



Dog Writers Association of America

ruff DRAFTS

Summer 2011

Ch. Berri-Max v.d. Horlache—
“Max”— a multi-champion
Bernese Mountain Dog and the
lifelong inspiration for DWAA
member writer/photographer
Bernd Guenter



IN THIS ISSUE

2011 Writing Competition

Personal Path to Publication Series, No. 2:

Self-Publishing by Judy McFadden



Dog Writers Association of America
www.dwaa.org

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Animal-Friendly License Plates

In 1993 New Jersey was the first state to pass legislation enabling an animal-friendly license plate (AFLP) to help fund low-cost spay/neuter services. Ten years later more than a third of all states had followed suit. It seemed like a no-brainer: people voluntarily purchase the plates, pay a higher fee, and a part of the difference is distributed to municipal s/n programs—reducing the numbers of animals entering shelters and saving money for local governments. My home state of New York offered its first AFLP in 1998, and of course I had to have a set. I was living in Queens at the time. The plates bore the ASPCA's name

along with two funky Disney-designed "spokespets." Within a few weeks the plates were stolen off my car in my driveway. (Someone either loved them or hated them.)

When I moved to the country, I tried again. The plates had been redesigned and now displayed a graphic with two dogs and two cats along with the words, "Our Best Friends." I wanted a personalized plate to promote spay/neuter rather than whatever the DMV doled out, but that turned out not to be so easy. First, I was limited to six characters, including spaces. Challenging, but doable. Second, no other plate in the state could be the same. I tried S and N. Taken. I tried s/n. Taken. PETFIX. Taken. Hmmm. To make a long story short, I ended up with SNPSNP (for snip-snip). I wasn't thrilled, but I thought it worked.

Well, yes, and no. After two years, not one person has "gotten" the message. "Snap snap?" they ask. But no one fails to notice the plates, and that gives me a chance to explain. \$174.00 for two years isn't cheap, but I think it's worth it.

Marion



www.dwaa.org

2011/12 Newsletter Deadlines

Issue	Copy Due	Mail Date
Fall	September 1	October 1
Winter	December 1	January 1 (2012)
Spring	February 28	March 15 (2012)
Summer	May 15	June 15 (2012)

PRESIDENT'S *Column*

New Reading Habits Affect How Writers Write

By **Carmen L. Battaglia, Ph.D.**

This issue I want to talk to you about the changing nature of readers in a visual environment dominated by TV, text-messaging, Facebook, Twitter and newsprint. What readers take in and understand influences how they react to issues, programs and agendas. Marklein (2011) in a recent *USA Today* article reported that the reading habits of Americans have changed how people communicate, gather information and “message” each other. Text-messaging, Facebook and Twitter all function like telegrams, whose transmissions use unconnected phrases or sometimes a unique coding structure, i.e., R u up? Dr. John Miller, president of Central Connecticut State University in New Britain, reported (www.ccsu.edu/amlc2010) that the Internet and the expansion of new technologies are changing our reading habits. His study measured reading habits, resources and reader preferences. One of his findings shows a “worrisome trend” that is consistent with national research in that there is a decline in newspaper circulation and book-buying, and a sluggish growth in educational attainment.

Two bright spots in Miller’s report show (1) a continued use of public libraries and (2) an increase in the amount of material being read. His findings confirm that Americans are reading differently than in the past. They are reading more, but less in depth, with a preference to scan rather than read for deep understanding. In short, more Americans are reading to get “briefed.” This trend has major implications for business leaders, educators, writers and editors. The unintended consequences of scanning are yet to be realized, but out of these findings have come some



useful information for writers, newsletter editors and website managers: Use concise words, sentences, and paragraphs. Use active rather than the passive tense. Example: “We raise all our puppies in our home” rather than “All our beautiful puppies are hand-raised in our homey family environment.” Avoid “happy” adjectives such as terrific, gorgeous, beautiful, etc., and jargon, or technical words unique to a field (e.g. modality). Reduce words by 50 percent without changing the meaning. Use bulleted lists to forecast information. Limit paragraphs to one idea, and use headers to add visual structure.

Whether we like it or not, TV and the home telephone are “old media.” New media comes in many forms and is in real time. While technology offers many benefits, there is a price to pay, such as the loss of in-depth knowledge and understanding. These changes are affecting how content is presented and the development of hand-out materials.

The questions to be answered impact the dog world in many ways. For example, will



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Liaison with Cat Writers Association

Marion Lane

Membership Committee

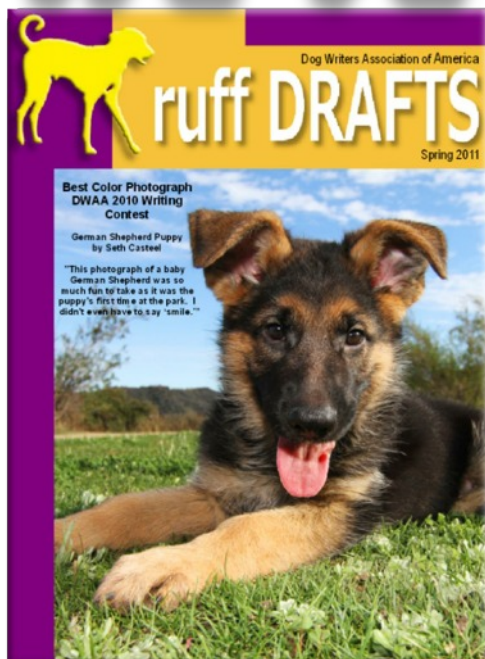
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breeders read for in-depth understanding, or will they be satisfied with a briefing? How will new research reports and health recommendations be utilized, and will owners take the time to understand them? Can the next generation of writers be creative enough to reach their audience using condensed materials with fewer words? Only time will tell.

Reference

Marklein, Mary Beth. 2001. D.C. leads U.S.A.’s most literate cities. *USA Today*, Jan. 10, 2011, p.3a.

WE'VE GOT MAIL!



With Appreciation

Just wanted to say thank you to *Ruff Drafts* for printing and James B. Spencer for writing the article "Bumbling My Way to a Column" in the Spring 2011 *Ruff Drafts*. It has helped me already!

