

The Cat Writers' Association, Inc. Seventeenth Annual Conference

Held in conjunction with the
2010 Westchester Feline Club Cat Show
Westchester County Center
White Plains, NY



November 18 - 20, 2010
Crowne Plaza White Plains Hotel
White Plains, NY

The Cat Writers' Association, Inc. Seventeenth Annual Conference

2010 Officers

President: Susan M. Ewing

Vice President: Dusty Rainbolt

Acting Treasurer: Fran Pennock Shaw

Secretary: Wendy Christensen

Immediate Past President: Amy D. Shojai, CABC

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Heike Hagenguth, Linda Kay Hardie, Sharon Melnyk,
Arden Moore, Allene Tartaglia

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Nancy Marano (chair); Judi Basolo, Marion Lane,
Julie Ann Mock, Dusty Rainbolt, Fran Pennock Shaw,
Betsy Stowe, Sandra Toney

2010 Conference Committee

Susan M. Ewing and Dusty Rainbolt
(co-chairs); Carol Frischman,
Lyn T. Garson, Heike Hagenguth,
Nancy Marano, Sharon Melnyk,
Nancy Peterson



The **Cat Writers' Association, Inc.** (CWA) is an international association of professional communicators who provide to the general public and to specialized audiences news, information, education and works of literary and graphic art that help describe, dramatize, explain and illuminate the myriad aspects of felines, especially domestic cats, and their place in human life and culture.

CWA members promote the best interests of all cats through a variety of media and formats, including newspapers, magazines, radio, television, web sites, blogs, public relations and publicity, photojournalism, illustration, fine arts, photography, video, podcasts, speech, technical writing and more. Members strive always to observe and promote the highest standard of ethics in the generation and publication of cat information in all genres and media.

www.catwriters.org

CAT WRITERS' ASSOCIATION, INC.

Seventeenth Annual Conference

November 18-20, 2010

Crowne Plaza White Plains Hotel, White Plains, NY

*Held in conjunction with the
2010 Westchester Feline Club Cat Show*

CONFERENCE HIGHLIGHTS

"THURSDAY NIGHT TEAM" DOOR PRIZE & CONFERENCE FOLDER STUFFING PARTY

Thursday, November 18, 7:00 PM

SPRAINBROOK

Networking Sponsor: Pet Sitters International

EDITOR/AGENT APPOINTMENTS

PELHAM

Throughout Friday and Saturday

SEMINARS

NEW ROCHELLE C & D, BRIARCLIFF

throughout Friday and Saturday

Friday Nov. 19, 9:00-5:30, Saturday Nov. 20, 9:40-2:00

Seminar refreshments sponsored by Petfinder.com, Hartz®.

General Conference sponsors: Cat Fanciers Association, Hartz

Mountain, Morris Animal Foundation, Pet Sitters International, PetCo, Sergeant's, Precious Cat, Sherpa Pet Group

FRIDAY NETWORKING RECEPTION

Friday, November 19, 6:30 - 7:30 PM

NEW ROCHELLE A & B

Open Bar Sponsored by the ASPCA

CONFERENCE HIGHLIGHTS *(cont.)*

FRIDAY NETWORKING DINNER

7:30 PM

NEW ROCHELLE A & B

Speaker: **Katherine Miller, PhD, CAAB, CPDT**

*Sponsored by **Morris Animal Foundation***

*Dinner Co-Sponsored by: **Cat Fancy/BowTie, Inc.;**
Comfort Zone® w/Feliway® from Central Life Sciences;
Morris Animal Foundation*

