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September 2008

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. . . and so much more!



Ruff Drafts: The Voice of DWAA™

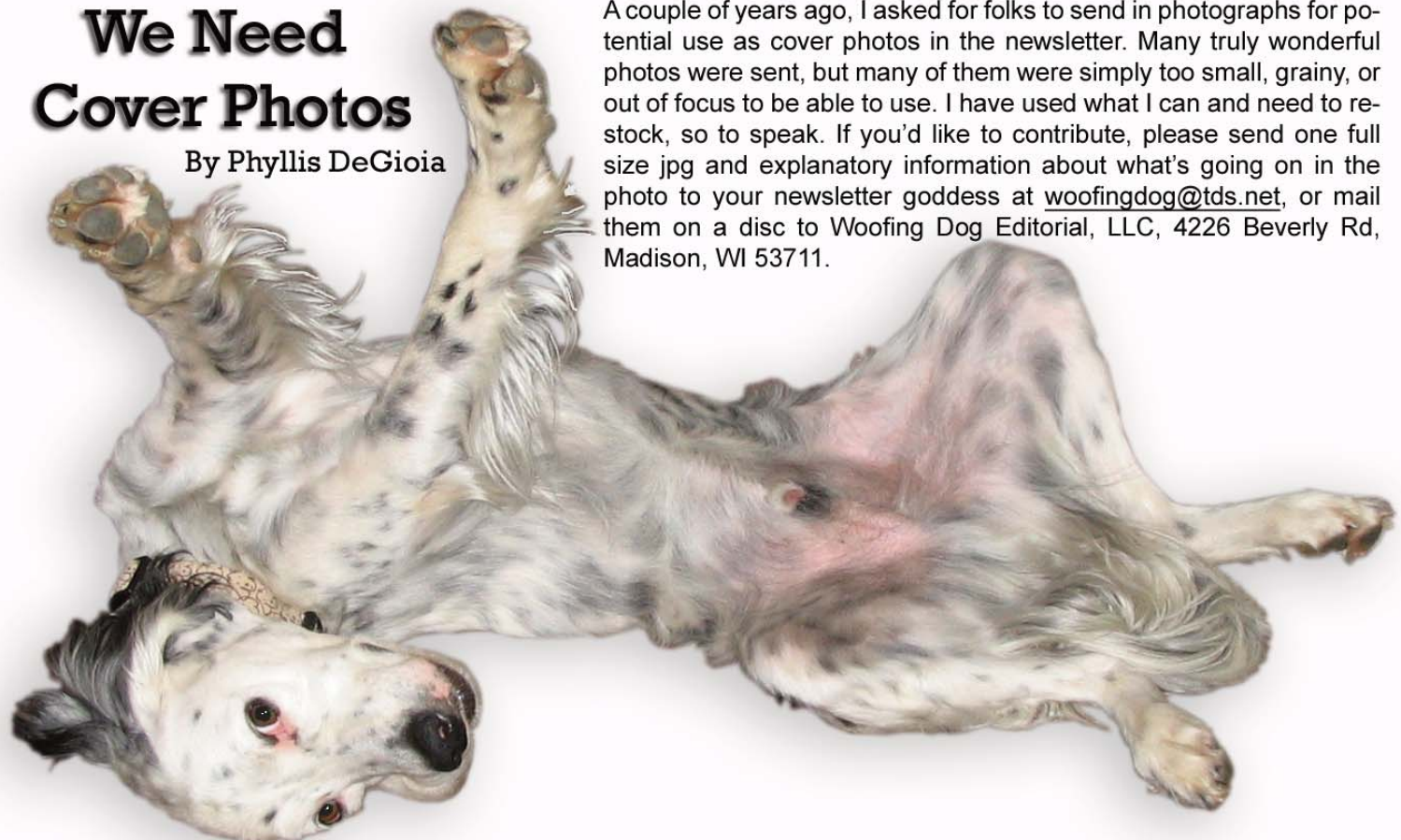
DOG WRITERS ASSOCIATION OF AMERICA, INC.
FOUNDED 1935

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We Need Cover Photos

By Phyllis DeGioia



A couple of years ago, I asked for folks to send in photographs for potential use as cover photos in the newsletter. Many truly wonderful photos were sent, but many of them were simply too small, grainy, or out of focus to be able to use. I have used what I can and need to restock, so to speak. If you'd like to contribute, please send one full size jpg and explanatory information about what's going on in the photo to your newsletter goddess at woofingdog@tds.net, or mail them on a disc to Woofing Dog Editorial, LLC, 4226 Beverly Rd, Madison, WI 53711.

