



Dog Writers Association of America

# ruff DRAFTS

Winter 2011



Photograph by  
Elizabeth Jarrell

Australian Shepherd  
Sophia Maria enjoys  
Washington D.C.'s  
Blizzard of 2009.

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Dog Writer's Association of America  
[www.dwaa.org](http://www.dwaa.org)

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# EDITOR'S *Desk*

## Good Stuff



LARRY WHITE

Mimi Ausland of Portland, Oregon was eleven in 2008 when she founded Freekibble.com, a website designed to donate ten pieces of kibble to feed shelter dogs every time you or I log on and click through. No one could make it easier for a busy person to do a good deed, but Mimi provides additional value for our time. Freekibble.com posts a unique multiple-choice trivia question about dogs seven days a week. I confess that roughly once a week I'm stumped, forced to learn something new. Check out [www.freekibble.com](http://www.freekibble.com). Sign up to get a daily e-mail reminder. (There's a trivia game for cats, too.) Freekibble has provided nearly 4.5 million meals to shelter dogs and cats to date. (What do you suppose Mimi will accomplish when she grows up?)

Another very different online initiative I just found out about sends "CARE" packages to U.S. troops stationed overseas--and those troops include K-9 soldiers. If you want to look into this--either as a story idea or as something nice to do in the New Year--the URL is [www.give2thetroops.org](http://www.give2thetroops.org). Click on "Items Requested" on the left side of the page and scroll down to K-9 items. Apparently the dogs' handlers need everything from bowls and beds to toys, goggles, boots and cooling vests. There may be other sites that offer similar opportunities; I just happen to know about this one, which landed in my in-box just before the holiday season.

Finally, I want to say that editing *Ruff Drafts* is so much fun. Best of all is that I've heard from some members I worked with--and lost track of--decades ago. That's been awesome. I've also met through e-mail a number of members with unfamiliar (to me anyway) but fascinating perspectives on our common calling, and that's been a treat. All in all, the experience has made me so proud of our membership and the passion and talent that they bring to the business and hobby of writing about dogs. We seriously rock, you guys!

*Marion*



[www.dwaa.org](http://www.dwaa.org)

## 2011 Newsletter Deadlines

Issue	Copy Due	Mail Date
Spring	February 25	March 15
Summer	May 1	June 15
Fall	August 15	October 1
Winter	November 15	January 1 (2012)



# PRESIDENT'S *Column*

## Looking Forward

By Carmen L. Battaglia, Ph.D.

One year ago I noted in this column that by the time you received the January 2010 newsletter you probably had recovered from the holidays and were finalizing or implementing your New Year's resolutions. Now a year has passed, and my guess is that for some the list was so long that many good intentions were not accomplished. For those who were talked into making resolutions by a friend, I hope the experience of letting others prompt a resolution has been a learning experience.

My own belief about resolutions and goals centers on taking advantage of opportunities, a belief based on years of experience and many mistakes. I also believe that if we don't learn from our mistakes we're bound to repeat them. This seems to be true regardless of which hat we wear: husband, wife, father or dog writer. In the case of my own 2010 resolutions, I saw progress in some areas. In others, I may have taken on too much. In my role as president of DWAA I tried to focus first on making improvements with the infrastructure. Thanks to the support of the board we made great strides in this area and are still on schedule. I am also reminded that there is still work to do and just a little time left to do it.

DWAA functions with an all-volunteer board and several committees, all of whose members have busy schedules. Staying focused on goals when we are all volunteers is a bigger challenge than most of us realize. The time required to improve the infrastructure with better business solutions has taken longer than expected. The good news is that progress *has* occurred, in part through monthly board meetings, prepared agendas and determination. Here are some of the accomplishments to date: a revised writers contest, updated forum, the addition of a new scholarship and a few new sponsors. Our finances are slowly improving and our membership is growing.



Where do we still need help, and how can members get involved? About 50 percent of our members receive this newsletter in hard copy. It is much less expensive to send the newsletter electronically. We need more members to opt for an electronic version via e-mail. Contact DWAA Secretary Pat Santi if you would like to receive information in a less expensive, more timely fashion.

There is also the Forum, an under-utilized service. The Forum is member-driven, an area where ideas and advice can be shared. Think of it as a place where members can find answers to their writing problems. In 2009 I needed advice and information on self-publishing. It didn't take long to find the help I needed on the Forum. By the end of 2009 my new book was printed and is now for sale at DogWise, Barnes and Noble and Amazon.com. The Forum is a resource that more members should discover and use—whether by asking for help or helping others.

Going forward you can expect to see other improvements. New features in the writing contest should interest writers from the US and elsewhere, increasing participation. The awards banquet committee is working on proposals to make the banquet even more



### Committees 2010-2011

#### Banquet Committee:

Pat Santi, Co-chair  
Marsha Pugh, Co-chair  
Denise Flaim  
Diane Jansey  
Theresa Lyons

#### Budget and Finance Committee:

Carmen Battaglia, Chair  
Sue Jeffries  
Marion Lane  
Marsha Pugh  
Charlotte Reed  
Pat Santi

#### Bylaws Committee

Ida Estep, Chair  
Alan Alford  
Carmen Battaglia  
Patricia Cruz  
Diane Jansey  
Theresa Lyons  
Pat Santi

#### Contest Oversight Committee

Eve Adamson, Co-chair  
Denise Flaim, Co-chair  
Caroline Coile  
Steve Dale  
Ranny Green  
Sue Jeffries, Contest Chair  
Marion Lane  
Audrey Pavia  
Charlotte Reed, Finance Coordinator

#### Hall of Fame Committee:

Patricia Cruz, Chair  
Alan Alford  
Robert McKowen

#### Membership Committee

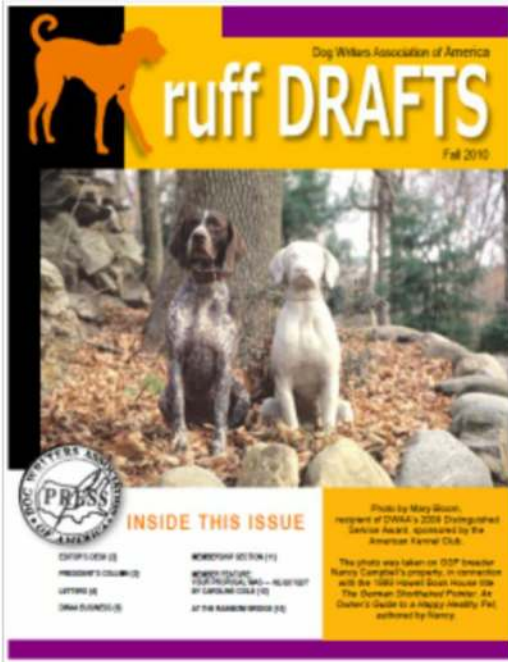
Marsha Pugh, Chair  
Bryna Comsky  
Su Ewing  
Patricia Kelly  
Marion Lane  
Pat Santi

rewarding. An in-depth study of our website has begun. The site needs a new look and it needs to offer more services to our members and writers. The Bylaws Committee is on schedule in preparing a rough draft for the board. The proposed changes will be sent to the membership for a vote in 2011.

We still need help with other projects. If you have suggestions or time and would like to get involved, let me know.

Happy New Year!

# WE'VE GOT MAIL!



## Kudos

This issue is one of the most informative and professional that we've seen in a long time. Congrats to writers, editors and contributors. You make me proud to be a member!

—Pat Cruz, Coram, NY

## What's In a Name?

By golly, Marion, I finally figured out what *Ruff Drafts*, the baffling title of the DWAA newsletter, refers to and how it ties in with both writing and dogs. It took me a gosh-awful long time, but I think I finally got it right. The East Coast must have a beer named "Ruff" that is available only on tap. When you and your extensive staff finish publishing an issue of the newsletter, to celebrate properly, you go to a nearby pub and toss down several glasses of Ruff. The writing connection is as follows: By using *Ruff Drafts* as the newsletter title, you keep your overworked staff focused on the reward, not on the sometimes crushing workload. Given that, the dog connection is obvious: You use Ruff beer as your staff's reward, just as members use cookies and pats on the head as rewards when their dogs do a good job at whatever they do. The title is brilliant, absolutely inspired!