SATURDAY BREAKFAST

8:00 - 9:30 AM

NEW ROCHELLE A

*Sponsored by **Hartz Mountain***

SATURDAY LUNCHEON

12:40 - 2:00 PM

NEW ROCHELLE A

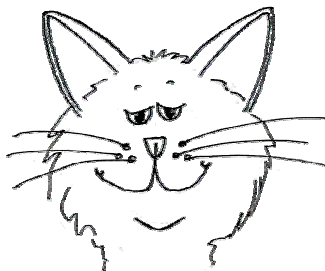
Speaker: **Minda Zetlin**

*Luncheon sponsored by **ASPCA***

*Presentation of **Membership
Bounty Award***

Sponsored by

Comfort Zone® with Feliway®
from Central Life Sciences



© Karen Nichols

*Presentation of **Conference Scholarship***

*Sponsored by **Premier Pet Products***

BOOK-SIGNING EXTRAVAGANZA

Saturday, November 20, 3:00 - 5:00 PM

Westchester County Center

Featuring 28+ Pet Book Authors

*Sponsored by **Westchester Feline Club** and **CWA***

CONFERENCE HIGHLIGHTS *(cont.)*

SATURDAY RECEPTION

6:30 PM

NEW ROCHELLE C & D

Sponsored by Hartz Mountain Corporation

Seventeenth ANNUAL

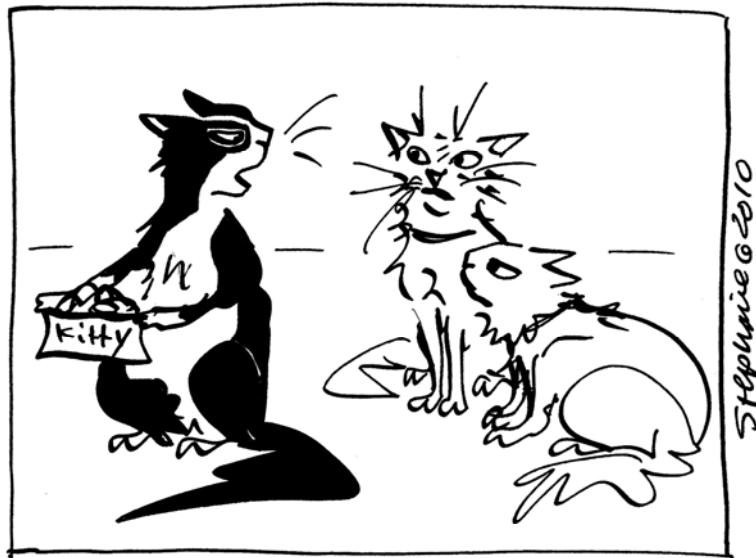
CWA AWARDS BANQUET

NEW ROCHELLE C & D

Sponsored by Nestlé-Purina PetCare Company

AWARD WINNERS DISPLAY

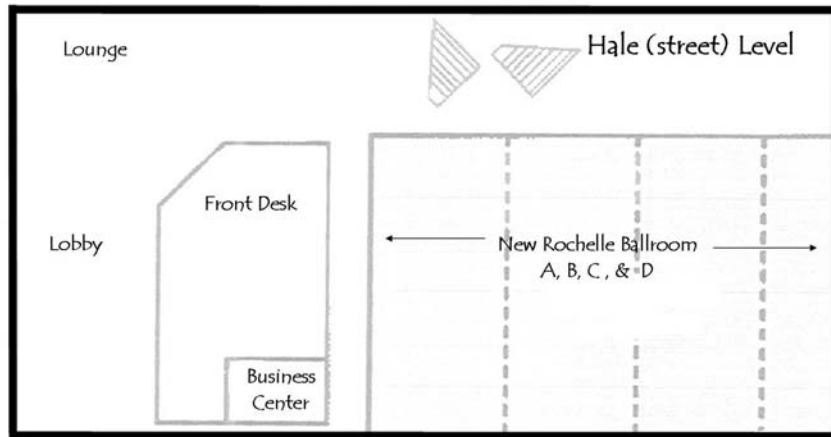
following announcement of winners



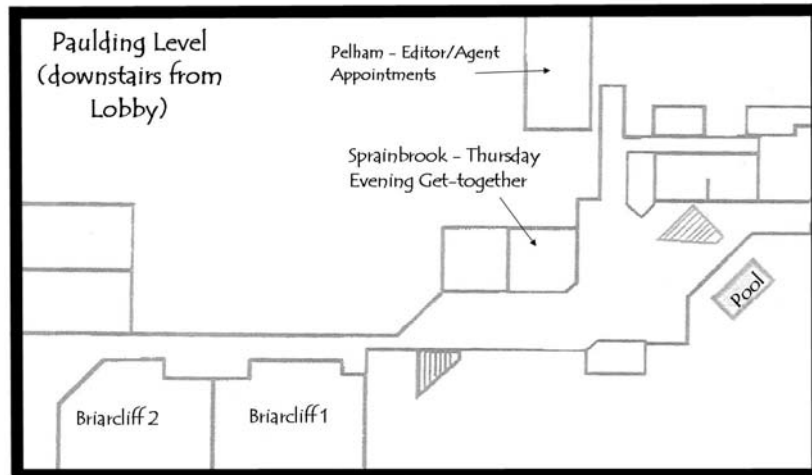
"I'M on a special diet... I have
to eat ALL of EVERYTHING!"

© Stephanie Piro

Crowne Plaza White Plains Hotel, White Plains, NY
66 Hale Ave. White Plains NY 10601
914-682-0050



© Bernadette Kazmarski



EVENT SCHEDULE

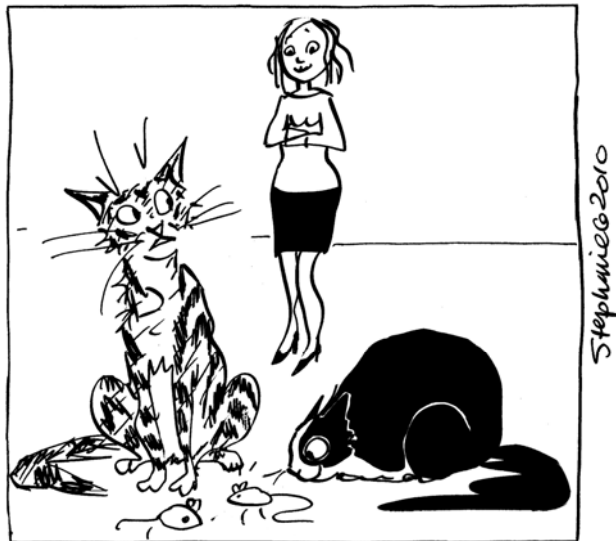
Thursday, November 18

7:00 PM - 10:00 PM

DOOR PRIZE & CONFERENCE FOLDER
STUFFING PARTY
in SPRAINBROOK

*Networking Sponsor: **Pet Sitters International***

Start the Conference off right with this fun, informal networking event. Includes a light meal and a sneak peek at all the door prize goodies. "Kittens" (first-time attendees) are especially welcome at this get-to-know-you event.