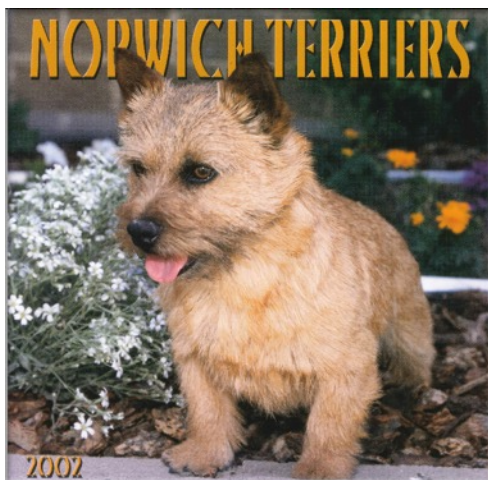
I had a nice interview all lined up for my column in an online magazine. Outline was great, questions intelligent (IMHO :-), subject cooperative ... and then she got sick. I waited, and time got away from me. The deadline was fast approaching, and there was no interview in sight. I had to come up with something else fast. Problem was: I'd been so enthused about this interview that I hadn't given much thought to anything else. Fortunately I did have a good intro in my mind for a future column. Well, the "future" got here sooner than expected, and I needed more than that clever intro. I used Mr. Spencer's idea to use headings for each section. Not only did my article look really nice, but the headings helped my train of thought, and the ideas just seemed to flow. Before I knew it, I had a longer article for the June issue than my last one, and I was well pleased with my work. I went from being apprehensive about getting out a decent piece last minute to being proud of a job well done. So thank you!!

—Gail Parker
Philadelphia, PA

I want to thank Jim Spencer for sharing his thoughts on writing with the DWAA membership. I have enjoyed Jim's writing

for many years, and he has inspired my dog training as well as my writing. The "gift" he refers to in his Final Thoughts applies to more than just writing. He is also blessed with that rare gift of dog smarts, of understanding dog-think, and we are equally blessed that he shares his gifts with us. Thanks, Jim!

--Nona Kilgore Bauer
LaBelle, MO



Distributing Joy

I won a major with one of my Samoyeds the weekend before last. But, surprisingly, that was not the most memorable event for me at the show. I was photographing a Norwich Terrier puppy when the owner told me a story that took place ten years ago. She said that she greatly enjoyed my photographing her dogs and later seeing the pictures in print. Especially, she had enjoyed a photo of one of her dogs on the cover of a 2002 Norwich Terrier calendar. The breeder of that dog became afflicted by cancer. At his last dog show, he was confined to a wheelchair. The dog's owner gave him the calendar, and he had great fun showing it to everyone and bragging that he was the cover dog's breeder. Soon thereafter, he died.

The dog's owner told me that the photo on the Norwich calendar gave the breeder special joy at the end, something happy to think about instead of his fatal cancer. I, of course, was moved and delighted. This event gave me not only pleasure but also a clearer idea of what we do when communicating about dogs. We are distributors and defenders of joy. Whether the exact subject is a particular breed, vet or care information, training, persecution prevention, breeding, rescue, travel, grooming, or other, the point is to support

the dogs which give so much joy to so many people. Distributing and defending joy is surely a noble cause and explains why so many people support and are nice to us.

--Kent Dannen
Allenspark, CO

Letters to the Editor

are welcome. Please e-mail them to marionl@earthlink.net, or send them on the back of a snail to:
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5509 State Route 145
Cobleskill, N.Y. 12043



Conference Call

By Su Ewing, President
Cat Writers Association

Make your plans now to attend the Cat Writers Association conference November 18 and 19 at the Crowne Plaza White Plains Hotel. (Start the conference at the informal gathering on Thursday evening, November 17.)

66 Hale Avenue
White Plains, New York 10601
(914) 682-0050 or (800) 227-6963
www.crowneplaza.com/whiteplainsny
(Enter group code CAT)

ROOM RATE: CWA has reserved a *block of rooms* for CWA Conference attendees at a special rate of \$119 (single/double) plus tax per night. Ask for the International Cat Writers Association room rate. Make reservations by October 29, after which rates go up. (No pets allowed, other than service animals.)

TRANSPORTATION: Hotel will provide free shuttle to and from the train and Westchester County Airport, and to and from the Westchester Cat Show (www.westchester-feline.org) every hour from 8 a.m. to 6 p.m. during the cat show on Saturday and Sunday.

The conference is a real bargain, with 18 seminars, appointments with editors and agents, two breakfasts, two dinners, and one lunch all for just \$150.

Check out all the conference details at www.catwriters.org or e-mail Susan Ewing at dogwriter@windstream.net for more information.



DWAA Business

Secretary's Report

Has Your Contact Info Changed?

Now is the time of year when I try to update everyone's address and important information. If you have a change, please let me know so I can update the database. This database provides you with a membership roster for next year. The treasurer, newsletter editor and webmaster all work from the same database.

Also, if you have more than one e-mail address, please be sure to always use the same one for all DWAA applications, including the e-list and the forum. If you want to use a different e-mail address, please let me know so our webmaster can update your info to allow you on the sites. This past year a few members thought they'd been put off the e-list but in fact they'd started to use a different e-mail address than the one we had on file for the roster. We want you to be able to enjoy all the features the DWAA provides.

Please notify me of any changes so I can give corrected information to the webmaster.

Change On Board

We have had a change on the board of governors. Denise Flaim has resigned, and the board voted to replace her with Patricia Cruz. We thank Denise for her work for the organization and welcome Patricia, who has been a member since 1971.

Membership Dues

We have 459 members as of this writing and our membership committee is working on growth for the organization.

If you have not paid your dues, please make a check out to the DWAA for \$40.00 and send it to me at 173 Union Road, Coatesville, PA 19320-1326. If you need to know whether or not you are paid up, please contact me by phone or e-mail: (610) 384-2436; rhydown@aol.com.

