

The Cat Writers' Association, Inc. Twentieth Annual Conference

Reinventing Yourself for the Digital Age

2013 Officers

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Vice President: Dusty Rainbolt, ACCBC
Secretary: JaneA Kelley
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Class of 2014

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Sharon Melnyk — Registration

Marci Kladnik — Communications contest chair, regular categories

Barbara Stretton — Communications contest chair, special awards

Nancy Peterson — Goodie bags

Paul Glassner — Publicity

Heike Hagenguth — Editor appointment coordinator

Marci Kladnik — Conference & banquet programs

2013 Communications Contest Committee

Marci Kladnik & Barbara Stretton (co-chairs)

Deborah Barnes; Heike Hagenguth; JaneA Kelley; Nancy Marano;

Dusty Rainbolt; Jodell Raymond; Suzanne Stowe



"Summer Snoozing"

© Lyn Garson

Conference Highlights

Thursday, October 31

7:00 pm
Halloween Icebreaker & Bag Stuffing Party (Dali)
6:30 - 9:00 pm
You Ought to be in Pictures with Neal Asher (Dali)

Friday, November 1

7:00 - 8:30 am
Registration (Outside Sonoma)
Continental Breakfast (Grand Atrium)
8:30 - 9:00 am
Announcements (Sonoma)
By Appointment Only
Editor One-on-One Meetings (Miro)
9:00 - 5:20 pm
All Day Workshop: Photographing Shelter Animals (Dali)
9:30 - 5:20 pm
Seminars (see following pages)
11:50 - 1:30 pm
Networking Lunch (Napa)
4:30 - 5:20 pm
Speed-Dating for Self-Publishers (Sonoma)
6:30 - 9:00 pm
You Ought to be in Pictures with Neal Asher (Grand Atrium)

6:30 - 10:30 pm
Cocktail Reception (Grand Atrium)
Dinner/Entertainment: "Strays, The Musical" (Napa)

Saturday, November 2

8:00 am
Registration (Outside Sonoma)
8:00 - 9:20 am
Breakfast & Membership Meeting (Grand Atrium & Napa)
By Appointment Only
Editor One-on-One Meetings (Miro)
9:30 am — 1:00 pm
Seminars (see following pages)
12:00-4:30 pm
Book Signing at Books-A-Million (Grapevine Mills Mall)
5:30-6:30 pm
Cocktail Reception (Grand Atrium)
5:30 - 6:30 pm
You Ought to be in Pictures with Neal Asher (Grand Atrium)
6:30-10:30 pm
Cat Writers' Association Awards Banquet (Napa)

Sunday, November 3

8:30 am - 3:30 pm
Pet First Aid/CPR and Safety Certification Class with Arden Moore, Chipper and Zeki (Monterey)

Feline Domestic

*Is it any mystery that
Crime fiction celebrates the cat?
A creature of such furry felicity
And dainty mistress of duplicity,
Yet master of the game of pounce
Who measures prey by every ounce.*

*More inscrutable than Charlie Chan
This beast kens all the sins of Man
And keeps Woman mute company
When she is poisoning the tea.*

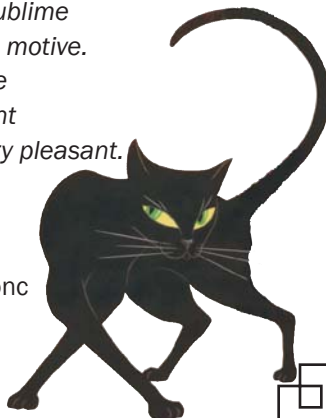
*And talk about a locked room mystery!
The common cat offers a history
Of parlor tricks and vanishing acts
That would outdo the Mystifying Max.*

*Yet if the cat seems prone to dream
(You think of Fancy Feast and cream),
Know that behind your parlor door
Lurks a wild and wily carnivore.*

*In cases of murder well-done or raw
Respect the might of tooth and claw.
This is no tame domestic pet
But the best disguised detective yet.*

*So in your pantheon of crime
Omit not the cat, that sleuth sublime
Who ferrets out both mice and motive.
And at its shrine install a votive
To every feline past and present
Who makes murder foul so very pleasant.*

by Carole Nelson Douglas
Midnight Louie drawn by Jo Tronc



Editor One-on-Ones

by appointment only

(**YOU** are responsible for keeping your assigned appointment(s), or for finding someone to exchange with if you have a scheduling problem. Appointment times will be posted outside of the Miro room.)