"You realize we're never going to kick the catnip habit with her enabling us, don't you?"

© Stephanie Piro

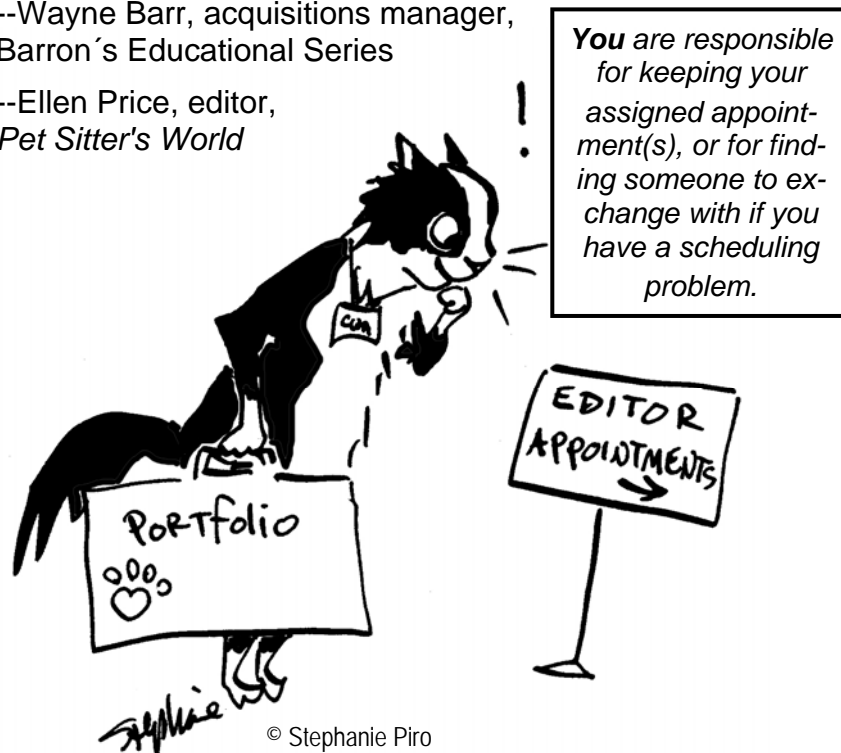
EDITOR/AGENT APPOINTMENTS

in PELHAM (downstairs)

Throughout Friday & Saturday; appointment times will be posted at the door of Pelham.

Editors and Agents attending:

- Susan Logan, editor, *Cat Fancy* magazine
- Anne A. Simpkinson, editor, www.guideposts.com
- Katharine Sands, agent, Sarah Jane Freymann Literary Agency
- Andrew DePrisco, acquisitions editor, BowTie, Inc., Press
- Diane West, editor, *New York Tails*
- Rita Rosenkranz, agent, Rita Rosenkranz Literary Agency
- Wayne Barr, acquisitions manager, Barron's Educational Series
- Ellen Price, editor, *Pet Sitter's World*



SEMINAR & EVENT SCHEDULE Friday, November 19

7:00-8:30 Registration/Continental Breakfast
NEW ROCHELLE BALLROOM FOYER

8:30-9:00 Announcements:
NEW ROCHELLE C

9:00 AM - 9:50 AM

***NEW ROCHELLE C* De Anna Radaj - Marketing 102: To Blog, or Not To Blog? That is the Question**

In this new workshop, learn about creating a blog and how to use it for marketing yourself and your business. We also discuss the pros and cons of social and professional networking sites to also get your message out. Learn that the Internet can be a useful friend in this challenging business climate.

***NEW ROCHELLE D* Susan Logan - How to Query an Editor**

Susan Logan points out common mistakes writers make when querying an editor and outlines simple ways to avoid them to give you the best chances of seeing your queries answered and contracted.

***BRIARCLIFF* Robin Olson & Sam Moore - Is Anybody Out There? Using Analytics to Measure Your Reach**

You're Tweeting, have a Facebook page and blog to juggle, but how do you know if you're reaching your audience? Using analytics there are simple ways to dig deeper into discovering if you're reaching ten people or ten thousand!

SEMINAR & EVENT SCHEDULE

Friday, November 19 (cont.)

10:00 AM - 10:50 AM

NEW ROCHELLE C **Dan Poynter - Book Publishing Choices**

Your manuscript is drafted. What is the best way to manufacture your book and distribute it to your readers? You've heard of Print-on-demand publishers, digital printers and more. Which systems will work for you and which companies should you avoid? What is an author to do? There is no cookie-cutter answer. There is no "best solution" for all. Each author and each book are unique. Dan Poynter has classified the various ways into four choices. You will be able to easily select the best one for your situation. The most expensive parts of book publishing are the mistakes! Let Dan save you from making them.