—Jim Spencer, Wichita, KS

P.S. If any reader takes the above seriously, that person needs more than a couple of glasses of Ruff with which to loosen up. I would recommend a chilled Beefeater or Tanqueray martini, served

"up," with an olive in it. As a matter of fact, I think I'll have one right now myself!

## Reconnecting With Maxwell Riddle

A belated thank you to last year's judges for thinking enough of my article, "Best of Breed," (about a crippled German Shepherd therapy dog called Zen) to award it a Maxwell Medallion for feature writing in a regional or local club publication. What a great and unexpected honor for a journeyman writer.

I'm doubly honored. I worked with Maxwell Riddle at the old *Cleveland Press* newspaper back in the mid-sixties. I first was a copy "boy" and then a snot-nosed police reporter learning her craft at one of the last of the country's legendary newspapers. Any interest in dogs on my part was far in the future.

The *Cleveland Press* paid Mr. Maxwell to spend his full time as a practicing expert on dogs, something unheard of back then. His Scripps-Howard syndicated dog column ran for thirty years. In his day, he was known as a great and perhaps the greatest authority on dogs. He was an "all-rounder" AKC judge in great demand both in the U.S. and all over the world.

Mr. Maxwell may have been researching his seminal text, *Dogs Through History*, at the nearby public library as we copyboys went about our duties, filing the paste posts of Mr. Riddle and other reporters. (Back then, newspaper reporters typed each story in triplicate on a typewriter, and pasted the story's pages together in one long sheet before it went to the copy desk for editing and was set in type.)

I remember that Mr. Riddle had big, luminous spaniel eyes. He came to work in the newsroom in suit and tie, sometimes a bowtie, every day. He was the last of a generation of men who took their hats off in the elevator for a woman. I regret never "talking dogs" with this dear man. Especially now, with this reconnection by a Maxwell Medallion some forty years later.

—Judy Braginsky, Editor  
Tales of Lincolnwood  
Lincolnwood Training Club for  
German Shepherd Dogs  
Skokie, IL

**Letters to the Editor** are welcome. Please e-mail them to [marionl@earthlink.net](mailto:marionl@earthlink.net), or send them on the back of a snail to:  
Marion Lane  
5509 State Route 145  
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# DUES ARE DUE!

According to the Bylaws, members shall be notified as nearly as possible by the first week in January of each year.

Dues are then payable by March 1, 2011.

Dues are \$40.00.

Members are in arrears after  
March 1, 2011  
and shall be so notified by the Secretary.

Dues can be paid via PayPal at  
[www.DWAA.org](http://www.DWAA.org).  
Click on the Dues button.

Alternatively, you can mail your dues to  
the Secretary at this address:

**Pat Santi**  
173 Union Road  
Coatesville, PA 19320

Make checks payable to DWAA.

Please update your personal information  
**in this order** for publication in our  
Membership Directory:

Last Name, First Name, Business Affiliation (or Freelance)  
Street Address  
Home Phone — Cell Phone — Business Phone — Fax #  
E-mail address — Year Joined —  
Associate or Professional Member (A or P)

Do you wish to receive the DWAA  
newsletter in E-mail form? (Yes or No)

Note: Help the Secretary and Treasurer by  
keeping us up to date on your e-mail and  
address changes.



# DWAA Business

## Secretary's Report Annual Meeting

The Annual Meeting of the DWAA will be held in the Madison Room of the Affinia Manhattan Hotel, 371 Seventh Avenue, New York, NY 10001 on Sunday, February 13, 2011, at 11:00 a.m.

All members are invited and encouraged to attend. • Come meet with the Board and join in helping to advance the DWAA and the business/hobby of writing about dogs. .

If you have any suggestions or questions for the Board, please send them to the Secretary and she will bring them before the Board. • Mail your thoughts to Pat Santi, 173 Union Road, Coatesville, PA 19320-1326, or e-mail [rhydownen@aol.com](mailto:rhydownen@aol.com), or send a fax to (610) 384-2471.

## Election of Officers

The proposed slate of new officers and board members was published in the last newsletter and members in good standing could petition to run for office before November 1. Any such petitions had to be signed by 10 members in good standing and submitted to the Secretary. As no petitions were sent to the Secretary, the following slate will be elected into office at the Annual Meeting on February 13, 2011:

President: Dr. Carmen Battaglia  
Vice President: Ida Estep, Esq.  
Secretary: Pat Santi  
Treasurer: Marsha Pugh

Class of 2014 Board of Governors  
Dr. Caroline Coile  
Denise Flaim

Respectfully submitted,  
Pat Santi, Secretary  
November 15, 2010

## New Members!

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## DWAA E-List

We goofed! The URL to join the official DWAA E-Mail list that we published in the last newsletter was incorrect. Here is the correct link: [http://box233.bluehost.com/mailman/listinfo/dwaa-group\\_dwaa.org](http://box233.bluehost.com/mailman/listinfo/dwaa-group_dwaa.org). Please join us! Here are some of the discussions we had in recent weeks:

- Cribbing a member's blog
- Fair-use law
- Publishing another's URL— is it free PR or tacky to use it without permission
- Mass-production kennels
- How to help a dog with limited mobility
- Writer's Market pros and cons
- Which came first: DWAA or the contest?
- How to transfer your address book online
- Breaking into publishing (See p. 15)
- Is there such a thing as Munchhausen by Proxy Syndrome among dog owners?
- Breeding for the pet market
- Is it safe to feed ham to dogs?
- Should senior dogs be allowed to run at will?



# Treasurer's Report

July 1, 2010 through October 31, 2010

Account balance as of opening of business July 1, 2010	\$21,093.22
INCOME:	
Applications	\$ 1,050.00
Contest Entry Fees	6,711.00
Dues	614.73
TOTAL INCOME	\$ 8,375.73
EXPENSES	
Accounting	\$ 2,578.50
Archive Storage	300.00
Computer Expenses	375.00
Newsletter	2,005.21
Supplies	81.24
Tax	100.00
TOTAL EXPENSES	(\$ 5,439.95)
Account balance as of October 31, 2010	\$24,029.00

Prepared by Marsha M. Pugh, Treasurer

contest remains very strong, and I'm happy to say our judges uncovered a bounty of good stuff!

- In the ever-changing, fast-paced world of publishing, from newspapers to books, we're seeing major shifts, and this, of course, affects our competition. But as an entrant reminded me, there is one constant: talent. It always shines through, regardless how the material reaches its audience, and that's what the contest is all about.

- Yet, there are so many challenges. Some categories that once were strong have become weak. Other areas are thriving. It seems we constantly need to be evaluating categories to accommodate the wide variety of material being published, while strictly adhering to the principles of DWAA.

- Letters to all the nominees went out December 7, 8 and 9, inviting them to join us for our awards ceremony and banquet Sunday night, February 13, at the Affinia Hotel in Manhattan. Don't forget . . . all the nominated material will be on display at the dinner. So get your reservations in to Pat Santi quickly (see p. 14), and feel free to call me if you have any questions.

By Sue Jeffries  
Contest Chair  
(502) 245-1070

## Legal Advisor's Update

### Tax Filings

As reported previously, the DWAA had not filed federal tax returns since 2004. While there was no tax due, there are very stiff penalties assessed for nonfiling of the informational returns. DWAA potentially could have owed in excess of \$10,000.

Happily the IRS changed the filing procedures for tax-exempt organizations that have not filed tax returns for three years in a row, and in late July, the IRS announced a voluntary compliance program (VCP) which requires only that the information forms be filed together with a \$100 fee.

The federal returns have now been filed and we have received a letter from the IRS stating that we have been accepted as part of this program and are in full compliance. State tax forms are in the process of being completed.

### Misappropriation of DWAA Funds

As also reported in the last newsletter, DWAA records, reviewed by our accountants, show that a sum in excess of \$71,000 appears to have been diverted to pay for

personal expenses by means of a debit card, the existence of which was unknown to the other officers.