Pat Santi
Secretary

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Treasurer's Report

January 1, 2011 through April 30, 2011

Opening Balance January 1, 2011	20,978.40
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INCOME	31,610.72
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Applications	900.00
Award Program Ads	160.00
Awards Banquet	7,142.70
Banquet Sponsors	5,950.00
Donations	50.00
Dues	11,008.02
Special Award Sponsors	6,400.00

EXPENSES	-25,794.84
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Accounting	-140.00
Bank Charges	-33.00
Banquet Expenses	-10,141.59
Computer	-1,100.00
Contest Expenses	-4,180.52
Hall Of Fame	-518.14
Insurance	-547.00
Newsletter	-1,748.26
Special Award Recipients	-6,900.00
Supplies	-486.33

Ending Balance	26,794.28
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Prepared by Marsha M. Pugh, Treasurer

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Legal Advisor's Update

Misappropriation of DWAA Funds

After a prolonged and detailed investigation, the New York State Police confronted DWAA's former treasurer, Rue Chagoll, with the evidence that he had embezzled over \$70,000 from 2005 to 2009.

When confronted with the evidence, Rue confessed in writing and on videotape that he had obtained a debit card on the DWAA account without board authorization or knowledge and used it to purchase items and to withdraw cash, ultimately totaling \$71,563.34.

Rue was arraigned in court, charged with Grand Larceny in the Second Degree, which is a Class C felony in New York State. If convicted he could serve a maximum of fifteen years in prison. He

was released on his own recognizance to reappear with counsel. We may still need to send an officer to Upstate New York to testify as to the exact losses, but at least guilt has been admitted.

I told the police investigator that we would be interested in any options to get restitution of at least some of the [money](#). The likelihood of any monetary return is pretty low as it appears that the IRS is already garnishing Rue's salary and he owes considerable back child support, among other matters. However, people do win the lottery, and I wanted to be sure that we do not give up any opportunity to recover even a little of our lost funds.

Audit

Henceforth we plan to audit our DWAA books every year. Unfortunately, the cost of having this done by a CPA firm is prohibitive. So I am currently in the process of reviewing last year's transactions, after which I will forward the materials to a retired CPA who is a friend of DWAA member Dee Dee Andersson; the gentleman has generously offered to go over the documents.

Bylaws

Once the audit is complete, the committee will begin work on the bylaws revision.

Ida W. Estep, Esq.

Vice President and Legal Advisor

Membership Committee Report

Last year, the DWAA approved more than one hundred new members. We hope that all of those individuals have found inspiration and benefited from their membership.

DWAA has implemented automatic enrollment onto the forum and group e-mail list for all new members. Also, current members are encouraged to participate in the group e-mail list and forums where they will find technological information gladly offered by members who have used new publishing methods. Also to be found: inspiration for articles, the opportunity to share triumphs, concerns, and issues with others, answers to questions ranging from how to determine fees to charge and terms to ask for in a contract to sources and interview subjects. The forum and group mail are the most active part of membership, bringing members close to others who have much to share.

Take the challenge: Become active in recruitment and in mentoring, and let's keep the momentum going by each inviting a new applicant. As a DWAA member, your expertise is appreciated by newcomers. If you are new, introduce yourself on the forum and the group e-mail list and get to know the rest of us. We all share the same goals and are pleased to help. We can become great friends using our group network. Applications for membership are available through the DWAA.org website or through the mail by contacting me or another member of the membership committee (see p. 3).

Marsha Pugh, Chair
mmpugh@crosslink.net

DWAA E-List

The DWAA-Group e-list is an invaluable resource for the writers, book authors, photographers, editors, graphic artists, broadcasters, bloggers, Web designers and others who make up the membership of the Dog Writers Association of America. All members in good standing are eligible and encouraged to participate.

SUBSCRIBE

To subscribe to the DWAA-Group, go to http://box233.bluehost.com/mailman/listinfo/dwaa-group_dwaa.org

PURPOSE

The purpose of the DWAA-Group list is to promote professional communication among members. It is especially important that our new members feel comfortable about participating actively. DWAA membership is diverse. Everyone has something to learn and something to teach, and DWAA-Group is a means to that end. To further the objective of promoting professional communication among members, a few ground rules have been set to govern message content and list-member conduct.

Appropriate topics for the list:

1. Discussions and questions related to the craft and business of writing and being published
2. Information on opportunities for submission of work, new markets, contests
3. Photography tips, secrets, help requests

4. Requests for research help, resources, interview subjects
5. Advice for submission and/or promotion of writing, photography, poetry
6. Recommendations for dealing with agents, contracts, editors, publishers
7. Hints for publicity campaigns including media interviews
8. Self-publishing guidelines and advice on developing a professional website
9. New-book announcements, "brags" about contest wins, awards, reviews (*Note: congratulatory responses should be sent privately*)
10. Announcements, questions, discussion of the annual DWAA writing competition
11. Questions/comments about computers, software, peripherals; requests for help with writing technology

Off-topic posts

Social chat about dogs, people, events, personal health are allowable but should be flagged OT (off-topic) in the subject line. Many members enjoy the sense of community that personal posts provide, while others prefer that the list be strictly writing-related. Use of OT is a compromise position.

Inappropriate topics for the list

1. Attempts to promote or sell one's own services to other members
2. Negative comments about other members either by name or suggestion
3. Jokes

LIST ETIQUETTE

DWAA-Group supports the following general rules about list etiquette ("netiquette"):

Be brief. The server we currently use restricts the length a post may be and posts that exceed the limit are automatically declined. In addition, some members may pay for their Internet service by the volume of email they receive. Also, some ISP's charge their customers for the amount of time spent online. Be considerate, and don't waste your listmates' money and time.

Delete before replying. When replying to a message, include only enough of the

original message so the list members will know what you're responding to. Do NOT include the entire message. (Highlighting of text to be included in the reply before hitting Reply will, with the majority of e-mail programs, include only that specific text in the reply.)

Trim signatures files to 5-6 lines maximum. **DO** sign your posts with your first and last names.

Pay attention to subject lines. If the topic of email has strayed from the original subject line, change the subject line to the appropriate new topic. Be sure to note in the subject line if your post is off-topic (OT).

Multiple mailing lists. Don't address your message to more than one mailing list. This not only leads to enormous Internet traffic, but also creates confusion and split discussions. If you wish to import a discussion you're following on another list (assuming it's appropriate for DWAA-Group), it's only considerate to *briefly* summarize the preceding discussion so that readers new to the discussion can understand the issue.