NEW ROCHELLE D **Niki Anderson - Launching Your Book with a Bang: How to Plan and Host a Successful Autograph Party**

When a book debuts, buy confetti! For a promotional boost that's worth the effort of party plans, host an event featuring your new book. Come hear the do's and don'ts from every angle: place, time, venue, advertising, decor, book signing, food, entertainment, prizes, invitations, overhead and more.

BRIARCLIFF **Susan Waller Miccio - Web Writing Untangled: Practical Pointers for Pet Writers**

"Oh what a tangled web we weave, when first we..." write for the web like we write for print media! Find out how to craft tight, strong web content that will capture your cyber audience.



© Carole Stevens Bibisi

Carole Stevens Bibisi 2008

SEMINAR & EVENT SCHEDULE

Friday, November 19 (cont.)

11:00 AM - 11:50 AM

NEW ROCHELLE C Dan Poynter - Book Promotion for Writers, Introverts and Other Reluctant Marketers

Dan Poynter gives writers permission to stay home and write—and to promote remotely. He shares a number of effective, proven ways to publicize books without going out in public.

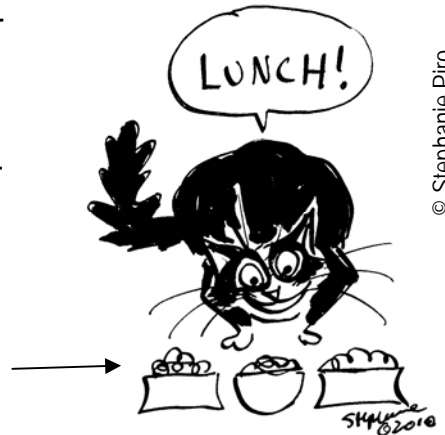
NEW ROCHELLE D Steve Dale - Media Training: How To Succeed When You're on the Other Side of the Interview

A great interview requires knowledge and finesse. Veteran journalist Steve Dale provides suggestions when the tables are turned and the interviewer becomes the interviewee. Role playing and exercises help you practice the skills you learn in this session.

BRIARCLIFF Jane Brunt, DVM - How to Interview a Vet

Veterinarians are busy people. Jane Brunt, President of the CATalyst Council and past president of the American Association of Feline Practitioners (AAFP), provides tips that can help you get the most out of an interview with a veterinarian (or any expert).

Noon - 1:30 PM
(on your own)



SEMINAR & EVENT SCHEDULE Friday, November 19 (cont.)

1:40 PM - 2:30 PM

**NEW ROCHELLE C Steve Dale and Jane Brunt, DVM -
CATegorical Care: Messages for Consumers Which
Can Save Lives**

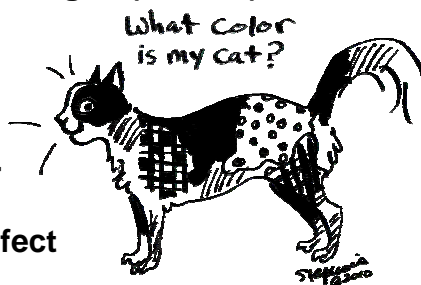
The CATalyst Council and the American Humane Association teamed up for Adopt-A-Cat Month earlier this year. Together with other partners including the Society of Animal Welfare Administrators and the Winn Feline Foundation, they crafted a cat care guide for consumers called *CATagorical Care*. This guide includes suggestions concerning general health care, behavior, transporting cats to the veterinary clinic, cat adoption, and much more. The American Association of Feline Practitioners' Lifestage Guidelines will also be discussed.

**NEW ROCHELLE D Editor & Agents Panel - Andrew
DePrisco, Diane West, Susan Logan (Editors); Rita
Rosenkranz (Agent)**

What's the latest and great in publishing?

**BRIARCLIFF Vickie Fisher -
What Color is My Cat? (Or
Mother Nature Paints A Purrfect
Picture!)**

What's the difference between a laven- © Stephanie Piro
der point and a lilac point? Shakespeare might say they are roses by any other name. Vickie Fisher, president of TICA, offers a beginner's guide to identifying cat colors, patterns and breeds.



SEMINAR & EVENT SCHEDULE

Friday, November 19 (cont.)



© Lyn T. Gatson

2:40 PM - 3:30 PM

**NEW ROCHELLE C Dena Harris -
Is Facebook Really Your Friend?
Tips, Tricks, & Strategies to Make
Sure You're Getting The Most Benefit**

Out of America's Favorite Time Waster

Alongside Twitter, FB is one of America's most popular social networking sites. But are you creating meaningful connections that will help market your work... or just racking up numbers?

In this interactive workshop, Facebook addict and cat humorist Dena Harris explores the issues and questions that keep us up at night, including: How can I best promote my FB page? Do "FAN" pages help sell books? Should I import my blog to FB? How to create posts with punch?

What's the difference between a FB page and FB group? Why don't I have a better score on Farmville???