Adopted from a rescue group just two weeks prior to this centerfold pose, Dodger the 4.5 year old English Setter makes himself at home with your newsletter goddess, Phyllis DeGioia. Dodger is not the brightest bulb in the box and has a thing about rodents, but he is as sweet as pie. Dodger loves all people, dogs, and cats, although DeGioia's cat Dickens doesn't care to wear setter slobber. A friend of DeGioia's who took the dog into rescue thought he had the temperament for a therapy dog. DeGioia has high hopes that once he calms down a bit in a decade or so, he will be a terrific therapy dog.

President's Message - Carmen L. Battaglia

DWAA: Four letters standing for four small words, but oh how big and important their meaning. In my first letter as president, I thought I would not say much about who I am because those who are interested in my credentials can look me up on Google, where much of my professional career is covered. I would prefer to speak about DWAA and my belief about writers. In this regard, it seems to me that the life of a writer is an adventure, not a packaged tour, and in a world that evaluates what we do, there is competition and the reality that we must constantly face uncertainties. In such an environment, one must enjoy the adventure and learn from the mistakes. At the end of the day, what becomes important is not what we do, but how we use the talents we are given. Those who are afraid of uncertainty will not be comfortable in this environment because there will always be disappointments.

In another area of our lives there will be times when we must deal with disagreements within the ranks. My perspective is to follow the rules and look at the big picture of what is best for DWAA. That often has the tendency to change my perspective. I like to ask myself this question: "How important will this problem be next year?" Most of the time, I probably won't even remember it. That approach calms things down. When I look at things using this measure I am reminded that we live in a world of rapid expansion. Information and the advancements of new technologies and new opportunities are everywhere. Think about the old timers. They could not have imagined that computers and the Internet would all become tools of the writer. Prior to 1990 only a very few writers had personal computers to search databases for information. Few could have imagined having their own website or the ability to use chat rooms and email. These changes have all come about in the past two decades.

Over the past three years I have been busy visiting veterinary schools. My purpose was to interview deans, senior faculty, and students to learn more about how they see purebred dogs, breeders and the American Kennel Club. This was done as part of my responsibilities as the president of AKC's Companion Animal Recovery Program (CAR). Those interviews resulted in a report that showed that many aspects of life on campus are changing and no one outside the university seems to be noticing. Of the nine schools visited, all of the deans reported almost the same concerns, as was expected. The need for more funding led the list. What was not expected was the second concern: the gender shift. I learned that not only is this happening in vet schools but it is happening in medicine, dentistry, law, and in all post graduate areas of study. The paradigm shift in gender has already occurred in education. Most schools now are reporting student bodies that are 70% female and 30% male. The deans spoke of the impact of the gender shift. Most of the female graduates indicated that they did not intend to work full-time. Their intentions were to find work in a large practice so they could care for a family and be home when their children were out of school.

Another noticeable occurrence involved the students. Most of the students owned mixed breeds (mongrels) and showed no interest in purebreds. As everyone knows, millions of dollars are being spent to find DNA markers for diseases in purebreds. When I checked with the American Pet Products Manufacturers Association (APPMA) about ownership, I found that ownership is up to 75 million dogs in 45 million households. APPMA reported a 1.3 million increase in dog-owning households in the past two years. When you look further, another shift is occurring. The number of Americans over 65 will increase from one in eight to one in four in the next 20 years. This subject has growing implications for dog owners and dog writers.

Two of my other interests are service dogs and education. I have been involved with the breeding and development of military and police dogs for a number of years. My son Vince just returned from his second tour in Iraq. He confirmed the important role that our dogs have in the security of the troops and in the intervention of drugs. I also visit Lackland AFB, where many of these dogs are bred, on a somewhat regular basis. Over dinner with the commanding officer of the day, we discussed one of his needs. He told me that he wished the dog world would write about the importance of the handler. "It is so hard to get good volunteers to work with the dogs," he said. Once they get a recruit involved in the dog program they do not want to leave. He said writers have glamorized the importance of the dog handler at dog shows and the breeders and exhibitors, but few give any attention to the handler to service dogs. This might be a good topic as it has many angles.