Line length. Keep your text lines under 80 characters in width. Some e-mail software will not wrap long lines automatically.

Take it private. When a discussion drifts from a subject relevant to the list, take the discussion to private email.

Get permission to cross-post. NEVER forward a post on DWAA-Group to another list or person without permission from the author of the post!

No attachments allowed. DO NOT SEND E-MAIL ATTACHMENTS to the list, as they will automatically be deleted. If you wish to direct the list members to an article or site of interest, provide the URL.

REMOVAL FROM LIST

There are two ways to lose list privileges:

Members only. As the list is a member benefit, subscriber names will be reviewed periodically against the current membership roster; lapsed members will automatically be dropped.

Flaming. Negative personal comments about other members will not be tolerated, and violators will be removed from the list. No exceptions.

These "Rules of the Road" are adapted with gratitude from the Cat Writers Association.



2011 Writing Competition

News From the Chair

Hello, Everybody!

We're gearing up for this year's competition. Everything you need in order to enter is published on the following pages. Summer will be over before you know it and the deadline will be here. So get your best stuff ready to ship and, hopefully, win!

With the economy still sluggish, we've left the entry fees the same for at least another year: \$10 for members, \$15 for nonmembers, and \$7 additional to enter for a special award.

We've added some new categories to accommodate the constant changes in the world of publishing. You'll see that we have an entire section dedicated to websites, Internet publications, and blogs. You'll also see that we've expanded the magazine section to include breed profiles and separate training/behavior articles. This should lighten the load in "features in all-breed magazines," which is always hotly contested. We've also added a new book category, Human/Animal Bond, for those moving accounts of connection that are becoming extremely popular.

While our list of "non-DWAA" judges last year was pretty awesome, we're adding even more this year, including additional experts on the art of writing, more judges in performance venues, and many other highly respected experts in the world of dogs.

Please note that for magazines, newsletters, and club publications, only two issues are required, although we still need three copies of each issue. You'll also notice I've asked for "judicious" use of staples. These can become weapons of finger destruction as entries are opened; and, of course, they drop on the floor, along with paper clips, only to become fodder for the Silky who live at my home.

Best of all, you have a few extra days to get your entries in. The postmark deadline is Tuesday, September 6th, this year instead of September 1st. Of course, I'll count on most of you to send entries in early so we won't have a deluge at the end.

Good luck to everybody! Feel free to contact me at Jeffo95@aol.com, or by phone at (502) 245-1070 (Eastern).

Sue Jeffries
Contest Chair

Categories For 2011 Writing Competition

A. NEWSPAPERS:

1. Feature or news story
2. Column
3. Opinion/Editorial

B. MAGAZINES (Commercially published)

1. Magazine: All-breed
2. Magazine: Single breed
3. Magazine: Special interest
4. Magazine: Yearbook/annual/special edition
5. Magazine: Feature in all-breed magazine

6. Magazine: Feature in single-breed magazine
7. Magazine: Feature in special-interest magazine
8. Magazine: Feature in mainstream, general-interest magazine
9. Magazine: Feature in yearbook, annual, or special edition
10. Magazine: Breed profile in any magazine
11. Magazine: Training and/or behavior article in any magazine
12. Magazine: Regular column
13. Magazine: Subject-related Series
14. Magazine: Editorial/Opinion

C. CANINE OR ALL-ANIMAL NEWSPAPERS OR NEWSLETTERS

1. Canine newspaper or newsletter
2. Canine newspaper or newsletter: Article on health and/or care
3. Canine newspaper or newsletter: Article on all other topics

D. INTERNET, WEBSITES OR BLOGS (submit hard-copy printouts)

1. Website: Entire website
2. Website: Feature article
3. Website: Regular column
4. On-line magazine, newsletter or publication (primary distribution)
5. Blog: Single blog
6. Blogs: Regular ongoing blogs

E. GRAPHICS:

1. Photography: color
2. Photography: black and white
3. Photography: series
4. Illustration or painting
5. Illustration or painting: series
6. Poster, calendar, or special publication
7. Brochure, pamphlet, or short special publication

F. HUMOR, POETRY, FICTION

1. Humorous art
2. Humorous writing
3. Poetry
4. Short fiction

G. OTHER MEDIA (submit as published)

1. Videotape, CD or DVD
2. Broadcast
3. Podcast

H. CLUB PUBLICATIONS: NATIONAL

1. Club: magazine format
2. Club: newsletter format
3. Club: feature article
4. Club: opinion/editorial
5. Club: regular column
6. Club: subject-related series

I. CLUB PUBLICATIONS: REGIONAL OR LOCAL

1. Club: Magazine or newsletter format
2. Club: feature article
3. Club: opinion/editorial
4. Club: regular column or subject-related series

J. BOOKS (Revisions, updates and electronic books are not eligible)

1. Single breed
2. General interest or reference
3. Care and health
4. Training and behavior
5. Fiction and mystery
6. Children's
7. Soft-cover guides on any dog-related subject
8. Single or multi-breed pet guides
9. Humor
10. Human/Animal Bond
11. Anthology

2011 Official Rules and Entry Information

ELIGIBILITY

1. The contest is open to all writers, editors, publishers, photographers, artists and others whose work falls into the designated competition categories. Entrants do not have to be DWAA members, but work must have been published.
2. All work must be original and published during the competition period (September 1, 2010 through August 31, 2011).
3. Revisions, updates of previously published work, and electronic books are not eligible.
4. There is no limit to the number of times an individual or entity may enter; however, the same material may be entered only once in a regular category. If material is published in more than one format, only one format is eligible.
5. Magazines and newsletters must be published at least quarterly.
6. Submissions may be made starting June 1, 2011. The contest closes August 31, 2011. All entries must be postmarked by September 6, 2011.