LONNIE HULL DUPONT

Executive editor of Revell, a division of Baker Publishing Group

KATIE FRANK

Associate Editor *Western Horseman Magazine*

TERESA KEIGER

Editor *Cat Talk Magazine*

SUSAN LOGAN-McCRACKEN

Editor, *Cat Fancy Magazine*

ELLEN PRICE

Editor, *Pet Sitter's WORLD*

DUSTY RAINBOLT

Editor-in-chief, AdoptAShelter.com

JODELL RAYMOND

Managing editor, *Cat Talk Magazine*

YVONNE YBARRA

Editor, DallasDogLife.com



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Thursday, October 31

6:30-?

Halloween Icebreaker & Bag Stuffing Party (Dali)

Sponsored by AdoptAShelter.com.

Join us Halloween night for our icebreaker & Bag Stuffing Party. Zombies and vampires and cat ladies (oh, my!) will be rewarded for their efforts with a light meal and refreshments. Attendees will get a "sneak peek" at all the swag. "Kittens" (new attendees) are especially welcome at this get-to-know-you event! Costumes are encouraged but not required; and you might win a prize.

6:30-9:00

You Ought to be in Pictures—NEAL ASHER (Dali)

Do you want a caricature for your business card, Facebook icon or website? One that really looks like you? Artist extraordinaire, **NEAL ASHER**, will be available at all CWA networking events to create your caricature for a very nominal fee (cash only). (Neal made our vice president, Dusty Rainbolt, look good!)

Reinventing Yourself for the Digital Age

Friday, November 1, 2013 Schedule of Events

7:00-8:30

**Registration (Outside Sonoma)
Continental Breakfast (Grand Atrium)**

7:30-8:20

**Yoga for Health and Creativity: Tap Your Inner Cat!—
CATHERINE HOLM (Sonoma)**

Move through life with the grace of a cat! Use the simple tools of yoga for ease in life, your writing, or your artwork with **CATHERINE (CAT) HOLM**, writer, cat lover, and yoga instructor. Bring your mat if you have one.

8:30-9:00

Announcements (Sonoma)

**By Appointment Only
EditorOne-on-One Meetings (Miro)**

9:00-5:20

**All Day Workshop: Photographing Shelter Animals—
NANETTE MARTIN (Dali)**

They say a picture is worth a thousand words. In the animal shelter world, pictures can save thousands of homeless pets. Any employee or volunteer for an animal adoption agency knows that a great picture



© Stephanie Piro

can mean the difference between life and death for the animals in their care. **NANETTE MARTIN** offers a daylong workshop sharing the secrets of capturing unforgettable images of the most difficult-to-shoot or least adoptable pets. Learn how to bring out the loveable features in the faces of black dogs or cats. Bring life to a photo to save an elderly pet. Nanette actually demonstrates techniques on tough subjects from local shelters. A \$20 donation (in addition to conference registration) to Shelter-Me Photography is requested to help Nanette with travel expenses. **Donations are tax deductible.**

9:00-9:50

**Fighting Demons: Inner and Outer Conflict in Fiction—
JAYE WELLS (Sonoma)**

Conflict is the key to good stories, but great stories require both external and internal conflicts to drive the action and the character arcs. This workshop will review the different types of conflict, as well as provide tips for seamlessly weaving internal and external conflicts to create stories with depth, breadth, and lots of action.

Working with a Freelance Editor—LYNN MARIA THOMPSON (Napa)

Your manuscript is perfect, right? Well...maybe not. Learn why you need an editor, what editing can do for your book, and what to expect when working with an editor.

PR on a Shoestring—PAUL GLASSNER (Galleria)

Good news: It no longer takes much time, effort or money to show off your shelter (or whatever your project). Find out why tooting your own horn, starting with a basic newsletter (or e-newsletter), is the best thing you can do for animals. Learn how to raise awareness and raise funds with a magic formula that lifted one ordinary animal shelter from obscurity to international fame.

10:00-10:50

Blogging for Bucks - Is It Possible?—JANISS GARZA (Sonoma)

Yes, there are rock star mom bloggers out there who make six figure incomes... but what about cat bloggers? Is there any money to be had from *our* efforts? **JANISS GARZA** looks at the different ways to make money from your blog, from ads and Google AdSense to sponsorship and self-publishing - and more!



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Writing Press Marketing Without Money—JEFF CRILLEY (Napa)

All of us would like to take our PR game to the next level. And who better to help us do that than a media insider? Emmy-winning former TV reporter Jeff Crilley shares the little-known secrets to getting your story on the news. His 25 years in the trenches and on the air give him insight you can't get from a PR degree.