The other officers and I have been working with the New York State Police Investigation Department to gather the evidence necessary to bring criminal charges against the individual involved. This has required the time-consuming process of obtaining the requisite financial records from our bank as well as other historical information. Once this investigation is complete, the State Police Investigator will present his findings to the county District Attorney and, it is assumed, recommend prosecution.

### Bylaws

The Bylaws Committee is still in very preliminary stages. I am hoping to have additional progress to report for the next newsletter.

Prepared by Ida W. Estep, Esq.  
DWAA Vice-President and Legal Advisor

## Contest Update

We had a total of 655 entries in 46 categories in this year's contest. This is probably down a bit from other recent years, and could reflect many things. But the



If you'd like to receive your newsletter electronically—which will save trees and money—contact Secretary Pat Santi at [secretary@dwaa.org](mailto:secretary@dwaa.org). Note: The entire newsletter is in color, but it's far too costly to print in color. If you're reading this issue in black and white, check out the online version at [www.dwaa.org](http://www.dwaa.org), under the Newsletters button. See what you've been missing!



# DWAA 2010 ANNUAL WRITING COMPETITION



- Joanne Anderson (*Massapequa Post*, Babylon, NY)

## MAGAZINES & NEWSLETTERS (other than club publications)

### 3. All-Breed Magazines

- *Dog Fancy*
- *AKC Family Dog*
- *AKC Gazette*

### 4. Single-Breed Magazines (incl. multi-related breeds)

- *The French Bullytin*
- *Ridgeback Register*
- *The Royal Spaniels Magazine*

### 5. Special-Interest Magazines (incl. show, performance, welfare, or all-animal)

- *Natural Dog Magazine*
- *The APDT Chronicle of the Dog*
- *Dog Sport Magazine*

### 6. Yearbook, Annual or Special Publication

- *Puppies USA* (BowTie, Inc., April 2010)
- *American Kennel Club Gazette 125 Years* (Sept 2009)
- *Dogs in Canada 2010 Annual* (Nov 2009)

### 7. Feature in All-Breed Magazine

- Jean C. Keating, "Monumental Courage" (*AKC Gazette*, Aug 2010)
- James B. Spencer, "Shoreline Shimmy" (*Dog World*, Oct 2010, pub. Aug 2010)
- Mara Bovsun, "One Giant Game of Hide and Seek" (*AKC Gazette*, March 2010)
- Lisa Hanks, "Safeguarding Dog Owners' Rights" (*Dog World*, July 2010)
- Wendy Bedwell-Wilson, "Rescuing Racers in the Pacific" (*Dog World*, Jan 2010)

### 8. Feature in Single-Breed Magazine (incl. multi-related breeds)

- Arlie Amarie Alford, "He Made Life A Holiday" (*The French Bullytin*)
- Andrea Dorn, "Caring for your Dog at Home" (*Just Labs*, Jan/Feb 2010)
- Caroline Coile, "Drool Rules" (*Modern Molosser*, Jan 2010)

### 9. Feature in Special-Interest Magazine (incl. show, performance, welfare or all-animal)

- Denise Fleck, "Have You Curled Up With A Good Pet Food Label" (*Dog Sport.*, Sept/Oct 2009)

- Debra J. White, "To the Rescue" (*Pet Planet*, Spring 2010)
- Carol Bryant, "Call Him CodSki" (*Fido Friendly Magazine*, June 2010)

### 10. Feature in Mainstream General-Interest Magazine

- Stephen C. George, "Dear Dog" (*The Saturday Evening Post*, Jan/Feb 2010)
- Sheri Shepherd Levy, "Scent with Love" (*Clubhouse Magazine*, July 2010)
- Elizabeth M. Jarrell, "A New Leash on Life" (*The Goddard View*, April 2010)

### 11. Feature in Yearbook, Annual or Special Publication

- Diane Morgan, "Taking the Lead" (*Training Secrets for Siberian Huskies*, BowTie, Inc., Dec 2009)
- Joan Hustace Walker, "Breeder Basics 2.0" (*Boxers*, BowTie, Inc., May 2010)
- Elaine Waldorf Gewirtz, "Garden of Arf-ly Delights" (*Training Secrets for Rescued Dogs*, BowTie, Inc., Jan 2010)
- Caroline Coile, "Best Breeder Basics" (*German Shepherd Puppies - Popular Dogs*, BowTie, Inc., Spring 2010)

### 12. Column or Subject-Related Series in Any Magazine

- Ann Winsor, DVM, "Ask Dr. Annie" (*The French Bullytin*)
- Caroline Coile, "Nutrition" (*AKC Gazette*)
- Mara Bovsun, "Introducing - The New AKC Breeds" (*AKC Gazette*)

### 13. Canine Newspaper or Newsletter

- *Your Dog*, Tufts University
- *The Ruff Times*, St. Vincent's Patient Pet Care Program

### 14. Feature or Column in Canine Newspaper or Newsletter

- Lorraine Houston, "Home for the Holidays" (*Dogs, Dogs, Dogs*, Dec/Jan 2010)
- Edie Jarolim, "Cleaning the Teeth Without Anesthesia?" (*Your Dog*, Sept 2009)
- Chelsea Reid, "Southern Puppies Rescued in New England" (*Downeast Dog News*, June 2010)

## GRAPHICS AND OTHER GENRE

### 15. Photography: Color (in any publication)

## The Nominees Are...

### NEWSPAPERS

#### 1. Feature or News Story

- Fran Pennock Shaw, "Giving Older Souls Respect" (*Intelligencer Journal/New Era*, Lancaster, PA 7/13/10)
- Marty van Duyne, "Scottish Spirit: Showstopper" (*Town & County/Free Lance-Star*, Fredricksburg, VA 5/1/10)
- Rachel Robertson, "Sun Country . . . Goes to the Dogs" (*The Sun/Hershey Chronicle*, Hummelstown, PA 1/14/10)
- Joanne Anderson, "Nannie Millie" (*Babylon Beacon*, Babylon, NY 8/19/10)

#### 2. Column

- Karin Sherbin (*News & Advance*, Lynchburg, VA)
- Tracie Laliberte (*The Sun Chronicle*, Attleboro, MA)



- Seth Casteel, "Dog Meets World" (Opening photo, *German Shepherd Puppies* - BowTie, Inc., Spring 2010)
- Carol Beuchat, "French Bulldog" (*AKC Gazette*, April 2010)
- Fernando Clemente, "Sleepy Show Dogs" (*The French Bullytin*)

#### 16. Photography: Black and White (in any publication)

- Mary Fish Arango, "Puppy Retrieving•Metal Dumbbell" (*Borderlines*, June/July 2010)
- Tatyana Vergel, "Italian Greyhound" (*AKC Family Dog*, May/June 2010)
- Normajeane Dee, "Hit the Beach" (*The Corgi Cryer*, Spring 2010)

#### 17. Illustration or Painting (in any publication)

- Tom Kimball, "Wading Through Grief" (*Dog Fancy*, March 2010)
- Chet Jezierski, "The Bluetick Coonhound" (*AKC Gazette*, Dec 2009)

#### 18. Series: Photography, Illustrations, or Paintings (in any publication)

- Kathryn Hollinrake, "Farm Dogs" (*Dogs*

- Mar/April 2010)
- Thomas Marshall, "Everyday Heroes" (*AKC Gazette*, June 2010)
- Brian Patrick Duggan, "Farid's Gift" (*American Saluki Assn. Newsletter*, Summer 2010)

#### 21. Poetry in Any Written Medium

- Gayle Applegate, "Mutual Regard" (*Dog Fancy*, March 2010)

#### 22. Humor (Writing, Art or Both) in Any Written Medium

- Terry Lynn Johnson, "Frozen Turd Wars" (*Dogs in Canada*, Dec 2009)
- Lorraine Chittock, "Canines Undercover" (*Dog Fancy*, Sept 2010, pub. Aug. 2010)
- Elizabeth M. Jarrell, "Sophia Maria's Eating Disorder" (*The Aussie Times*, Jan 2010)