SUBMISSION FORMAT

1. Entries must be submitted in hard copy, including Internet articles, websites and blogs. Other media, such as videotapes, CDs, DVDs, broadcast tapes and podcasts may be submitted as published.
2. Since material is judged by three judges simultaneously, entries must be submitted in triplicate (See no. 6, below, for exceptions.), with only one entry form per entry. (One entry form, three copies of material.)
3. Neatness and clarity are prerequisites for submission. Please use staples judiciously (try to avoid wherever possible).
4. Columns and series are eligible. Please submit entire series or three regular columns in triplicate. Only one three-column entry by the same author in the same publication is permissible. Work by different authors in the same publication or multiple publications is not considered a column or series.
5. Material may be photocopied, or tearsheets may be submitted, with publication date verified.
6. Only two issues are required for magazines, newsletters and club publications. Please submit three sets of two issues.
7. Submit one additional copy of material for each special award entry, along with an additional entry form and fee.

ENTRY FEES

1. Each regular category entry must be accompanied by a \$10 entry fee for current DWAA members and \$15 for nonmembers.
2. Each special award entry must be accompanied by a \$7 entry fee. (Entries for Special Awards must be also entered in a Regular Category.)
3. All entry fees for one individual or entity should be combined in a single check or money order, payable in U.S. funds to DWAA.

MAILING INSTRUCTIONS

1. Entries must be postmarked by September 6, 2011. No late entries will be accepted.
2. Mail entries to Sue Jeffries, DWAA Contest Chair, 1918 Milburt Dr., Louisville, KY 40223.

3. Entries cannot be returned, and all material becomes the property of DWAA for the purposes of administering the contest.
4. DWAA is not responsible for entries lost in transit.

ENTRANT RESPONSIBILITIES

1. It is the responsibility of the entrant to comply with all rules and guidelines. Deviation may result in rejection of the entry and forfeiture of the entry fee.
2. The maximum liability of DWAA is limited to refund of the entry fee.
3. If the work is entered in the wrong category, DWAA reserves the right to make the correction, at the discretion of the Contest Chair, upon notification to entrant.
4. Entries may be made on behalf of someone else, but the name of the person creating the work must be listed as the "entrant." The entrant's address and contact information are required, as well as the submitter's. The submitter is responsible for obtaining written permission from entrant to submit the work prior to making an entry.

JUDGING AND AWARDS INFORMATION

1. Each entry will be judged by a panel of three judges not affiliated with DWAA. A composite of the judges' scores will determine the nominees (finalists) and winners.
2. The decisions of the judges are final.
3. A complete list of judges, approved by the DWAA Board of Directors, will be posted to the DWAA website (www.DWAA.org) by July 15, 2011. However, judges will be listed in alphabetical order, with no designation as to which category (ies) they will judge.
4. Nominees will be notified by mail between December 1, 2011 and December 12, 2011.
5. Names of nominees will be published on DWAA's website starting December 15, 2011, and in the January 2012 DWAA newsletter, *Ruff Drafts*.
6. Winners will be announced at the Awards Banquet held in New York City Sunday evening, February 12, 2012.
7. Nominees in the regular categories will receive certificates; winners will also receive the DWAA Maxwell Medallion, named in honor of the late Maxwell Riddle.

SPECIAL AWARDS:

1. Special awards are made possible through the generosity of individuals and organizations, and consist of cash grants as noted in the Special Awards list.
2. Material must be entered in a regular category to be considered for a special award. See submission format for specifics.
3. Judges for special awards will be comprised of a committee of DWAA officers.
4. Winners will be announced at the February 12, 2012 Awards Banquet.

Please feel free to contact Sue Jeffries, Contest Chair, at Jeff95@aol.com or by telephone at (502) 245-1070 (day or night, Eastern time zone). Questions are encouraged!

Note:

All contest information and a downloadable entry form can be found on dwaa.org.

Entry Form

Entrant's Name: _____
(Entrant is the writer, photographer, illustrator or other person who created the work.)

Address: _____

Phone: Day _____ Eve.: _____

E-Mail Address: _____

Category No. & Descr.. _____

Title of Entry: _____

Issue/Pub. Date: _____
(Must be between 9/1/10 and 8/31/11)

Name of Special Award: _____
(Include extra copy of material, entry form, and \$7 entry fee for each.)

I certify that this entry is original work and that it was first published between September 1, 2010 and August 31, 2011. 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 2011 DWAA Writing Competition publicity and anthology purposes.

_____ Signature of Entrant or Submitter

Name/Address of Submitter (if different from entrant):

For Junior Writers under 18 years old:

Jr.'s Birthdate and Parent's Signature

2011 Writing Competition

Special Awards



AKC Responsible Dog Ownership Public Service Award

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



AKC Club Publication Excellence Award

This award is for the best article in a national, regional, or local AKC club publication in magazine or newsletter format. The award consists of a plaque and a \$500 cash grant.



The DWAA Distinguished Service Award

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



Angel on a Leash Award

In honor of its therapy dog program at the Morgan Stanley Children's Hospital of New York-Presbyterian, for the best newspaper or magazine article or television news feature about the impact of the use of therapy dogs in health care facilities. The award consists of \$250.00 cash grant.



Dogwise Best Book Award

Dogwise is offering \$500.00 to the author of the best book. The winner will be chosen from the winners of all the book categories. **Do not apply for this award.**



DWAA Junior Writer Award

For writers under 18 years of age. This award is to recognize and encourage young writers who exhibit talent, resourcefulness, dedication, and integrity in their writing about dogs and dog-related topics. Award: \$250 cash grant, DWAA Maxwell Medallion and lapel pin.



Eukanuba Canine Health Award

Offered by the Iams Company. For the article or book that best promotes the health and well-being of dogs. The award consists of a \$750.00 cash grant.



Merial Human-Animal Bond Award

For the work that best highlights the unique relationship between a dog and its owner and best brings to life the concept of the human-animal bond. The award consists of \$500.00 cash grant and \$250.00 travel grant if a winner attends the awards banquet.



Morris Animal Foundation Advances in Canine Veterinary Medicine Award

This award recognizes the newspaper, magazine, or online article, excluding syndicated columns by veterinarians, that best informs the public about cutting-edge advances in veterinary medicine for dogs. Entries will be judged on clarity, accuracy, and topic originality. The award is a \$500.00 cash grant.



North Shore Animal League America Award

For all media; 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 the community-wide programs or individual responsibility of pet owners. Award: \$500.00 cash grant



sit. speak. act!