His charismatic speaking style lends itself perfectly to this fun, interactive, information-packed talk.

Takeaways include: How to come up with stories the media will love.

- The best and worst times for news coverage
- How to keep your press releases from getting thrown away
- How to become the "expert" in your field the media will call for a quote
- How to keep reporters coming back for more

Social Network Navigation for the Over-40 Set—You Know Who You Are—Panel: ANGIE BAILEY, DEB BARNES, JANEA KELLEY, JANISS GARZA (Galleria)

This panel of over-40 social media mavens will answer all your questions and gently guide you through the sometimes confusing, ever-changing world of social media so you can make it work for you! We won't be checking IDs at the door. You know who you are.

11:00-11:50

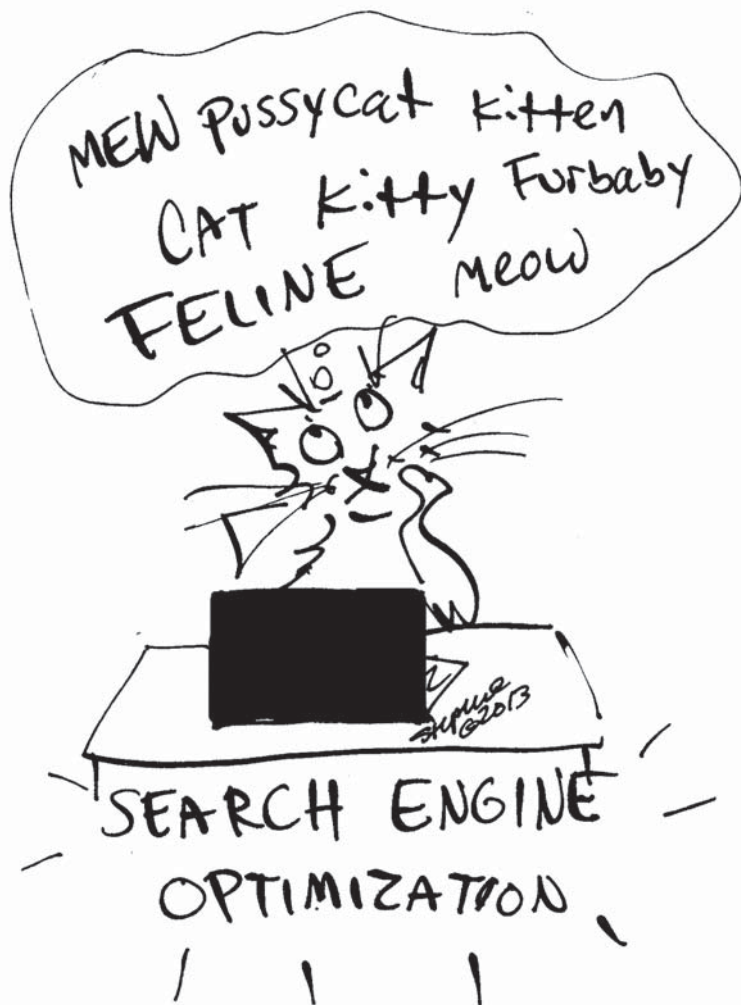
Search Engine Optimization (SEO) for the Pet Blogger—LORIE HUSTON (Sonoma)

If you're writing a blog, getting into the top rankings of Google and other search engines is desirable. Top ranked blogs and websites are highly visible, bringing in new readers and helping to create a large but targeted audience. We'll teach you how to optimize your blog to reach those coveted first-page rankings using basic SEO techniques. You'll learn search engine optimization "best practices" as well as discovering which practices to avoid.

Online Fundraising for Animal Charities—CHRIS RUBEN (Napa)

Fundraising is about forming and cultivating relationships. The internet can become an effective part of your organization's friend raising/

fundraising strategy. Discover how to use social media (like Facebook and Twitter) to nurture established supporters and to forge new relationships beyond your base. From websites to email newsletters and cash rewards sites, **CHRIS RUBEN** examines user-friendly tools that will help you connect with your donors, increase adoptions and attract volunteers. Using statistics and examples you will learn what motivates people to click on the donate button.





© Stephanie Piro

Peer critique—CAROLE NELSON DOUGLAS (Galleria)

Do you need honest opinions about a project and passage? Participants are given two-to three minutes (depending on attendance) to read an excerpt from a project in process. Attendees take another minute to write down their immediate thoughts. Sign up ahead of time. Space is limited to 12. Reserve your spot by emailing cdouglas@catwriter.com.