NEW ROCHELLE D Anne A. Simpkinson – A Look at the Inspirational Marketplace

The freelance landscape is in flux and the change affects all markets including the inspirational one. This talk will focus on what writers need to do to keep the assignments flowing, with a particular emphasis on the inspirational outlets, especially Guideposts magazine and Guidepost.com.



SEMINAR & EVENT SCHEDULE

Friday, November 19 (cont.)

2:40 PM - 3:30 PM (cont.)

BRIARCLIFF **Katharine Sands - The Reinvented Writer**
Part I (2-hour session)

Today's writers need to understand how to succeed and maximize their works in the new media and literary marketplace. Do you know how work is sold and how the writer is compensated? Do you know why the writing you do about your writing is as important as the writing itself? This comprehensive session answers these questions and provides key information on many other "must know" issues. New York City-based literary agent Katharine Sands takes participants step-by-step through the success checklist for the getting-published process.

From content-creation to contract; first writes to last rights, focusing on both craft and career, you will learn essential secrets to practicing PitchCraft, including: what to do -- and what not to do -- when you set out to woo and win a literary agent, the easy-to-fix mistakes many writers make when querying agents, and seven surefire techniques that get you out of the slushpile, how to: identify your selling points and sales engines, whet an agent's appetite, get editors to say "yes," make the perfect pitch, build a media platform, and create a writing career.

3:40 PM - 4:30 PM

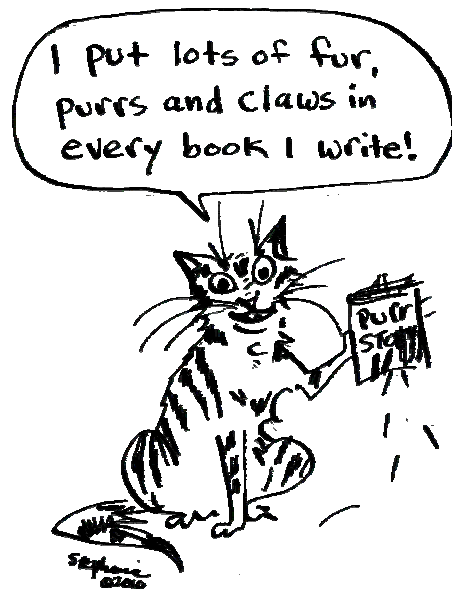
BRIARCLIFF **Katharine Sands- The Reinvented Writer**
Part 2

SEMINAR & EVENT SCHEDULE Friday, November 19 (cont.)

3:40 PM - 4:30 PM (cont.)

NEW ROCHELLE C **Bill Pflieger - Webcasting Your Expertise**

Today's print writers need to learn about using online video. Why, you say? Increase your appeal as a website contributor; land TV appearances when promoting your next project; start your own VLog (video blog) or YouTube channel to build your brand; have your own live broadcast and record it as a downloadable podcast. Bill shows how easy it is by creating and recording a live online video broadcast during the class. Come learn how!



What makes a Cat book sell?

NEW ROCHELLE D **Andrew DePrisco - What Makes a Cat Book Sell?**

What are cat people willing to buy?
What topics sell?
What propels a pet book into the mainstream?

© Stephanie Piro

SEMINAR & EVENT SCHEDULE

Friday, November 19 (cont.)

4:40 PM - 5:30 PM

NEW ROCHELLE C Wayne Barr- Inquiring Minds Want to Know

Do you have questions about the world of book publishing? Wayne Barr knows the answers and he's willing to share them in this question/answer session.

NEW ROCHELLE D Anne Leighton - The Zen of the Press Release

The Who, What, When, Wheres, and Whys and Ways of finding work as a press release writer.

BRIARCLIFF Beth Adelman - Grammar Myths and Truths

Is ending a sentence with a preposition a mistake up with which writers should not put? Is it forbidden to boldly split an infinitive? And what about beginning a sentence with a conjunction? Grammarians agree that subjects and their verbs, pronouns and their antecedents should agree, and that modifiers shouldn't dangle.

We'll look at some basic rules and debunk some common myths. We'll also talk about who to turn to (to whom do you turn?) when grammar questions arise.

© Jane Denny



SEMINAR & EVENT SCHEDULE
Friday, November 19 (cont.)

6:30 PM - 10:00 PM

NEW ROCHELLE A & B

Reception sponsored by **ASPCA**

followed by **Dinner** sponsored by

Cat Fancy/BowTie, Inc.;

Comfort Zone® w/Feliway® from Central Life Sciences;

Morris Animal Foundation

Dinner speaker:

Katherine Miller, PhD, CAAB, CPDT

**“Curiosity Could Save the Cat: Current scientific inquiry
into factors affecting the well-being and outcomes of
cats in shelters”**



*“Everyone wants to take home
the kittens from the shelter,
so I adopted harder to place
Snuffy... for his inner kitten!”*

SEMINAR & EVENT SCHEDULE

Saturday, November 20

7:00 AM - 8:00 AM: Registration

NEW ROCHELLE FOYER

8:00 AM - 9:30 AM: Breakfast and Membership Meeting

NEW ROCHELLE A

9:40 AM - 10:30 AM

***NEW ROCHELLE C* Amy D. Shojai, CABC - Kindle-ization: The Ebook Option**

Amy Shojai discusses her journey of bringing back out-of-print nonfiction books into an Ebook (Kindle) edition, the challenges involved, and potential advantages. She also discusses other e-publishing formats and options.