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

For all media. For the best story promoting and celebrating a program in which dogs serve and support their best friends, by highlighting service dogs, therapy dogs, K-9 search and rescue, or police dogs. Award: \$500.00 cash grant.



PSI First-Canine Award

Sponsored by Pet Sitters International, this award is presented to the best humorous feature story or article. The winner will receive a certificate and \$350 cash grant.



PRO PLAN

Pro Plan President's Award

Pro Plan offers a \$750 cash grant. This is the Best in Show chosen from all the winners of the individual categories. **Do not apply for this award.**



KNOWLEDGE FOR GENERATIONS™

Wiley-Ellsworth S. Howell Award

\$500.00 award for the best writing on judging, exhibiting, dog-show reporting, or any other aspect of conformation showing. This award is made at the discretion of the publisher.



The APDT Canine Life and Social Skills (C.L.A.S.S.) Award

The purpose of this \$250 award is to highlight the positive-training book that best exemplifies the APDT Canine Life and Social Skills program, including (1) training based on primarily positive reinforcement, (2) building relationships with dogs based on trust and communication, (3) emphasizing the mutual fun and joy that can be had by training one's dog, and (4) encouraging the acquisition of "real life" skills to increase public access for dogs. The book that receives the award should also be consistent with the APDT's mission statement and guiding principles: to represent and advance the dog training profession through education and advocacy.



THE PATH TO SELF-PUBLISHING

BY JUDY MCFADDEN

Mark Twain, John Grisham, Jack Canfield and Mark Hensen. What do I have in common with these authors? We all have self-published books.

Even in the best of times it's hard for a first-time author to find a publisher. When I finished the manuscript for *Life with McDuff: Lessons Learned from a Therapy Dog* in mid-2008, the country was in a full-blown recession. Large publishing houses like Simon & Schuster and Random House terminated employees. A lead to Harcourt didn't pan out. After other futile attempts, I came to a fork in the road. Which path to publishing would I choose?

Step One

Educating myself about the industry was my first step. A bias against self-published books exists. Many consider them inferior to traditionally published books. Unfortunately, that perception is true in many cases. I was determined to make sure my book met or rose above the criteria of the publishing industry.

I retired from my job as a courtroom clerk in Las Vegas on December 29, 2006, and began writing *Life with McDuff* on January 1, 2007. Big mistake! If I knew then what I know now, I'd attend workshops, take courses, study books, and join a writer's group *before* attempting to write a book.

A legal secretarial background helped as far as the grammar and spelling, but it was a drop in the bucket. I couldn't distinguish between an active and a passive sentence or a transitive and intransitive verb. I'd forgotten a lot.

Studying books like *Woe is I* by Patricia O'Conner and *Word Painting* by Rebecca McClanahan paved the way to good writing. I took thirty-four pages of notes from *Who's (oops) Whose Grammar Book Is This Anyway* by C. Edward Good. A good thesaurus is worth its weight in gold. Mine contains every word in the English language. I devoured word placement, sensory charts, metaphors, and brain and word association.

The Importance of Story

However, no matter how well written, your book must tell a great story. One that captures and holds the interest of readers from beginning to end. My book is about McDuff, my mystical, stubborn, and hilarious Scottish Terrier therapy dog. But, my life pulses through it, too. I wrote about a domestic violence incident and bitter divorce; my mother's home invasion, lengthy hospitalization, and after extensive consultations with her doctors, my heartbreaking decision to disconnect life support; a precedent-setting jury trial with cameras in the courtroom; and the loss of a job—all of which occurred within one year.

After several line and substantive edits, a finished manuscript burned in my hot little hands. The time arrived to explore the different ways to publish my book. I read *What Writers Need to Know about Publishing* by Jerry Simmons. A member of my writer's group recommended an excellent book titled, *The Well-Fed Self-Publisher* by Peter Bowerman. A workshop at UNLV on publishing supplied a wealth of information. My options boiled down to four publishing avenues. I investigated Vanity Press, Print on Demand (POD), e-book, and publishing *Life with McDuff* myself.

Choices, Choices

According to Squidoo.com Publishing Methods, "A vanity press is a publisher who is paid by the author to publish a book." Unlike conventional publishers, it asks authors to pay for layout, cover design and printing. Vanity presses aren't selective and often publish poorly written and unedited manuscripts. Chain bookstores, book reviewers, and libraries shy away from them. The industry cautions writers to beware of scam artists and unethical vanity presses. Check Predators & Editors (www.pred-ed.com) or Writer Beware (www.sfw.org/for-authors/writer-beware) before making a selection. Some vanity press publishers are AuthorHouse, iUniverse, and Vantage Press.

Wikipedia defines Print on Demand (POD) as "a printing technology and business process in which new copies of a book are not printed until an order has been received." It became popular after the development of digital printing, which allowed a lower cost for smaller quantities of books printed.

Self-publishing authors find POD appealing, because companies print, ship ordered books, and list on Internet bookstores for a fee. Proofreading, formatting, and editing services are also offered. POD divisions in companies like Ingram, Baker & Taylor, and Amazon.com are growing. Lulu, Lightning Source, and Xlibris are POD.

PC Magazine's "Encyclopedia," which reviews the latest in computer technology, defines e-book as "the electronic counterpart of a printed book, which can be viewed on a desktop computer, laptop, smartphone, or e-book reader." It gained popularity in late 2007 when Amazon.com introduced Kindle. Nook, Apple iPad, and Sony Reader compete with Amazon.com's Kindle. E-books are the wave of the future, resonating with readers of all ages.

After considering all the above options, I decided to form my own company and publish *Life with McDuff* myself. Converting my manuscript into a marketable book became a consuming goal. If it failed to measure up to books published by conventional publishing houses, my time and money would count for nothing.

I didn't realize it then, but something almost as daunting as writing my book loomed ahead. Forming Summit Mountain Publishing took tons of research, time, and effort.

Duties of a Publisher

A book publisher is responsible for printing, cover and interior design, galleys, ISBN, Library of Congress and copyright registration. The publisher must also obtain the fictitious firm name, sales use tax and permits, and business license to form a company.