Last but not least, I have a passion for education. I got off to a poor start as a child and I had to play catch-up through high school and most of my undergraduate career. This taught me the importance of a good education and the importance of outside help and support. Later in my career I became the Assistant Dean at Emory University in Georgia, and from there to the US Department of Education where I became the Regional Administrator for the eight southeastern states. Those years led me to realize how much our schools need help. As president of DWAA, it seems appropriate to suggest we do something to encourage and recognize young high school students who want to write. What better subject than dogs? If we take a close look at America and our education system, it is not a pretty one. Educators are facing what has become a frightening national issue. When adults were asked about the state of education in America, 55% said they are dissatisfied. That is supported by the fact that one student will drop out of school every 9 seconds 24/7. That amounts to one million students each year. Can we help? Maybe. I will be asking the board to consider a program aimed at the high schools (more about that later).

The remaining monthly letters (president's column) in Ruff Drafts I will use to keep the membership up to date on key issues and on subjects I think will be of interest.

The official DWAA list is at http://dwaa.org/mailman/listinfo/dwaa-group_dwaa.org. It's simple to sign up and join our conversations! To post a message to all the list members, all you do is send email to dwaa-group@dwaa.org. This list is a fast way to network with your DWAA colleagues, ask questions about writing or dogs, and learn as well as share tips that make a dog writer's life easier and more profitable.

2008 OFFICERS

President: Dr. Carmen Battaglia, 335 Wexford
Glen, Roswell, GA 30075, 770-998-3679
cbattaglia@mindspring.com

Vice President: Su Ewing, 66 Adams St.,
Jamestown, NY 14701, 716-484-6155
dogwriter@windstream.net

Secretary – Pat Santi, 173 Union Road,
Coatesville, PA 19320 – 610.384.2436 –
rhydownen@aol.com

Treasurer – Rue Chagoll, P.O. Box 157,
Lansing, NY, 14882, 607-351-5638 -
rchagoll@capital.net

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

BOARD OF GOVERNORS

Mordecai Siegal - Honorary Board Member
Class of 2011 - Caroline Coile & Charlotte Reed
Class of 2010 - David Frei & Elaine Gewirtz
Class of 2009 - Patricia Cruz & Joel Gavrielle-
Gold, Ph.D.

Contest Chair

Liz Palika - 250 Flame Tree Place, Ocean-
side, CA, 92057, 760-630-3828,
Lizpalika@gmail.com

Newsletter Editor/Goddess

Phyllis DeGioia, 4226 Beverly Road,
Madison, WI 53711, 608.271.1763,
woofingdog@tds.net. Please send all
material for the newsletter to Phyllis.

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

Web Editor: Kim Townsend

Kimtownsend@hughes.net

For roster updates, or if you did not
receive your newsletter or roster,
PLEASE NOTIFY Pat Santi.



President Dr. Battaglia appointed the Hall of Fame Committee, consisting of Chairman Ranny Green, Ida Estep and Patricia Cruz. They worked well together, keeping the prestige of the award in mind. They have submitted the names of the following candidates to be inducted into the Hall of Fame in February 2009:

Captain Arthur Haggerty
Tom O'Shea
Ellsworth Howell
Rachel Page Elliott

The Board of the DWAA has accepted the names above and bios are being submitted with pictures for their plaques.

Captain Haggerty was a movie star and dog trainer for movies and TV. He was the bald-domed actor in the Mr. Clean commercials. He trained dogs for Broadway and wrote dog training books and articles and founded Haggerty Dog Training School. Captain Haggerty died in 2006.

Tom O'Shea was best know for his wonderful way of making everyone feel welcome at the Gaines Hospitality Suite at Westminster days. He and his wife cooked food and served all dog writers for Westminster at the Southgate Hotel, known now as the Affinia. Tom Worked for Gaines and could tell you much about dogs and conditioning. Everyone was fed and kept happy by Tom and Edie for days. Tom is still a member of DWAA and going strong.

Ellsworth Howell was a publisher of dog books as well as a writer, dog show judge and chairman of Howell book House for 26 years. He judged Best in Show at Westminster in 1985. Ellsworth died in 1987.