***NEW ROCHELLE D* Diane West - Using Local Markets as a Springboard to Success**

Established writers have known one of the key secrets for great writing for a long time: looking in your own backyard both for inspiration and publication. This talk will both help identify great cat stories just waiting to 'pounce' right in your own neighborhood and then get them published in your community newspaper, Web hub, mobile news, or other local media. These 'stepping stones' often lead to bigger publishing waters!

***BRIARCLIFF* Irene S. Levine, PhD - Book Promotion 2.0**

Learn the nuts and bolts of the new online tools successful authors are using in their book publicity plans in the Web 2.0 era. (Promoting Your Book Using Social Media)

SEMINAR & EVENT SCHEDULE

Saturday, November 20 (cont.)

10:40 AM - 11:30 AM

NEW ROCHELLE C Mary Shafer - Online Newsrooms: Why You Need One, How To Build It

Learn how to add an online newsroom to your professional website and what to put in it, including the top 10 reasons to have an online newsroom, the top 5 functions that attract media attention, and the top 20 elements they'll expect to find there.

NEW ROCHELLE D Michele C. Hollow - Ghostwriting

Leave your ego behind, and write in the voice of others. Whether it is a book, magazine article, or blog post, your role is to capture the voice of another person and deliver that message. This seminar covers how to ghost write, how to collaborate, and how to find clients.

BRIARCLIFF Deb M. Eldredge, DVM - Translating Veterinary

Veterinarians speak a different language from your



© Janiss Garza

readers. Learn how to accurately translate technical jargon into text your reader understands.

SEMINAR & EVENT SCHEDULE Saturday, November 20 (cont.)



© Jane Denny

11:40 AM - 12:30 PM

***NEW ROCHELLE C* Ruth E. Thaler-Carter - Expanding Your Writing Territory**

Even the most successful cat writers can hit a dry spot – run out of ideas, lose a major client, feel burnt-out. Against that day, or if that day has arrived, it's a good idea to have alternatives in mind. Ruth E. Thaler-Carter will offer tips on ways to expand a writing business into new topics, clients and services that will keep your career out of the litter box.

***NEW ROCHELLE D* Patricia Fry - Building Promotion into your Book and the Post-publication Book Proposal**

Learn how to build promotion (and saleability) into your book before it is a book.

***BRIARCLIFF* Carolyn Wilman - How to Market Yourself for Free!**

Learn how to promote yourself, your writing and your publications using inexpensive or FREE marketing methods. We will discuss how you can take advantage of the Internet and social media networks, along with getting yourself featured, as an author or writer, in the media.

SEMINAR & EVENT SCHEDULE

Saturday, November 20 (cont.)

12:40 PM - 2:00 PM

NEW ROCHELLE A

LUNCH with **Minda Zetlin - Surviving the Future: How to make it as a freelance writer in the era of e-books and Demand Media**

Minda Zetlin looks at how the freelance writing profession is changing, and the challenges of making a living in a world where the "MSM" (mainstream media) is on the decline, and the rulebook we all used to know seems to have been tossed out the window.



3:00 PM - 5:00 PM

Book-Signing Extravaganza Westchester County Center

Book-signing authors will be showcased on the main stage of the Westchester County Center, in conjunction with the Westchester Cat Show.

A free shuttle will run every hour from 8:00 AM to 6:00 PM, to and from the Westchester County Center and the Crowne Plaza White Plains Hotel (the CWA conference hotel).

SEMINAR & EVENT SCHEDULE
Saturday, November 20 (cont.)

6:30 PM

RECEPTION

NEW ROCHELLE C & D

Sponsored by Hartz Mountain Corporation
Dressy Attire Requested

followed by

SEVENTEENTH ANNUAL
CWA AWARDS BANQUET

NEW ROCHELLE C & D

Sponsored by Nestlé-Purina PetCare Company
Dressy Attire Requested

followed by

AWARD WINNERS DISPLAY



© Janiss Garza

Artists, Illustrators, Cartoonists, Photographers

The art you're enjoying in this booklet is all by CWA members. Next time your project calls for art, ***think CWA!***

Carole Stevens Bibisi was born and raised in the city of Invercargill in the South Island of New Zealand. She later moved to Australia and now resides in the US. An accomplished singer and vocal teacher as well as an artist/illustrator, Carole has created a children's book, "The Rainbow's Dream and Song," a book of illustrated poems, an alphabet, calendar, and a series of greeting cards starring her enchanting black cat, Miss American Bronte, a shelter rescue who helps Carole champion the cause of all those ignored and misunderstood black cats in shelters. Carole says "Kia ora" -- "Hello" in Maori, New Zealand's native language. Visit www.ArtHarmonyCreations.com to see Carole's Cats, Goddesses, Mermaids, Mandalas and 'Words 2 Inspire' in all their full-color glory.