11:50-1:30

NETWORKING LUNCH FOR ATTENDEES WITH FULL REGISTRATION (Napa)

Sponsored by ASPCA

1:30-2:20

Tax Tips for Writers: The Good, the Bad & the Scary—MAHMOUD SHOJAI (Sonoma)

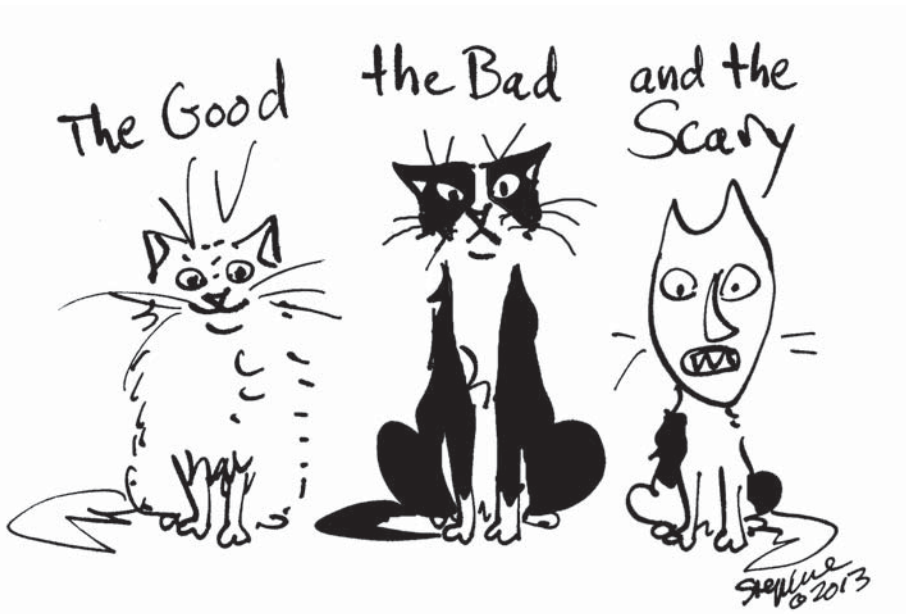
This seminar will help you understand applicable deductions and potential consequences. This seminar includes required IRS forms, as well as a Q & A session.

Twitter & Facebook for Rescue—PARIS PERMENTER (Napa)

Twitter can help rescues and shelters reach a wide audience of pet lovers and their followers, all in the time it takes to type 140 characters. Using Twitter efficiently and effectively takes practice, though. **PARIS PERMENTER**, who runs social media campaigns for her own pet sites and, through Event Barkers runs social media promotions for pet businesses, takes a look at the best practices for shelters and rescue to help spread the word about adoptables, special events, and shelter needs.

Doing It All ... Without Pulling Your Hair Out!—Panel: ANGIE BAILEY, DEB BARNES, JANISS GARZA and LORIE HUSTON (Galleria)

This experienced panel will offer tips and tricks for managing the daily juggle of blogging, freelancing, social media, and even outside jobs. You CAN do it all! Blogging, Facebook, Twitter, Pinterest & paying work, too.



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2:30-3:20

Twitter for Writers—PARIS PERMENTER (Sonoma)

Looking for a way to promote your writing to an audience of readers, bookstore owners, publicists, and pet professionals? In 140 characters, Twitter can be a great (and free) promotional tool for writers as well as a research tool for connecting with sources. Professional writer **PARIS PERMENTER** looks at the ways you can use Twitter to grow your promotional efforts and reach a wider audience.

WordPress for Rescue (and Writers)—JANEA KELLEY (Napa)

JANEA KELLEY provides a guided tour through the WordPress content management system and teaches key add ons that will make your life as a webmaster a lot easier.



"Tight Fit"

© Marci Kladnik

Everything You Wanted to Know about Editors but were Afraid to Ask—Editor Panel: (Galleria)

LONNIE HULL DUPONT, executive editor at Revell, a division of Baker Publishing Group

TERESA KEIGER, editor *Cat Talk*

SUSAN LOGAN-MCCRACKEN, editor of *Cat Fancy*

ELLEN PRICE, editor of the *Pet Sitters WORLD*

JODELL RAYMOND, editor of *Cat Talk*

YVONNE YBARRA, editor *DallasDogLife.com*

3:30-4:20

Facebook Marketing for Rescues and Writers—RACHEL PHELPS AND ALYSON JOYCE (Sonoma)

Social media is no longer just a fun way to keep up with friends; it is an important part of any writer's or rescue's promotion plan. Using Facebook, rescues can grow and engage their base of individuals who may adopt, volunteer, or donate to their organization, and writers can help promote awareness and readership of their work. In this session, **RACHEL PHELPS** who runs social media for her own website and other pet organizations, and **ALLYSON JOYCE** who runs social media for Rachael Ray Nutrish, will show you how to set up a page, grow your likes, engage with fans, and create awareness of your writing or rescue.

