and CEO of the Animal Behavior College, is a new editor.

Lots of good changes are here. There is a big emphasis on animal behavior, as well as the strong tradition of training that has always been Off Lead. The tag line is "The Magazine Dedicated to How Dogs Think, Feel and Learn!"

For a sample copy or to request writer guidelines, go to <http://www.off-lead.com> or contact Barkleigh Productions, Inc. at 970 W. Trindle Road, Mechanicsburg PA 17055, (717) 691-3388, Fax (717) 691-3381, or [info@barkleigh.com](mailto:info@barkleigh.com).

## **Writing Competition**

In the two 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](http://www.dwaa.org).

If you have questions about the contest, please contact Sue Jeffries at (502) 245-1070 or e-mail: [Jeffo95@aol.com](mailto: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 2nd -- no exceptions!

## **Writers and Photographers Wanted for New Magazine**

"Bone-A-Fide Mutts" is a new magazine focusing solely on mixed-breed dogs. They are seeking freelance writers and photographers for submissions on a regular basis. Writers should have a bright, folksy style and have a love (or at least a like) of dogs and especially the world of mixed-breeds. Please send writing samples and resumes to [dodger2829@aol.com](mailto:dodger2829@aol.com). Photographers must have a good eye for composition and an experience with photographing dogs. Please send resume and JPEGs of previous work to [dodger2829@aol.com](mailto:dodger2829@aol.com). Compensation paid for articles accepted for publication.