Rachel Page Elliott was the author of Dogsteps and it won an award from the DWAA in 1973. Dogsteps is a book on canine anatomy and movement and ground breaking research on cineradiography that is available on video. Mrs. Elliott is alive and is 95 years old and a member of DWAA. Her research still stands and is used today by many writers and breeders.

You will have more information on these famous people in the newsletter and in the banquet program with pictures.

New ByLaws Committee Appointed

By Pat Santi, Secretary

President Dr. Battaglia has asked our legal counsel, Ida Estep, to head a committee to revamp the DWAA ByLaws. The following DWAA members have accepted this challenging task:

Rue Chagoll ~ Deb Eldredge, DVM ~ Patricia Cruz ~ Pat Santi

These folks will be in touch with the membership with periodic reports and updates. Ida will be asking for input.

New Dog Product News Magazine

By Alan Siskind, Publisher

We'll be launching a new online dog related magazine called DogProductNews.com at the end of August. An ongoing feature of the website will be the free posting of all dog product-related stories and articles written by all accredited reporters, writers, and authors.

Writers and reporters will have the option of either having their entire story or article posted on our website, or creating a link back to their own website, newspaper or magazine's website.

In addition, there will also be a product category dedicated exclusively for dog-related books. All authors and/or publishers will be able to post their news and press releases promoting their books free of charge on our website. These news releases can also include links back to their own websites where the book can be described in greater detail.

We've created a temporary home page - www.dogproductnews.com - which will give you a good overview of what we have planned. When you go to the temporary page, please keep in mind that the real website will look completely different (and much better) than what you see. We've intentionally designed this page in a way that will keep our competitors guessing as to what it will look like.

Please feel free to contact your members to let them know about our exciting new website. As we get closer to the launch, I will forward to you submission guidelines should you and your members wish to submit articles, stories, or press releases.

If you have any suggestions on how we can improve upon our site, please feel free to contact me.

..... **Seeking New Newsletter Goddess/God**

DWAA is seeking a new editor for DWAA's Ruff Drafts: The Voice of DWAA™ at the end of this term. Your current newsletter goddess, Phyllis DeGioia, is feeling a wee bit burned out after 6 or 7 years (who counts?) and is starting to stare at the calendar and blank pages with an edge of trepidation. Therefore, she is going take her squeaky toys and go home to nap on a fleecy bed. She hopes that a kind, capable editor or writer will want to step up and volunteer for this job (there is a stipend for it). Since the renovation last year of our previous newsletter and subsequent butterfly-like transformation into a professionally designed piece, the job has become even easier since the editor just hands over the content to our graphic whiz, Kim Townsend. Kim snaps her fingers like Cinderella to turn a pile of pages into a cohesive document (that's my understanding), and converts it into a PDF for the printer.

Requirements

- An ability to write, edit, manage, and disseminate a monthly newsletter (technically 10 issues a year, as one month the annual roster goes out, and nothing goes out in February during Westminster. Everyone is too busy traveling or glued to the television).
- Get the newsletter out on time 10 times a year
- Work with the printer, graphic artist, and treasurer
- Manage mailing list for printer.
- Assist with roster, or do the whole thing, depending on graphic designer availability (separate stipend)
- Ability to work well with all kinds of temperaments, including those who are timid, aggressive, barky, ankle biters, and who slobber while bouncing off the ceiling with excitement.
- Write two book reviews of members' books for each issue of Ruff Drafts.

Bonuses

- Hobnob with ... uhm, Work closely with the president and secretary of the board as well as the graphic designer, treasurer, and photographer
- A copy of the necessary software, if you don't already have it
- Learn more about the organization
- Network extensively
- Likely to get more freelance work, if that's what you're seeking
- Get newsletter experience for your resume
- Meet lots of wonderful folks with similar professional goals and issues
- Meet some of your heroes, or nationally known "names," such as Susan Conant, Carol Lea Benjamin, Chris Walkowicz, Liz Palika, Mordecai Siegal, and many more
- Name drop like crazy (see above) - this is killer at the dog park
- Get some warm fuzzies (or in this case, warm dog hair that just came out of a Furminator).

If you're interested in stepping up to the plate (calling all those who said they wanted to volunteer!!!), please contact Carmen Battaglia or Pat Santi. Meanwhile, your soon-to-be-erstwhile newsletter goddess would like to thank Chris Walkowicz and Pat Santi in particular for their extended kindness throughout the years.