#### 23. Poster, Calendar, Pamphlet or other Special Publication

- Roy Wilson and Pamela Hall, *Cavalier King Charles Spaniel Notecards* (Oct 09)
- Devon Thomas Treadwell, *The Golden*

#### 27. Internet - Regular Column

- Allan Reznik, "The Dog Insider" (*DogChannel.com/BowTie*, Inc.)
- Mary Burch, "Ask the AKC Animal Behaviorist" (*AOL PawNation*)

#### CLUB PUBLICATIONS (NATIONAL)

#### 28. Magazine Format

- *The Alpenhorn*, Nancy P. Melone, Ed./Designer (Bernese Mountain Dog Club of America)
- *The Dirty Beards*, Sandi Lyon (American Bouvier des Flandres Club)
- *The Saint Fancier*, Glenn Radcliffe (Saint Bernard Club of America)
- *The Courier*, Terry Cardillino (Portuguese Water Dog Club of America)

#### 29. Newsletter Format

- *The Starter Barks*, Merrielle Turnbull (Welsh Springer Spaniel Club of America)
- *NAWBA Journal*, Carol Rauch (North American Working Bouvier Association)
- *AMAL Tales*, Shel Simpson (Alaskan Malamute Assistance League Newsletter)



- in Canada 2010 Annual*, Nov 2009)
- Chet Jezierski, "Above the Best" (*The "D" Annual*, Feb 2010)
- Jeff McCloskey, Illustrations ("Not a Used Dog, At All", Sept 2009)

#### 19. Editorial, Opinion or Essay in Any Written Medium

- Molly Robitaille, "Future Fancy" (*AKC Gazette*, April 2010)
- Leslie Glynn, "Remembering Ryce" (*Celebrating Greyhounds Magazine*, Winter 2009)
- James Colasanti, Jr., "A Christmas Past . . . The Christmas Meatballs" (*Cesar's Way Mag.*, Dec 2009)
- Joanna Anderson, "The AKC Library is Put to Sleep" (*Amityville Record*, Sept 2009)
- Elaine Mitchell, "Dear Fanciers" (*The Royal Spaniels Magazine*, Fall 09)

#### 20. Short Fiction in Any Written Medium

- Teri Wilson, "Prada Gets Puzzled - Pt. 14, Chihuahuas are Better than Facelifts" (*Chihuahua Connection*,

- Life: Retrieve a Golden of Minnesota 2010 Calendar* (Sept 2009)
- Marilyn Danko and Joanne Anderson, *Afghan Hound Club of America 2010 Calendar* (Fall 2009)

#### 24. Broadcast Journalism

- Sarah Montague, "Far Cry: Beagling in Upstate New York" (NPR 10/24/09)

#### 25. Internet - "E" Magazines

- *DIY Doggie*, Susan Hartzler, Editor (Alpha Dog)
- *The USDAA Overview*, Brenna Fender, Editor (United States Dog Agility Assn.)

#### 26. Internet - Feature Article

- Anne Marie Rasmussen, "Sir Edwin Landseer, RA - The Quintessential Dog Artist" (*Dog Gone Art*, Jan 2010)
- Roy Wilson, "The Writing of an Award-Winning Art Book" (*Dog Gone Art*, Jan 2010)
- Debbie Waller, "Shh . . . Dogs are R.E.A.D.-ing" (*ccpets.com*, Aug 2010)
- Suzanne McKay, "Pool Safety" (*The Havanese Breed Mag.*, May-June 2010)

#### 30. Feature in Club Magazine or Newsletter

- Cheryl Zappala, "Creating a Balanced Dog" (*The Saint Fancier*, Aug 2010)
- Nancy Kay, "A Dozen Simple Ways to be Certain You are Working with a Reputable Breeder" (*The Alpenhorn*, June 2010)
- Tracie Laliberte, "Cavalier Whoopee: Be Careful What You Teach Your Dog" (*Royal Dispatch*, Winter 2010)
- Rev. Kate Bryant, "A Different Kind of Collar" (*The Courier*, July-Aug 2010)
- Elizabeth M. Jarrell, "A Little Bit Naughty" (*The Aussie Times*, July-Aug, 2010)

#### 31. Regular Column or Subject-Related Series

- Nan Cochrane, Tracking Column (*The Australian Shepherd Journal*)
- Kate Eldredge, "Rally" (*The Australian Shepherd Journal*)
- LuAnn Stuver Rogers, "From the Heart" (*The Royal Dispatch*)
- Anne Hershey, "Tracking Field Notes" (*The Aussie Times*)



## 32. Yearbook, Annual or Special Club Publication

- Sue and John Vahaly, *Pembroke Welsh Corgis in America: 2009 PWCCA Handbook* (Aug 2010)
- Kathi Brown, Illustrated Standard Committee, *The Illustrated Guide to the Scottish Terrier* (Scottish Terrier Club of America, Dec 2009)

## CLUB PUBLICATIONS (REGIONAL OR LOCAL)

### 33. Magazine Format

- *The Corgi Cryer*, Cindy Read, Ed. (Mayflower Pembroke Welsh Corgi Club)

### 34. Newsletter Format

- *The Scottie Scuttlebutt Newsletter*, Carolyn Grande, Ed. (Rocky Mountain Scottish Terrier Club)

### 35. Feature in Local Club Magazine or Newsletter

- Florence Scarinci, "Why You Need to

## BOOKS

### 37. Single Breed

- Jeffrey Pepper, *Golden Retriever* (BowTie Press/Kennel Club Books)
- Tammy Gagne, *The Papillon* (Terra-Nova, TFH Publications)
- Sheila Webster Boneham, *The Shetland Sheepdog* (Terra-Nova, TFH Publications)
- Caroline Coile, *Yorkshire Terriers* (Barron's Dog Bibles)

### 38. General Interest or Reference

- William Secord, *The American Dog at Home: The Dog Portraits of Christine Merrill* (ACC Editions)
- Mary Jane Checchi, *The 50+ Dog Owner* (TFH Publications)
- Ryan Reed, *Born to Run: Racing Greyhound: Competitor to Companion* (BowTie, Inc.)
- Karla Addington-Smith, *Introduction to the Foundations of Dog Grooming* (Ohio State University)

### 39. Care and Health

- Julie Reck, DVM, *Facing Farewell: A*

- Barbara Techel, *Frankie, the Walk 'N Roll Therapy Dog Visits Libby's House* (Joyful Paw Prints)

### 43. Soft-cover Guides on Any Dog-Related Subject

- Thomas Barthel, *Dogscaping: Creating the Perfect Backyard and Garden for You and Your Dog* (BowTie, Inc.)
- Mary Ann Nester, *Dancing with Dogs* (TFH Publications)
- Denise Fleck, *How to Take Care of Your Dog or Puppy* (Quickfind Books)
- Jean Fogle, *Tricks for Treats* (BowTie, Inc.)

### 44. Single or Multi-Breed Pet Guides

- Lisa Ricciotti, *Breed Lover's French Bulldog* (TFH Publications)
- Elaine Waldorf Gewirtz, *Dog Life Boston Terrier* (TFH Publications)
- Suzanne McKay, *Woofs, Wiggles and Wags: Raising a Toy Breed Puppy* (Art Book Bindery)



Benjamin T. Minkler

Know Dog Law 101" (*The Corgi Cryer*, Summer 2010)

- Lynda McKee, "Just When You Think You Have Survived Puppyhood" (*The Corgi Cryer*, Fall 2009)
- Emelise Baughman, "Will Dogs Be In Our Future?" (*The K-9 Report: Grand Island Kennel Club*, Aug 2010)
- Caroline Coile, "Parasites and Puppies" (*Central Florida Assn. of Saluki Hounds*, Jan-Feb 2010)

### 36. Regular Column or Subject-Related Series

- Nancy Boyd and Deb M. Eldredge, DVM, "Sorting Truths from Tales About Tails" (*The Corgi Cryer*)
- Deb DeVona and Deb M. Eldredge, DVM, "Herd, Seen, Go Find, Over, and Finish" (*The Corgi Cryer*)
- BreAnna Ehlers, "A Junior's Perspective" (*The K-9 Report, Grand Island Kennel Club*)