To make sure that my book would be considered, especially by libraries, I applied to the Library of Congress (LOC) for a PCN (Preassigned Control Number) (<http://pcn.loc.gov>). It was reviewed after publication by a LOC selection librarian and determination made regarding retention and entering on the online catalog.

Finally, the book assembling process could begin. Printing is the biggest expense, and the price depends upon the decisions you make: paperback or hardback, size of book, type of binding, paper weight, and number of books printed. I solicited bids from five printers and finally decided on a printer in Ohio.

Finding a good graphic designer to create the cover and interior layout came next. Covers sell books. The best story in the world won't go anywhere without an outstanding front and back cover to entice a reader to look inside. I met the graphic designer for a large publishing company in Las Vegas at the Las Vegas Writer's Conference. She agreed to design the book and worked closely with the printer and me to pull everything together. A bit of advice: Hire a professional graphic designer. It makes all the difference in the quality of your cover. It can cost up to \$2,000, or even more, but is well worth it.

Galleys should go out several months before the final print run. A galley is a pre-published version of your book a/k/a advance uncorrected proof. Galleys are used to get reviews from influential book reviewers and advance endorsements (blurbs) for the book back cover and interior front page. You should have the galleys proofread even though they aren't the final offset print. They represent your book, and you want to make the best impression possible on reviewers.

I suggest you send out the galleys yourself. Followup is extremely important. I made the mistake of paying to have it done, and I believe I could have gotten much better results myself.

Ins and Outs of the ISBN

You can't go around, over, or under Bowker (www.bowker.com). Your book must go through R. R. Bowker LLC for the ISBN (International Standard Book Number) assigned to U.S. publishers. The 13-digit number is placed on the copyright page and embedded in a bar code on the back cover of your book. It identifies books ordered by book dealers, publishers, and libraries.

Numbers are issued in blocks of 10, 100, and 1,000 (\$275/\$995/\$1,750 respectively). You or your graphic designer can obtain (for \$25) the EAN (European Article Number) bar code with the encoded book price that goes beside the ISBN. The publisher also registers with Books in Print (www.bowkerlink.com), the industry's largest database for books, audio books, and video titles.

Next I submitted an Application for Copyright Registration (\$50) to the U.S. Copyright Office of the Library of Congress (www.copyright.gov). Although not mandatory, a registered copyright is good to have in case legal problems arise. The Copyright Office requests two copies of the book after publication.

What's in a Name?

After gleaning information from books on starting a business, I set out to obtain a fictitious firm name, sales tax permit, and business license. The various governmental agencies involved required visits to county, state and city offices. How to form a business and what fees will accrue differ from state to state. You'll have to research and determine what's needed as it applies to you.

Coming up with a name for my company was easy. I grew up a coal miner's daughter in southwestern Pennsylvania, where Summit Mountain loomed above Beeson Works, the coal company "patch" town I roamed with an ever-present dog. That mountain was and still is a part of me. Be sure to choose a name for your business that resonates with you.

The state business and taxation registrations for obtaining a sales tax permit followed. It's important to keep careful records of your sales to calculate the amount of sales tax owed. If you

are numerically challenged like I am, I advise you to find an accountant to keep you straight with taxing authorities.

After filling out the application at the state taxation office, I went to City Hall to get my business license, the final step in the process. By that time, I was an old hand at waiting in line and filling out forms.

Although the road to Summit Mountain Publishing was long and winding, it finally ended. I'd published *Life with McDuff* and knew in my heart it was the best that it could be. The perception about self-publishing has changed in recent years. A well-written, eye-catching book with good editing and a compelling story measures up to traditional publishing and will receive the acceptance and respect it deserves. (Note: The book was nominated for the Planet Dog Foundation Special Award in the 2010 DWAA Writing Competition.)

Rewards Abounding

I learned a valuable lesson traveling down the path to self-publishing. You can succeed at anything you want to do badly enough. Sure, luck plays a part. I was lucky to get advice from people like Jerry Simmons and writers at the Henderson Writers Group along the way. In the end though, old-fashioned hard work, determination, and perseverance got *Life with McDuff* to its final destination.

Unlike Mark Twain, whose publishing company went bankrupt, Summit Mountain Publishing flourishes. I feel a sense of pride and accomplishment seeing the logo on my book. Publishing a book is hard work. Your reward comes from knowing that your book made it to national and international brick and mortar, independent, and Internet bookstores. Checking its progress on WorldCat online or going to your local library and seeing it in the stack makes it all worthwhile.

I've supplied websites for anyone interested in following in my footsteps. The information provided is not all encompassing, or the only, or best way to self-publish. It's simply the way I did it.

Lao-tzu said, "A journey of a thousand miles begins with a single step." If you are considering self-publishing, I encourage you to put your feet on the path. Don't be afraid to take that first step and begin your journey. It's my deepest desire that something I've shared will help you along the way.



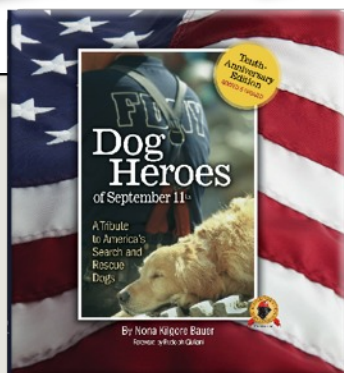
A resident of Henderson, Nevada, new DWAA member Judy McFadden speaks to audiences to promote awareness of the benefits of therapy dogs and animal-assisted reading programs like Reading with Rover. Here she reads from *Life With McDuff*, her first book, at the title's launch in Henderson in November 2009. Visit <http://www.lifewithmcduff.com> for more information.

MEMBER NEWS



To mark the tenth anniversary of the terrorist attack on America, **Nona Kilgore Bauer** of LaBelle, MO, has updated

Dog Heroes of September 11, her 2006 book tribute to the Search and Rescue dogs who were deployed to New York City in the wake of the collapse of the World Trade Center. Although the book, published by BowTie Inc., will be available in bookstores this month, the official launch will take place aboard the *USS New York* (the Landing Platform Dock warship partially constructed from steel recovered from the Twin Towers) in September 2011, as part of the memorial exercises.