Canine Search and Rescue

By Susan Bulanda

When you mention K-9 Search and Rescue (SAR) today, most people think of 9/11. The dogs that searched through the rubble and the human remains detection (HRD) dogs that searched through the debris piled “off site.”

However, SAR work is much more. There are many misconceptions about how SAR dogs work. Most of the misconceptions are a result of Hollywood’s portrayal of dogs in any type of rescue situation.

One misconception is that you follow your dog wherever he takes you. This is only partly true. The handler and dog must function as a team. The dog’s only job is to find scent. It is the handler’s job to interpret what the dog indicates, if anything. The handler decides where to look based on scientific formulas and the knowledge of lost person behavior. Often the Incident Commander (IC) decides where to assign any given dog handler. Then the handler must determine how to work his assigned area.

Interpreting the signals that the dog gives in the field involves another level of expertise. The handler must understand how the weather affects scent. The handler also has to know his dog well enough to “read” the subtle differences in the dog’s signals in order to determine if the dog has found scent, is merely looking for scent or cannot find any scent. Most SAR dogs are trained to give a strong signal when they find the scent source, not when they first start to work the scent. However, the handler must be able to tell what the dog is doing so that they can work as a team. SAR dogs are used to find missing people in wilderness settings, urban environments, avalanches, drowning, disaster situations, and cadaver.

They are also used to locate objects such as crime scene knives, guns, clubs, etc. They are taught to look for any human scent in an area referred to as “air scenting” or to look for a specific scent. The scent specific dogs can do this in a variety of ways, off leash, on leash or both, with or without a scent article such as a piece of clothing. A good SAR dog

handler will know how to collect scent for the scent specific dog when a scent article is not available.

Another misconception about scent work is that the dog needs an uncontaminated scent trail and that they cannot follow a trail more than a day or so old. Dogs can find scent that is many days old, depending upon the weather and circumstances. A good cadaver dog can find the graves of ancient burials, graves that are a 100 or more years old.

It is also a misconception that the SAR dog team searches alone. The SAR dog handler is part of a team and must be a member of an acceptable unit. For safety reasons, a SAR dog handler should never work in the field alone. It takes the combined effort and expertise of a unit to find a missing person quickly and hopefully save their life.

When I first became involved in SAR, there was only one book written on the subject and although it was a great first book, it left a lot to be desired. After conducting two studies about the SAR dogs in the United States, I mentioned that someone should write a book about the results I found. My colleagues told me that since I was an expert in SAR and a writer, that I should write the book! The result was my first SAR book, *READY! The Training of the Search and Rescue Dog*. This book has been translated into different languages and adopted as the “bible” worldwide. After 14 years on the market, the new, second edition is due out in the spring of 2009.

The popularity of *READY!* spawned a follow-up book, *Ready to Serve, Ready To Save: Strategies of Real Life Search and Rescue Missions*.

We are only beginning to understand the scenting capabilities of dogs. As we learn to trust our dogs and give them the opportunity to use their noses, I am sure we will discover more tasks for them to do. Therefore, the next time you see or read about a SAR dog, appreciate the phenomenal capabilities they have and the years of training it takes to make a good SAR team.

Gavriele-Gold New Board Member

Congratulations to Joel Gavriele-Gold, Ph.D., our new board member! Dr. Gavriele-Gold replaces Carmen Battaglia’s board position when he replaced the presidential slot. Dr. Gavriele-Gold lives in New York. He is a psychologist in private practice in NYC’s upper Westside. He is the author of *When Pets Come Between Partners*, a book describing the psychological relationships of human beings and their pets. He has held previous held positions with Dog Fanciers Club, Pets Alive Sanctuary and Bouviers des Flandres Rescue. He lives with two Bouviers des Flandres.

As a youth, I had a neighbor who beat her kids. They had a dog and they beat the dog too. I felt so helpless. Perhaps that's why I became a social worker. As for the dog, maybe that's why I got involved in animal rescue.

I started to volunteer in shelters in 1989 at the MSPCA in Boston, mostly because I was bored. Really. I had moved from the mayhem of New York City and wasn't used to the relative calm of Boston, although there are people who think Boston was nuts! After a few weeks, I was hooked on rescue. I continued in Boulder, CO and briefly in upstate, NY until a pedestrian/car accident changed everything.