*Guide to Making End of Life Decisions for Your Pet* (Lulu)

- Doug Koktavy, *The Legacy of Beezer and Boomer* (B Brothers Press)
- Denise Fleck, *Dog First Aid & CPR* (Quickfind Books)

### 40. Training and Behavior

- Bardi McLennan and Miriam Fields Babineau, *Puppy Training* (BowTie, Inc.)
- Elaine Waldorf Gewirtz, *Fetch This Book* (Our Best Friends, Eldorado Ink)
- Mary Burch/American Kennel Club, *Citizen Canine* (BowTie, Inc.)
- Sarah Whitehead, *Gentle Hands Off Dog Training* (Dogwise)

### 41. Fiction and Mystery

- Cathy Mitchell, *Save A Spaniel* (Cathy Mitchell)

### 42. Children's

- Carol Rauch, *The Artful Bouvier* (Carol Rauch)
- Carol Erickson, *Not a Used Dog, At All* (Author House)

- Joan Hustace Walker, *Boxers: A Complete Pet Owner's Manual* (Barron's)

### 45. Humor

- Chris Walkowicz, *Dog Show Judging - The Good, the Bad, and the Ugly* (Dogwise)
- Robyn M. Fritz, *Bridging Species: Thoughts and Tales About Our Lives with Dogs* (Alchemy West)

### 46. Anthology

- Amy Newmark, *Chicken Soup for the Soul: What I Learned from the Dog* (Chicken Soup for the Soul Publishing)
- Karen D. Pfeiffer, *The Romance of the Collie: True Tales of an Amazing Breed* (Xlibris)
- Joanne Wannan, *New Lives: Stories of Rescued Dogs Helping, Healing and Giving Hope* (3 Black Dogs)





# MEMBERSHIP

## Membership Committee Report

The Membership Committee set a goal of 450 members by the end of 2010. As of November 1, we have 438 current members.

We have been actively recruiting new members. We contacted the AKC breed club newsletter editors with an invitation to join. We also reached out personally to individuals and provided applications to potential new members. If we discovered an exciting new website, book, blog, or article, we provided the author with an application. Our contest chair, Sue Jeffries, has included invitations and applications to individuals who entered the contest.

We would like to ask all members to assist the Membership Committee by inviting and providing applications to colleagues and individuals they discover in local papers or other venues. Develop an e-mail or other relationship with the individual and offer to sponsor him or her. The DWAA website ([www.dwaa.org](http://www.dwaa.org)) has an application that can be downloaded and printed or if you prefer, contact one of us on the Membership Committee (see p.3) and we will be happy to provide you with the forms.

DWAA isn't just for newspaper and magazine writers. Our ranks include graphic artists and photographers; mystery, fiction and children's authors; poets; historians and veterinarians; editors and publishers. We have members who host national radio shows, and others who appear on TV programs. Blogging, website production, social networking, and videography are among the professional activities of other members.

The benefits of membership include:

- Free subscription to the DWAA quarterly newsletter *Ruff Drafts*
- Free subscription to a members-only e-mail list
- Free access to the members' forum
- Press card to facility entry at dog events
- Discounted fee to enter annual writing competition
- Networking opportunities
- Professional guidance and advice

In order for you to take full advantage of membership, we urge you to join the DWAA e-list and forums. Help insure that DWAA continues growing strong; invite a friend to join the organization.

Prepared by Marsha Pugh,  
Membership Committee Chair

## Member News

**Carol Lea Benjamin's** new book, *Do Border Collies Dream of Sheep?* (Outrun Press, 2011) is the true story of how two littermates grow up and into their jobs, one to be a sheepdog, the other a service dog. • Written in alternating chapters by Carol Lea and Denise Wall, the book follows two pups from their birth on a farm to their work on the farm and in the city. • It's also a story about all dogs, how their instincts and responses are informed by the work they were bred to do. And, of course, it's a love story, that of humans for dogs and dogs for humans. Carol Lea states: "It's the story I've been wanting to tell since my first service dog, a mixed breed named Dexter, adopted from the ASPCA, saw a need and volunteered to help in a way that, back then, no one knew a dog was capable of doing, thus becoming the first service dog ever to work with Crohn's disease."

The book is published by Outrun Press in two versions, an inexpensive black and white edition and a deluxe full-color edition, available online from Amazon, Barnes & Noble and Outrun Press. • More than 150 photos and illustrations.

New member **Mary Jane Checchi** announces the August 2010 publication of her second book, *The 50+ Dog Owner: Complete Dog Parenting for Baby Boomers and Beyond* (T.F.H. 2010). Geared especially for seniors, topics covered include selecting the right dog for the 50-plus lifestyle, traveling with a dog, housing issues, the cost of care and senior-friendly equipment.

In October 2010, **Steve Dale** discovered a Facebook Fan Page in favor of legalizing dog fighting (yes, you read that right). Steve promptly blogged about it, urging likeminded people to ask Facebook to take down the page on the grounds that it was a violation of the site's published rules against inciting violence. Thousands did just that, and within twenty-four hours, the page was down. This was the second time

Steve led a successful protest against a pro dog fighting page on Facebook.

"Managing the Multiple Dog Household" is an online course taught by **Pamela Dennison**. The course began on November 19 and ran for thirty days, although like many online courses, students had an additional thirty days to "come back, re-read the text and re-watch the video clips." Depending on feedback, Pamela expects to offer additional courses in the future. Details at [www.positivedogs.com](http://www.positivedogs.com) under online classes.

**Jim George** and **Bruce Kasanoff**, new members and the cartoonist/Man Friday for [www.DrawtheDog.com](http://www.DrawtheDog.com), have two requests: they want funny dog photos on which Jim can base his daily cartoon (send them to [photos@drawthedog.com](mailto:photos@drawthedog.com)); and they want you to sign up to get their daily cartoon by e-mail. You'll be interested to know that a number of Jim's cartoons already feature DWAA members' dogs (see p. 11 for an example). How cool is that? Also, Jim and Bruce are trying to make sure that all breeds are featured in its cartoon archives, and quite a few are still missing. If you have one of the less populous breeds, go to [www.drawthedog.com](http://www.drawthedog.com), and click on the "Missing Dogs" link on the homepage.

Fellow dog writers are among the many individuals featured in **Kim Thornton's** newest book, *Careers With Dogs*, scheduled for publication by BowTie Inc. just before Christmas 2010. Kim notes that the book is dedicated to the late Mordecai Siegal, former DWAA president. She "wishes he were around to enjoy it."

The indefatigable **Debra White** has two new feathers in her cap. "For Two Dollars She Was Mine" is Debra's entry in *Dogs and the Women Who Love Them: Extraordinary True Stories of Loyalty, Healing and Inspiration* (New World Library, November 2010). The story is based on a New York City street dog whom Debra credits with giving her a reason to live after a devastating automobile accident in 1994. The second, "Sky Harbor Sniffing," is an article in England-based *Airports of the World* about the contraband-sniffing Beagle Brigade of the Customs and Border Patrol unit at Sky Harbor Airport in Phoenix.