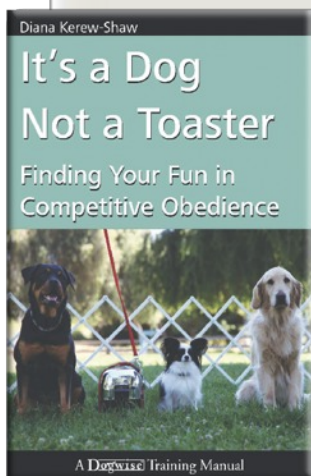
Patti Moran of King, NC, president of Pet Sitters International and a DWAA member since 1998, wants us to know that PSI will

celebrate its 13th annual Take Your Dog to Work Day on Friday, June 24. Teaming up with TY-DTWD this year will be Oceanside, CA, member **Arden Moore**, who is hosting her first National Dog Party Day. The idea is work with your dog by day, party with your dog by night. A joint press conference is being held at The Fetch Club NYC on June 22.

TakeYourDog.com has lots of ideas for promoting this special day that acknowledges the value of dogs in our lives and in the workplace.



In a distinct departure from her dog-writing endeavors, Mansfield, OH-based **Therese Backowski** has had an essay titled "Recovering Courtesy" accepted for an upcoming edition of *Successful Writers Handbook*, published by educational publisher Pearson. The *Handbook* is a required text in a half-dozen courses at North Central (Ohio) State College. "Recovering Courtesy," in which Therese makes the case for always treating others courteously, is an example of an argumentative essay (Remember those?)



Members **Amy Shojai** and **Deb Eldredge** were honored last month by being selected to read from their books on DogRead.com. Amy read from *Complete Care for Your Aging Dog* while Deb shared sections of her new book, *The Ultimate Guide to Rally-O*. Scheduled to read in July from *Dog Show Judging: The Good, the Bad, and the Ugly*. **Chris Walkowicz** DogRead.com is a free, members-only group on Yahoo sponsored by Dogwise and offers members the chance to discuss authors' books with them.

Plano, TX-based holistic veterinarian **Shawn Messonnier** is rocking the satellite radio waves with a weekly hour-long program on the Martha Stewart Radio Sirius channel 112. He has also partnered with www.PawsForPeace.com, a natural and holistic pet health website and has his own Dr. Shawn's Natural Pet Therapies iPhone app, which provides natural treatment options for many conditions affecting pets.

Member and former DWAA v-p **Charlotte Reed** will be hosting the second annual "Christmas in July," a by-invitation-only event to allow some two-dozen pet product designers and manufacturers to showcase their new products to targeted media. Sponsored by Charlotte's Pet Socialite Events company, the day-long "meet and greet" aims to introduce the latest in pet trends to editors and producers in time for fall and winter placement in media outlets. www.petsocialiteevents.com.



Loren Spiotta-DiMare reports the March 2001 publication of her latest book, *Cavalier King Charles Spaniel*, which is part of TFH's DogLife: Lifelong Care for Your Dog Series. Loren's first book, about macaws, was published by TFH in 1979. In the intervening thirty-plus years, the New Jersey all-animal lover has been a magazine journalist, picture book/pet-care book author and a publicist. Her *Sporting Spaniel Handbook* (Barron's) was a finalist in the Reference category in the 2000 DWAA writing competition.



www.LorensReadingRoom.com.



Kim Thornton of Lake Forest, California, writes, "To balance the sadness of Bella's passing (see At the Rainbow Bridge, below), I'm happy to announce that *Careers With Dogs* (BowTie Press, 2010) got a great review in Library Journal and won a Ben Franklin Award from the Independent Book Publishers Association."

Teri Wilson of San Antonio, Texas, announces the publication of a second title in her Rodeo Royalty series from White Rose Publishing. *Rodeo Rescue*, a Christian romance novel set in the world of the Southwest rodeo tradition, introduces a newly minted lady veterinarian to a grizzled rodeo hand with a penchant for rescuing dogs. A DWAA member since 2006, Teri has won both the Pet Sitters International Humor Award and the AKC's Angel on a Leash Award through the DWAA's annual writing competition. www.teriwilson.net



At the Rainbow Bridge

"Bella"

1/19/96-5/31/11

PDCH* Rambler Isabella, CQC

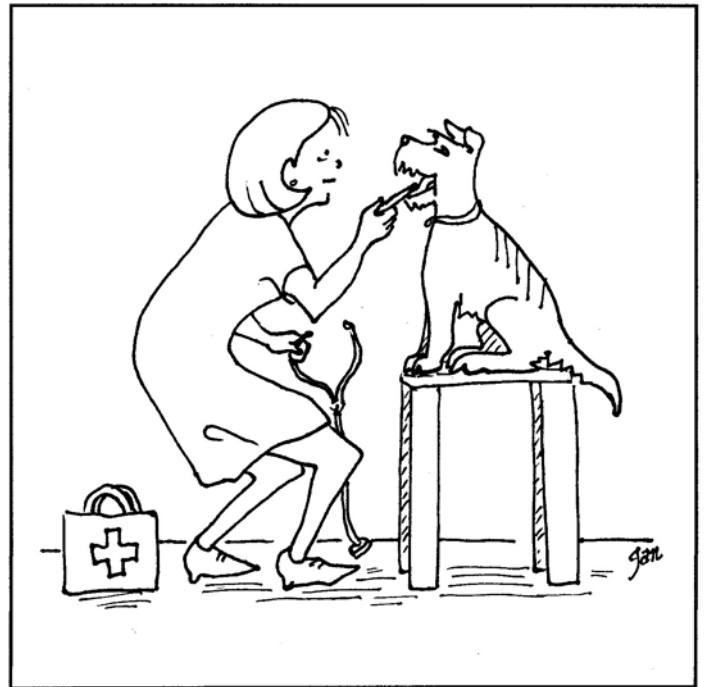
Cavalier King Charles Spaniel

Owned by Kim and Jerry Thornton

"Our first Cavalier and a perfect example of the breed's sweetness. She will be greatly missed."

*PD=Perfect Dog, a prefix bestowed on Bella by Kim. Photo by Jerry M. Thornton, Spring 2011.





She gets a little paranoid whenever she does research on canine health.



Pat Santi
Secretary
173 Union Road
Coatesville, Pa. 19320



www.dwaa.org