I am considered unemployable and uninsurable, a discard in a way. I found a way to be productive through animal rescue. I spend one day a week at the county shelter where I take dogs out, I dish out canned food to cats/dogs, I hand out blankets to the old and decrepit, I do wash, I help customers, and give out snacks. Sometimes my soft touch is the only kindness these animals have ever felt. I also help some of them pass on to the next world.

After all these years, I've seen the utmost in cruelty. Nothing really surprises me but some cases leave me speechless. I hope some people never have children. I am heartened by the rescue community and how people work together. Breed rescues, cat rescues, etc. I have met so many wonderful people that I cannot even begin to name them all. I am blessed to have them cross through my life.

I also did a flip flop. When I started in shelters, I thought all breeders were bad, but I know that is not so. I met a number of responsible breeders who take dogs/cats they bred from our shelter. Admittedly, it's a small number of breeders but they do exist. They help us whenever they can. When that big bust happened recently in Tucson and 752 dogs were taken from a breeder, Chihuahua breeders came to help. The rescue relied on the donations they gave. I learned to be more moderate and to see all points of view.

I feel so personally enriched by animal rescue. It breaks my heart almost all the time but I can't give it up. There's too much work to be done. People like me are needed. Not everyone can do it and as long as I can, I'll be there.



Roster Updates

New Members

Changes

Amy Sacks

New York Daily News/P
14 Washington Place
New York, NY 10003
917-991-7643
e-mail: amysacks1@gmail.com
Sponsors: Murray Weinstock/Pat Santi

Catherine J.T. Hill

Evergraphics/P
44-33 244th Street
Douglaston, NY 11363
718-229-0901
718-428-9327
718-224-5946
Sponsors: Mary Bloom/ Sue Jeffries

Beth Finke

Freelance/P
600 S. Dearborn Street #711
Chicago, IL 60605-1825
e-mail: info@bethfinke.com
Sponsors: Chris Walkowicz/ Pat Santi

Karen Petit

Freelance/P
20 Sim Alley
Columbia, SC 29205
803-799-5317
cell: 803-479-1971\803-777-3071
e-mail: kpetit@mailbox.sc.edu
Sponsors: Pat Santi/ Ida Estep

Steve Dale

e-mail: petworld@stevedale.tv

Elizabeth M. Jarrell

emjarrell@verizon.net

Mordecai Siegal

38 Dresser Ave.
Great Barrington, MA 01230
ordecai@ordecai.com
413-528-4166

Lisa Rishel Marzban

17321 Dearborn Street
Northridge, CA 91325

Judy Chapman

e-mail: judy.chapman3@bigpond.com

Olga Horvat

e-mail: ohorvat1@gmail.com

Nicole Lucking

8358 N 106th Street
Milwaukee, WI 53224

The First Business of Pet Writing Conference

Excitement is in the air for the pet writing community as they celebrate an entire day devoted to their craft. The Business of Pet Writing Conference, the first of its kind, provides a unique forum for pet writers and publishing professionals to meet. Held at the Radisson Martinique hotel in New York City, the inaugural event coincides with the 2009 Westminster Kennel Club Dog Show.

Beginning at 8:30 am on Saturday, February 9, pet writers will spend the day rubbing elbows with publishing insiders. Valuable information will be shared teaching pet writers how to effectively present their work to the publishing community and the public at large. Participating writers will also have the rare opportunity to meet with editors and agents on a one to one basis. To top the day off, they will enjoy a special appearance by David Frei, co-host of the Westminster show.

The lineup at The Business of Pet Writing Conference is a virtual who's who of publishing, including editors from Barron's Educational Books, Bowtie Press/Kennel Club Books, Houghton Mifflin Harcourt, Howell Book House, Quirk Books, Storey Publishing, TFH Publications, AKC Gazette/Family Dog, Dog Fancy, and more.

Dick Donahue, senior editor at Publishers Weekly, will kick off the day with a keynote speech titled Pet Book Selling and Publishing. Paul Aiken, executive director of the Author's Guild, will talk about Negotiations and Book Contracts.

As for the important issues of image facing pet writers and

writing, Rick Frishman, founder of Planned Television Arts, will talk about: Handling Book Publicity.

Susan Canavan, senior editor at Houghton Mifflin Harcourt, will speak about Tips for Having A Successful Relationship with an Editor, while Maura Teitelbaum of Abrams Artist Agency will discuss How to Find the Right Literary Agent.