Wendy Christensen, The Cat Herder™, is a cultural ailurologist, cat behavior consultant, designer and builder of handcrafted feline-themed jewelry, painter of cat portraits, and multi-award-winning writer, illustrator and columnist. She's the author of *Outwitting Cats* and other books. Her cats have taught her everything she knows. Visit www.WendyCats.com to see her work.

Jane Denny is an award-winning cartoonist, illustrator, painter and graphic designer. As art director for The Mad Hand Arts, Graphics & Design in NYC (www.themadhand.com), she creates unique visual identities for a vast range of clients, products and creatives worldwide. Her four cats (and a recently-inherited colony of ferals) are the subject of her award-winning *reality* cat cartoon and blog, The Pride™ Starring Crazy Johnny. The Pride won the 2007 CWA Muse Medallion for best cartoon (www.thepridecartoon.com).

Lyn T. Garson's photographs have appeared in several national veterinary journals, and in newsletters, brochures and presentations. She writes articles and a column, "Technically Speaking," for Our Companions News in addition to serving on their editorial board. Lyn is also the editor of the Lesbian and Gay Veterinary Medical Association's international newsletter.

Janiss Garza is an award-winning writer and photographer, who over the past 25 years has covered a variety of topics, from rock bands to cats. Her feline photography has appeared most recently in the book, *Dear Sparkle*, and on the renowned cat blog, Sparkle the Designer Cat (www.sparklecat.com).

Artists, Illustrators, Cartoonists, Photographers

Sushiela Goodwin is an artist and author living in Los Angeles. Her work includes the story and illustrations for *The Ant & The Grasshopper – A Love Story* and illustrations for *Pilpay's Fables* by Sir Richard F. Burton and *The Adventures of Kundun the Golden Cat* by Beverly Russell and Benjamin Beardwood.

Bernadette E. Kazmarski follows her cats around with a sketchbook, and a camera, and a notebook, and anything else that might come in handy when they provide inspiration, as they always do. She has her cats to thank for being an artist. When she picked up a pencil and paper and put them together, it was because all the wonderful things her cats were doing kept appearing in her thoughts as drawings and paintings. Under the supervision of her cats, she has the joy of working at home to design books, web pages, logos and printed materials, as well as photographing events, writing articles, fiction and poetry, and completing commissioned animal portraits. Visit www.bernadette-k.com to see Bernadette's work.

Karen Nichols is a cat writer, cat photographer, pet portrait artist and speaker in the San Francisco Bay Area. She writes for Catster, including The Cat's Meow blog (CatsMeowBlog.com). You'll find her art online at KarenNichols.com and CrazyCatLadyArt.com.

Stephanie Piro is the "Saturday chick" of King Features' "Six Chix" cartoon strip. She also draws and writes "Fair Game," a single panel that appears on her web site and in newspapers. Her cartoons have been published in newspapers, magazines, books, and cards. She designs t-shirts and other fun things for her company, Strip T's, and for her Cafepress shop. Stephanie, whose latest book is *My Cat Loves Me Naked*, lives in New Hampshire with her husband and 3 cats. Visit www.stephaniepiro.com to see her work.



"I'm bored with it. Why don't YOU play with it a while?"

Stephanie Piro 2010

© Stephanie Piro

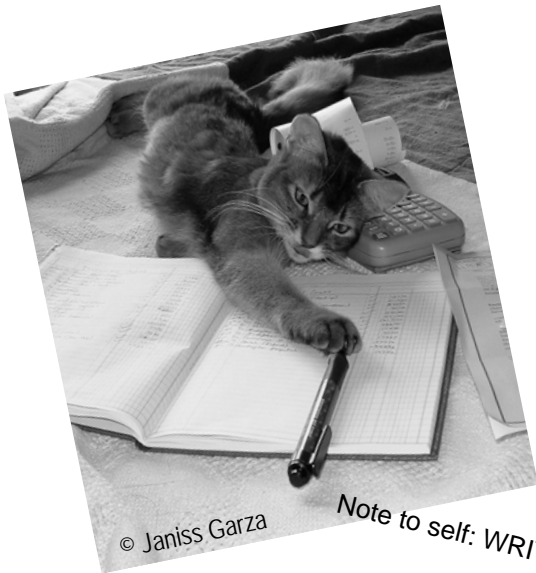
Forty years ago, **Bob Walker** went to the cat side after marrying Frances Mooney, a fancier of all felines. The couple's cat-inspired home remodeling brought them international fame as leaders of the pet environmental enrichment movement, and generated the classic cat books: *The Cats' House* and *Cats into Everything* by photographer/author Walker. Bob's photos and designs have been honored with numerous CWA MUSE and Kuykendall Image Awards. Visit www.thecatshouse.com to see Bob's photos and the famous house.



Notes, names, autographs, urls, article ideas....

Note to self: Renew my CWA membership ASAP!

Note to self - Write personal thank-you letters to all our generous Conference sponsors!



© Janiss Garza

Note to self: WRITE!!

Speakers and Presenters



BETH ADELMAN has been working as a writer and editor for 30 years and currently teaches at the Center for Publishing at New York University.