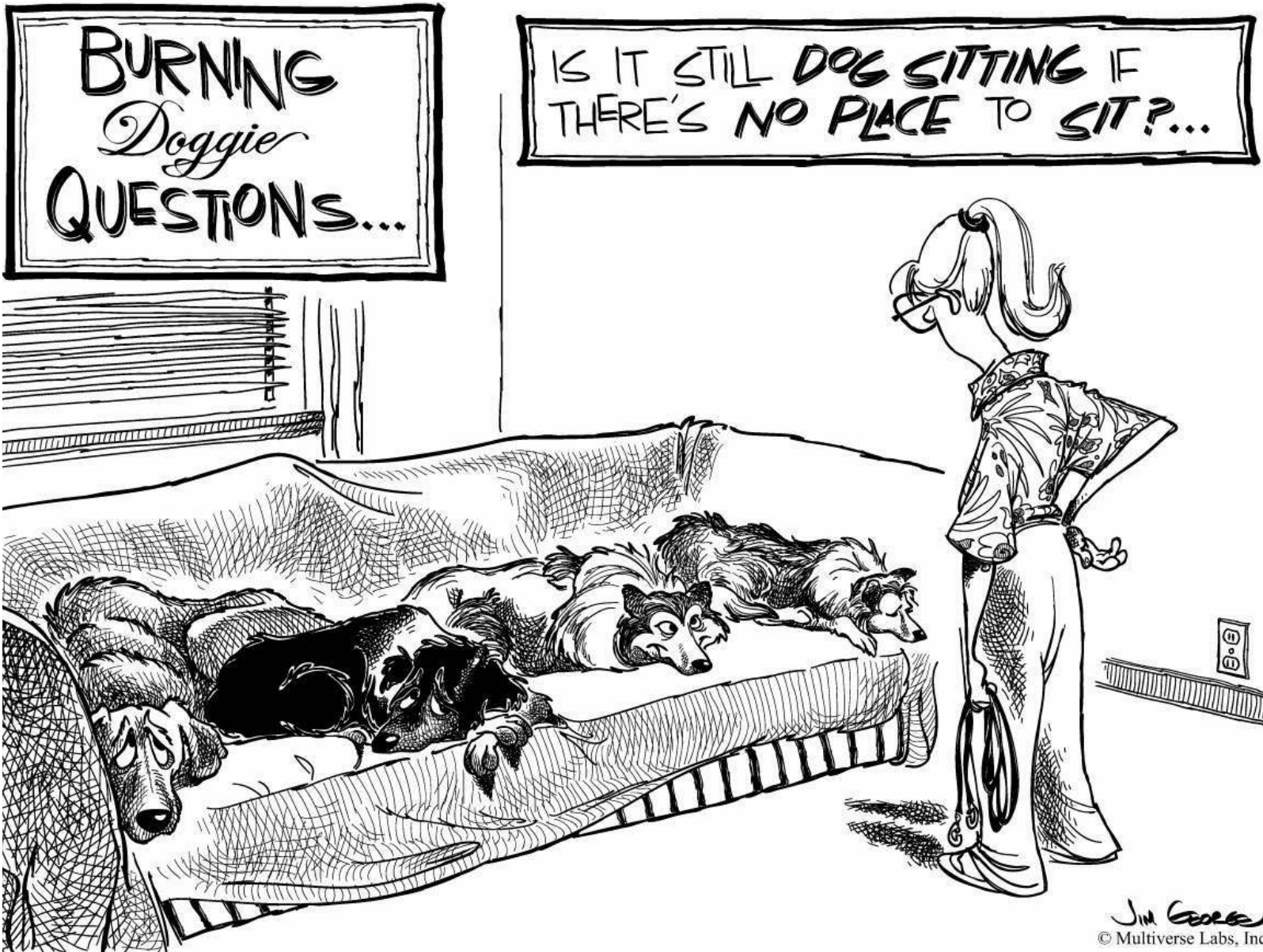
**Got news to share** for this column? Send details to [marionl@earthlink.net](mailto:marionl@earthlink.net).



**D**rawtheDog.com is the very fun website of new DWAA members Jim George and Bruce Kasanoff. Anyone with a funny photo of a dog or dogs is invited to e-mail the photo to Jim and Bruce, along with a brief "story" describing the context of the photo. If the image inspires Jim (the cartoonist), he creates a cartoon that "draws itself" on the website. The photo that inspired the cartoon is published directly beneath the cartoon, along with some of the photo's backstory.

On the right is the original photo that DWAA member and professional pet sitter Terry Albert submitted to DrawtheDog.com. Terry boards dogs in her home. The two Shelties in the photo, Bonnie and Lilly, belong to Terry. Also on the couch are member Kim Thornton's Cavalier King Charles Spaniel, Twyla—a client of Terry's—and yellow Labrador Tally, a "visitor." Something about the crowd on the couch struck Terry as funny—and Jim and Bruce agreed! Jim's cartoon, below, is his artistic interpretation of the photograph.

This static page does not do justice to the DrawtheDog website, where the cartoon of the day literally evolves itself before your eyes. Check out the real thing, and submit your own funny photo. Pssst... There may be a book somewhere down the line.



# NEW YORK. ON THE CHEAP

BY EVE ADAMSON

New York means different things to different people: the Broadway lights, the snooty Soho galleries, larger-than-life Times Square, the green spaces in Central Park, crowded sidewalks, high fashion, honking taxicabs, \$25 cocktails, some of the best restaurants in the world, and some of the most eccentric people. New York City is as varied as the world of purebred dogs. Come February, it's also home to the country's most prestigious dog show, the Westminster Kennel Club show—or, simply, Westminster—at Madison Square Garden.

New York City loves dogs. It welcomes dogs with open arms. It even lights up the Empire State Building in the Westminster Kennel Club's signature colors—purple and gold—on the two thrilling evenings of that venerable dog show. For the people on the other end of the leash, however, New York can be daunting, especially for those who have never been there before. For dog writers from less populous regions who aren't even bringing a dog, well... New York City can seem like it has claws and fangs.

The first time I went to New York to cover Westminster for a magazine, I admit I was pretty nervous. I wondered about the many rumors I'd heard, especially prevalent out here in the Midwest where those "New Yorkers" (sometimes uttered with a sneer) are regarded with a certain suspicion. Don't New Yorkers walk really fast? (Yes.) Aren't they irritable (some of them), impatient (most of them), and nasty (hardly any of them)? Aren't you practically guaranteed to get mugged if you venture into Central Park (not during the day), Times Square (not in the least, it's always populated, policed, and super safe), and the subway (highly unlikely)?

And isn't everything incredibly, astronomically, impossibly expensive?

No!

In fact, New York City can be incredibly *inexpensive*, depending on how you decide to conduct your visit. I love to travel, and I've found that I often spend less on trips to New York than I do on trips to nearby (to me) Chicago. Since many of us aren't exactly rolling in piles of money these days, and since we Midwesterners in particular have a penchant for penny pinching, I'm happy to share with you my personal, tried-and-true Rules for Visiting New York City on the Cheap.

**Don't overpay for airfare.** Shop early for plane tickets and look for good deals. They are always to be had. In October 2010 I found a direct flight from Chicago to New York City on Southwest Airlines in February for \$60 each way. That means two round-trip tickets, including all taxes and fees, cost me \$282.00. Plus, we can check up to two bags each for free. I'd probably spend more on gas and food if I drove to New York (and I already know I don't want to try that!). Check out [www.southwest.com](http://www.southwest.com) for deals. If Southwest doesn't fly to your realm, try other discount airlines, like AirTran Airways, Jet Blue, or Spirit Airlines. Get on their e-mail lists so you get cheap flight alerts. Note: Cheap flights are almost always nonrefundable.

When you arrive at the airport, you could take a taxi into the city, which is pricey. Don't take one of those unmarked black cars driven by those nice men who offer to drive you in for a deal—they

aren't supposed to do that. Or, book a cheap shuttle through a discount travel site. Or, you could take a bus. In the airport, near the baggage claim, go to the desk that advertises buses into the city ("the city" actually refers to the borough of Manhattan but is sometimes written as New York City or just New York) and find out which one will go closest to your hotel. If you're brave enough, go for it! We tried that last year. We ended up having to schlep our luggage a bit, but it only cost \$10. A taxi from JFK will cost you a flat rate of \$45 (plus bridge or tunnel toll), but if you're splitting it, that's not really so much, either. There is no flat rate fare from LaGuardia—figure about \$20 unless it's rush hour.

**Stay for cheaper.** If you are going to stay in a hotel in New York City and you don't want to pay \$300 or more per night, you are just going to have to accept that your room will be really small. Deal with it. You didn't come to hang out in the room, right? It's just for sleeping. Small is less important than clean and safe. Those "dog show discounts" you see on the Westminster Kennel Club Web site are nothing compared to what you can get on your own if you look around a bit, especially if you are willing to walk a few blocks or take the subway. Try Priceline.com for hotels. I just searched for a 3-star hotel and offered to pay \$99/night. I got a room at Hotel Thirty Thirty for that price, just half a mile from the Garden. Try getting that price at a three-star hotel in Chicago. Cut your cost even more by sharing a room with a fellow intrepid dog writer. Anyone? Anyone?