Last but not least, Beth Adelman, president of Adelman Editorial Services, will share her expertise on Writing Better Book Proposals.

But that's not all that's going on. In addition to the aforementioned sessions, a research and trends panel will contribute their specialized knowledge. The panel includes representatives from the American Animal Hospital Association, American Kennel Club, American Pet Product Manufacturers Association, Automobile Association of America, Pet Food Institute, the National Animal Supplement Council, and others.

"The response has been so tremendous for our conference that we expect the roster of presenters to grow," said Charlotte Reed, pet expert, author and proprietor of The Pet Socialite, Inc. "We are so thrilled to produce this event and know it's the first of many to come."

For more information contact Charlotte Reed at The Pet Socialite, Inc., PO Box 389, New York, NY 10013. Email: info@petwritingconference.com. Phone: 212-631-3648. Fax: 888-492-3452.

Presidential Quotes

"If a dog will not come to you after having looked you in the face, you should go home and examine your conscience."
~ **Woodrow Wilson**

"If you want a friend in Washington, get a dog." ~ **Harry S. Truman**¹

"How many legs does a dog have if you call the tail a leg? Four. Calling a tail a leg doesn't make it a leg."
~ **Abraham Lincoln**

"What counts is not necessarily the size of the dog in the fight; it's the size of the fight in the dog." ~ **Dwight Eisenhower**

"These Republican leaders have not been content with attacks on me, or with my wife, or on my sons. No, not content with that, they now include my little dog, Fala. Well, of course, I don't resent attacks, and my family doesn't resent attacks, but Fala does resent them." ~ **Franklin Roosevelt**²

"Study hard, and you might grow up to be President. But let's face it: Even then, you'll never make as much money as your dog." ~ **George H. W. Bush**³

¹ Although this quote is attributed to Truman, the Harry S. Truman Library is unable to find any documentation that confirms it is a Truman quote.

² FDR's response after criticism for sending a Navy destroyer to the Aleutian Islands when Fala was accidentally left behind after FDR visited the Islands. In this partial quote from a 1944 campaign speech, Roosevelt denied the accusations.

³ Spoken at a 1992 speech after learning Millie had made nearly a million dollars in book royalties.

World's Ugliest Dog Stars in New Children's Book: Everyone Loves Elwood

Surely DWAA members are familiar with Elwood, Winner of the 2007 World's Ugliest Dog Contest. From unwanted puppy to international Canine celebrity this unusual-looking dog shares his message of hope and understanding in a new children's book, *Everyone Loves Elwood*.

Co-authored by Elwood's pet parent, Karen Quigley of Sewell, New Jersey and long-time DWAA member, Loren Spiotta-DiMare of Tewksbury, New Jersey, the book has met with unprecedented success. Children and adults are completely taken by Elwood who accompanies the co-authors at book signings. He has become an Ambassador for homeless animals. A portion of proceeds from his book and all photo donations are shared with animal shelters and rescues groups. To date, Elwood has raised over \$10,000 for his benefactors.

The messages in Elwood's book are many: You Need Not Be Beautiful To Be Lovable, Treat All Animals with Kindness, and consider Adopting Homeless Pets.



Everyone Loves Elwood is a book written from the heart. An animal lover since childhood, Quigley has spent the past 15 years working with rescue groups and shelters trying to make a difference in the lives of homeless animals. To the smitten author, Elwood is and always will be beautiful. The contest has afforded them the opportunity to demonstrate that ALL dogs are special, even those who are a bit unusual.

An author for over 30 years, Spiotta-DiMare has had seven picture books for children published and 3 pet-reference books for adults. She is also involved with various rescue groups and several of her previous children's books, *Caesar: On Deaf Ears*, *Norman To The Rescue* and *Madeline's Miracle* deal with rescued animals. She draws inspiration from her four dogs, seven birds and two favorite lesson horses.

To order a copy of the *Everyone Loves Elwood* (List: \$15.00) contact Loren at author@LorensReadingRoom.com or send a check for \$19.80 to Loren Spiotta-DiMare, P.O. Box 301 Califon, New Jersey.

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FIRST CLASS MAIL
U.S. POSTAGE PAID
Madison, WI
Permit No. 953

Pat Santi
173 Union Road
Coatesville, PA 19320