NIKI ANDERSON is the author of *Whiskers, Wit, and Wisdom: True Cat Tales and the Lessons They Teach*, *What My Cat Has Taught Me about Life*, *Inspur-r-rational Stories for Cat Lovers* and *What I Learned from God While Gardening*.



WAYNE BARR is the acquisitions manager at Barron's Educational Series.



© Lyn T. Garson

JANE BRUNT, DVM, shares a lifetime love of cats and has devoted her veterinary career to their care and welfare by owning two veterinary hospitals for cats only, and now as the executive director of CATalyst Council, a coalition of organizations and people committed to improving perception and care of America's #1 companion!



STEVE DALE, dog and cat behavior consultant, is a syndicated newspaper columnist (Tribune Media Services), national radio show host (Black Dog Radio Productions), and show host at WLS-AM, Chicago; contributing editor, *USA Weekend*, and special correspondent at *Cat Fancy*.

ANDREW DePRISCO is the Editor-in-Chief and Creative Director of Kennel Club Books and BowTie Press, both divisions of BowTie, Inc. Andrew has been in the dog publishing world for over twenty years. He began his career in dog books at T.F.H. Publications in 1987 where he remained for over ten years. In 1997, he was hired as Editor for the European pet-publishing Animalia, Ltd. In 2003 he began Kennel Club Books and has served as its Editor-in-Chief since its inception. He is the author of more than ten books on dogs and cats, including the Benjamin Franklin award-winner *Woof! A Gay Man's Guide to Dogs* and several DWAA nominated titles, including *Canine Lexicon*, *Choosing a Dog for Life*, and *A New Owner's Guide to Training the Perfect Puppy*.

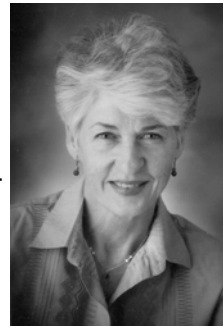


DEB M. ELDREDGE, DVM is an award winning veterinarian and writer with multiple Muse Medallions and Maxwells to her credit.



VICKIE FISHER is President of The International Cat Association (TICA), an Allbreed Cat Show Judge, and founder and President of Albuquerque Kennel Kompadres, Inc., a "friends of" the City's Animal Welfare Department.

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ANNE LEIGHTON publicizes great musicians and a couple of filmmakers, and has written two sold-out books: *Paws for Thought: How to Understand what your Cat is Thinking* and *Using your Heart and the Media to Comfort People* -- plus lots of other works!



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SUSAN WALLER MICCIO writes and edits web content for the Delaware Department of State on weekdays and morphs into a pet writer on weekends. Her book *The Tibetan Spaniel—A Gift from the Roof of the World* is considered the classic work on her beloved breed.

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SAM MOORE is a Marketing Technology Consultant, who earned his stripes helping Fortune 500 companies break into Social Networking, become savvy in Web-Based Marketing and get their complex Digital Assets under control. Sam is the go-to guy for all those techy things we know we need, but need someone to figure out for us. Read more about Sam at: www.resonetrics.com and technologyformarketers.com.





ROBIN A.F. OLSON created one of the first online chat groups on AOL in the early 1990's, before "social networking" even existed. Her latest passion is building a Cat-Centric Community: www.coveredincathair.com -- where Olson chronicles her adventures doing cat rescue and whines about the challenges of living with 8 cats of her own. When Olson isn't tweeting or updating her blog, Facebook status, she's busy working as a graphic designer & author. Robin currently resides in Connecticut.

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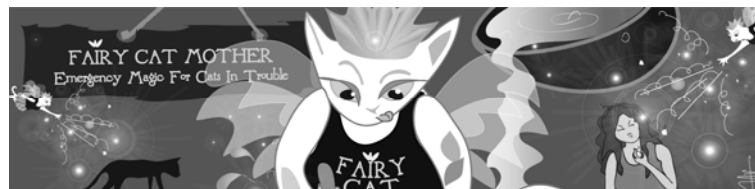


DAN POYNTER is an author of more than 120 books, has been a publisher since 1969 and is a Certified Speaking Professional (CSP). His seminars have been featured on *CNN*, his books have been pictured in *The Wall Street Journal* and his story has been told in *US News & World Report*. The media come to Dan because he is the leading authority on book publishing. His mission is to see that people do not die with a book still inside them.

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CAROLYN WILMAN is a real-life Contest Queen, with tens of thousands of dollars in annual winnings from hundreds of sweepstakes

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MINDA ZETLIN is vice president of the American Society of Journalists and Authors (ASJA). She's the author or co-author of several books, of which her favorite is *The Geek Gap: Why Business and Technology Professionals Don't Understand Each Other, and Why They Need Each Other to Survive*, co-authored with her husband, technology presenter Bill Pflieger. She's a regular contributor to *Inc.* magazine and *Inc.com*, *CreditCards.com*, *LearnVest.com*, *Computerworld*, and other business and technology publications. She and Bill live in Woodstock, N.Y. with a large number of computers and two Sphynx cats. She can be reached at www.mindazetlin.com or minda@mindazetlin.com

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*I knew I shoulda turned left
at Albuquerque!*

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