**Eat cheap.** New York City is one of those rare and wonderful places where it's actually cheaper to eat out than cook at home. At least that's what residents tell me. Sure, you could spend hundreds dining at Le Bernardin every night (if you could get a reservation), and you could pay for overpriced fare at touristy destinations in hotels by the Garden. Or, you could eat like a local. There are excellent small independently owned restaurants all over the city—Asian, Indian, Mexican, Middle Eastern, Jewish, and just plain old delis and cafes where you can pick up a sandwich, noodles, a big salad, or a bowl of soup for practically nothing. If you want a really great recommendation, ask a local, but I've had good luck browsing around and popping in to cafes, diners, and other little hole-in-the-wall spots I've never heard about before, that look like they aren't filled with tourists but *are* filled with New Yorkers. They all post menus outside so you can check the offerings and the prices before you commit. Or, just get take-out from the deli. Eat where the locals eat and you'll pay what the locals pay.

**Take the subway.** New Yorkers travel by subway for a reason: it's fast and cheap. Don't waste your money on a cab unless it's really urgent and you can find one quickly (by standing on the corner and raising your arm with confidence, but good luck at rush hour or late at night). Instead, be brave and go for this more sensible form of transportation. Nervous? Purchase your Metrocard from the attendant in the booth the first time. You don't want to try to figure out the Metrocard vending machines if there is a line of impatient New Yorkers behind you. After you've got the hang of it, get a card with several rides on it so you can go back and forth to



your heart's content. Study the subway map first (they hang on the wall in all subway stations) to get the lay of the land. If you go the wrong way, don't worry. Just get off at the next stop, and go back the other way. As long as you don't exit through a turnstile, you don't have to pay again. Take a friend, for confidence.

**Do free stuff.** The dog show is great. It's fun, and if you are a writer on assignment, you can get a press pass to get in for free. We love free! However, there are so many other fun things to do in New York City that cost nothing, or practically nothing. You won't really feel like you're in New York if you don't do at least one or two of them. Here are some of the things you can do (and I've done) for free or almost free in New York City:

- Wander around Times Square. Few places are more colorful and full of colorful characters, and people-watching doesn't cost a penny.
- Visit art galleries in Soho. Walk in, scratch your chin and tilt your head as you ponder the art, walk on. Pay nothing.
- Be part of a studio audience. I was on *The Daily Show* a few years ago. Typically you have to request tickets in advance and can do so online, but my friend Ben was walking by David Letterman's show a few years ago and was asked on the street if he wanted to fill a seat.
- Check out subway talent. I've listened to some exceptional musicians playing their instruments and singing, right on the subway platform. It's a concert, for *free!* (Although it's always nice to reward talent with a few bucks.)
- Tour the Museum of Modern Art (aka MoMA) on Target Free Friday Night. Yes, MoMA is free every Friday from 4:00 to 8:00 p.m. If you love modern art, you can't miss this. It's crowded but it's awe-inspiring. If you're more science-minded, you can visit the American Museum of Natural History in Central Park, for whatever price you want to pay, although they suggest an admission price of \$15 for adults, \$11 for seniors and students. (Members are free, too.)
- Walk around Central Park. Yes, it's winter, but why not walk around anyway? It's free and fun and on a balmy February day, starkly beautiful. One year, the artist Cristo had an outdoor exhibit and wrapped up all the trees in his signature style. Another year, we caught a dramatic political protest involving, um...naked people in the snow. You had to be there.
- Shop. Shopping isn't free, of course (window shopping is), but if you love to shop for clothes, New York City is your new best friend. Walk around any area of the city, not just the Garment District, and look for sample sales, consignment shops, and discount department stores like Daffy's and Century 21. We always buy clothes in NY and take them home (in our free checked bag—bring an empty one!).
- Overdose on dog art. When you just can't get enough dogs, visit the William Secord Gallery, which is all dog art all the time. It's free and gorgeous, and they often have events surrounding Westminster, such as receptions or special exhibits. Find them at 52 E. 76th Street, on the Upper East Side just a block from Central Park. (Note that this and most museums are usually closed on Mondays.)
- See a show off-Broadway. It won't be free but it will be cheaper than Broadway and just as fun, and more likely to make you feel like an insider. Look around for reviews online before you leave, to see what might interest you. If you go to the theatre before the show starts, sometimes

you can get in really cheap, as they try to sell the last empty seats just before curtain.

I could go on, but I'm out of space. This is just a sample of what you can do when you commit to doing New York City on a budget.

Finally, I've got one parting piece of advice, from someone who has never lived in New York City but has learned to love to visit: To enjoy New York City (or, I would argue, any place that is quite different from where you live), you have to suspend your normal expectations, release your habits, and just go with it. New York isn't going to adapt to you (would you respect it in the morning if it did?), but if you adapt to it, you're going to have a great time. Soak in the energy, walk faster, talk faster, get in the swing. Play along. Pay attention to what you're doing, hold on to your purse, and walk with confidence.

Yes, sometimes New York City can be stressful. It has a frenetic energy and a high-strung personality. It's a "Type A" city. When you're in it, it might sometimes feel overwhelming, but when you get home, you will inevitably look back on the experience and say to yourself, "Wow, that was pretty great."

And if you've done it right, pretty darn cheap too.

*Iowa City, IA-based Eve Adamson is a New York Times best-selling author and DWAA Board member. • [www.eveadamson.com](http://www.eveadamson.com).*



Eve and Rally Sally, her 12-year-old "heart dog." Sally was adopted from a shelter eleven years ago.

## **WANTED:** Your Personal Path to Publication

Beginning with the next newsletter, we will feature one member's "story" each issue. We need 2000-word, first-person essays that offer guidance and inspiration to newcomers. Questions to answer include: What was the most important lesson you learned along the way? What role did luck play in your success? What would you do differently? What advice can you offer to the person who would love to have your job? Query me either at [marionl@earthlink.net](mailto:marionl@earthlink.net) or at Marion Lane, 5509 State Route 145, Cobleskill, NY 12043.

# DWAA AWARDS BANQUET

SUNDAY, FEBRUARY 13, 2011 6:00 PM

## AFFINIA MANHATTAN HOTEL

371 SEVENTH AVENUE, NEW YORK, NEW YORK 10001

### MENU

PLEASE CHOOSE ONE



Sautéed chicken, chef selection starch & vegetable



Horseradish-crusted salmon, chef selection starch & vegetable



Grilled vegetable Napoleon, shaved asiago, chef selection starch & vegetable

*All meals come with warm rolls & butter, mesclun greens salad with Maytag blue cheese, cherry tomatoes and frisel onions, Affinia Manhattan cheesecake, brewed coffee, decaffeinated coffee and assorted teas*

### RESERVATIONS

\$65 PER GUEST

Number of reservations \_\_\_\_\_ Total amount submitted \$ \_\_\_\_\_

(If you have food allergies please let us know so we can better serve you.)

Name of Guest(s) \_\_\_\_\_

(Use separate sheet of paper if needed; indicate meal choice for each guest.)

Address \_\_\_\_\_

E-mail \_\_\_\_\_ Phone Number \_\_\_\_\_

Please make checks payable to DWAA in US funds and send along with this page to:

*Pat Santi, Banquet Chairperson*

*173 Union Road*

*Coatesville, PA 19320-1326*

You may telephone, fax or e-mail your reservation

TELEPHONE: (610) 384-1326

FAX: (610) 384-2471

E-MAIL: rhydowen@aol.com

Reservations are not complete until payment has been received.

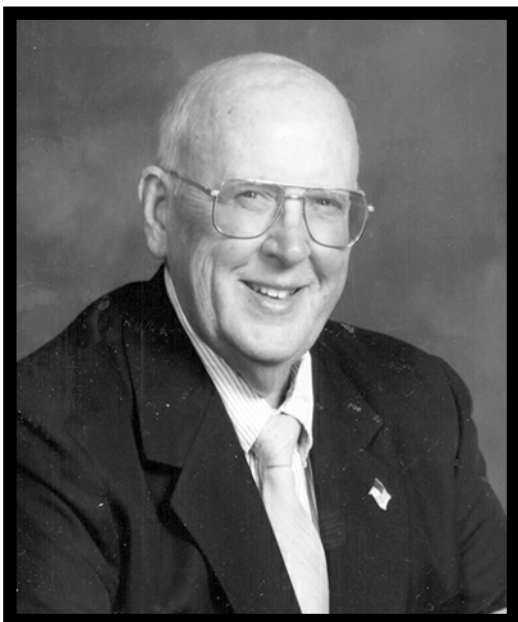
You may also make reservations and pay online through PayPal at [www.dwaa.org](http://www.dwaa.org). If you have questions, contact Pat (see above) or Marsha Pugh at (301) 274-3435.

Cash bar opens at 5:00 PM. Dinner will be served at 6:00

and the Awards Program will begin promptly at 7:45.

Coat check will be available in the Madison Room.





Albert Stevens (Steve) Willett, 1940-2010

Members of DWAA who attended Westminster or other major dog shows and performance events in the years between 1984 and 2002 may well have noticed or chatted with the soft-spo-

ken, friendly guy in the suit who represented the Gaines Dog Foods and Ken-L Ration brands that sponsored the events so generously all those years. That man, Steve Willett, was the marketing professional, dog lover and people person who always seemed to be there: presenting awards, saying a few words, rolling up his sleeves, working in the background, talking a little and listening a lot. Sadly, Steve passed away in October 2010. Hal Sundstrom was president of DWAA for a large chunk of the time when Steve Willett was our friend and benefactor. Hal's comments on learning of Steve's death follow:

"Steve Willett's contribution to the Dog Writers Association of America is legendary. Our affiliation evolved from mutual interests. A "hospitality suite" for the DWAA was an informal concept conceived by the late publisher and then-president of DWAA, Bill Denlinger, for the AKC's 100th anniversary show in Philadelphia in 1984. Coincidentally, Steve Willett of Gaines, along with Tom O'Shea, hosted a hospitality suite for dog fanciers at that show. The popular idea moved to the Penta Hotel in

New York City for Westminster, again sponsored by Gaines under Steve's direction.

"Steve was an enterprising and congenial friend to the Dog Writers' community. Hospitality was soon extended to judges, stewards and many of the Westminster show's exhibitors and guests. The room became a refuge during the days of the show, offering meeting space for dog writers, lots of laughs and small and large talk. No need to ask directions to the suite, for as soon as you entered the hotel you had only to follow the mouth-watering aroma—and the crowd—to the Gaines Hospitality Suite for the fabulous food (prepared by Edie O'Shea) and adult beverages (mixed by Tom ). Many lasting friendships and memories were made in that room with the Willetts and O'Sheas presiding. The Gaines Hospitality Suite and the Dog Writers' Association of America was the 'place to be' during that era—perhaps the Golden Years of DWAA."

Hal Sundstrom  
Past President, DWAA  
Greer, SC

## Breaking Into Publishing

[continued from page 5]

The following comments are excerpted from a discussion on the DWAA e-mail list.

### Question: How did you get your first piece published?

My first published piece was a sports feature for the local paper. A reporter had spoken to our Girl Scout troop and she helped me make the connection with the sports editor. I was fifteen. I wrote off and on for the paper from then through college. My first dog piece was published in the *AKC Gazette*. I had written a response to an article on "Responsible Dog Ownership," and the editor liked it.

—Su Ewing

My first-ever piece was on training a dog for lure coursing, in the *Saluki Quarterly*. After that, I wrote another one or two, and I was offered a regular column in *The Windhound* magazine. I was so thrilled I would have paid them! I wrote the column for years, and it was good practice for meeting deadlines and coming up with topics. I should have continued while I had the momentum, but instead I was focused on writing a scientific book about dogs (which has yet to see the light of day). It would be another five or more years before I fell into writing professionally.

And I should have joined DWAA sooner. I didn't believe others when they said they got jobs by being a member, but I got jobs through the list—some of which are still paying off.

—Caroline Coile

My first attempts were in breed magazines and newsletters. These publications beg for contributions, so no problem in being rejected, but no chance of being paid. Then I took a writing class, proposed a column to a local paper, and they accepted. *All About Dogs* made an awesome \$10 a week. I included news and local wins, and it was popular with everyone who loved dogs. A few years later, they cut the column due to financial constraints (I guess the \$10 was a burden). But by then I was writing for the *Gazette*, then branched out into other periodicals, and then dove into books—thanks to publisher Bill Denlinger (he was DWAA president when I joined).

—Chris Walkowicz

I was an English major taking a journalism course and if we got an article published, we got an automatic "A." I was a drama minor so I wrote an article about Thespis and tied it in with the Oscar Awards. The article was published in the local paper. But I consider my writing career began with a funny article I sent to *Pug Talk* magazine about

Guinevere, my Pug. I kept writing funny articles about Guinevere, which led to my column "Pug Tales" in *Pug Talk*. My column led to other writing opportunities. I've learned the importance of being passionate about the subject matter or of being dedicated to trying to educate others. Now I look at everything I write as perfecting my craft, whether it gets published or not.

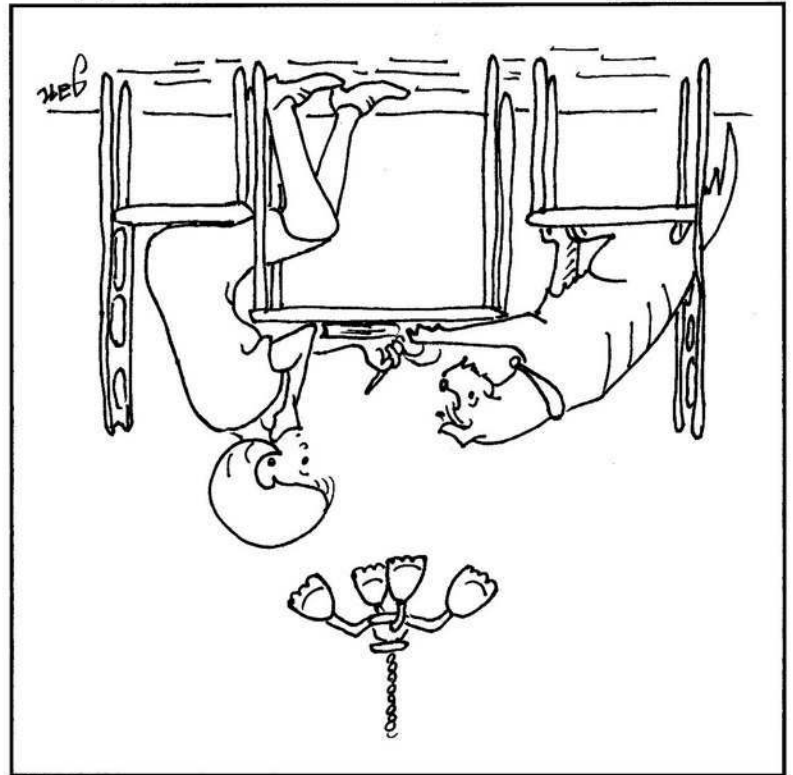
—Dianne Bourgeois

I work at a small town newspaper. I was not hired as a writer, but a few years ago I started using my free employee classified ad to talk about my dogs, then everyone else's dogs, cats, chickens and horses. What started as 80 or 100 words with a picture turned into almost 500 words twice a week, every week. It's been fun, but now it's time to move out of the safe zone and send my work to larger and more varied venues. I love the idea of an ongoing conversation in *Ruff Drafts* about how to go about doing that.\*

—Renee M. Casad

\*We do too! E-mail questions you'd like to see answered to [marionl@earthlink.net](mailto:marionl@earthlink.net). And if you'd be willing to serve on an informal advisory panel to come up with those answers, let me hear from you. I may be as old as the hills and as smart as a whip, but I don't know everything. Send me your name and area of expertise.

*A title for your new book? How about, "My  
Incredibly Awesome Dog"?*



*By Janice Biniok*

**Roxie**



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