WordPress for Rescue (and Writers) Part 2—JANEA KELLEY (Napa)

Writing for the Inspirational Market—LONNIE HULL DUPONT (Galleria)

What does the inspirational market mean exactly and how can you write and sell to it? A book editor who has been in the inspirational books market for nearly thirty years shares thoughts and tips for publishing to this market.

4:30-5:20

**Writers' Marketplace: Speed-Dating for Self-Publishers
(Sonoma)**

15 VENDORS: Julie Kitzenberger, Peter Keys, Bernadette Kazmarski, Layla Morgan Wilde, Neal Asher, Lynn Maria Thompson, Patricia Fry, Joan Miller, Christine Michaels, Debbie Glovatsky, Marion Lane, Teresa Keiger, Amy Shojai, Lorie Huston and more

Are you planning to self-publish your next book or put up a new website? Do you need help with your layout? Maybe you need to locate a photo of every cat breed plus 50 others on cat or dog care. Are you an editor, cover illustrator or layout expert?



© Stephanie Piro

Do you need a WP expert to add cat bells and whistles to your website? Record your upcoming audio book? Whether you have skills or need to hire someone, come speed-date at the Writers' Marketplace, where skills and needs come together.

Writing Descriptions That Get Pets Adopted—REBECCA POLING (Napa)

A picture may be worth 1,000 words, but without words the story is incomplete. Learn how to write short, accurate pet descriptions that motivate people to adopt and give them the information they need to do so. This fun workshop is chock full of best practices, tips, and tricks, and lots of great resources that will help you help save more lives.

6:30-9:00

You Ought to be in Pictures—NEAL ASHER (Grand Atrium)

6:30-10:30

Cocktail Reception (Grand Atrium)

Reception sponsored by ASPCA

Dinner (Napa)

Dinner sponsored by I-5 Publishing)

8:00

STRAYS, THE MUSICAL (Napa)

This exciting production explores furry foibles from the PETS' point of view. The actors give voice to a variety of cat and dog characters in this hilarious--and sometimes moving--musical review "drama-dy" that seeks to edu-tain audiences about normal pet behavior while honoring the bond we share with them. CWA attendees experience the exclusive preview of several original songs from this latest work co-authored by playwrights **AMY D. SHOJAI** and **FRANK STEELE**, written especially with pet lovers in mind.

Saturday, November 2, 2013

Schedule of Events

8:00

Registration (Outside Sonoma)

8:00-9:20

Breakfast (Grand Atrium)

Sponsored by Hartz

Membership Meeting (Napa)

By Appointment Only

Editor One-on-Ones (Miro)

9:30-10:20

Kick Starting Your Imagination: Transitioning from Nonfiction to Fiction—CAROLE NELSON DOUGLAS (Sonoma)

Learn how to find your genre and writing “sweet spot,” be productive, research the market, get feedback and find an agent, and use all of today’s best options. Come with your questions and we’ll workshop them.

Book Promotions in your Pajamas—PATRICIA FRY (Napa)

Old school book promotions meant traveling, sitting in bookstores hoping someone will ask you to autograph their book and mailing comp copies, bookmarks and press releases hoping for book reviews that may never make it to print. All this costs authors a small fortune. Welcome to the 21st century! Learn to promote your book from the comfort of your home (maybe even in your kitty cat pajamas.) Learn how to effectively use your website, social media and online (and magazine) reviews to get the word out about your book.

10:30-11:20

OFF THE PAGES ...AND ON THE AIR!—ARDEN MOORE
(Sonoma)

Making a living in the pet media is challenging with the disappearance of pet publications and the flood of free blog sites. Know cats? Know dogs? Heck, know birds or other pets? Then consider taking to the airways – both radio and television. In this presentation, **ARDEN MOORE**, the host of TWO weekly podcasts, will share her insights into earning a living with the new world of pet media: podcasts, Google hangouts, cable TV shows and more. You will learn how to become an effective communicator behind the microphone instead of the computer keyboard as an in-demand guest expert or host of your own show.



Spaghetti Bowl of Plotting—CINDY DEES (Napa)

CINDY DEES, author of over 40 novels, teaches this amazing technique for finding relationships and plot twists among existing characters.

11:30-12:20

EBook for Writers: The New Publishing Paradigm—AMY D. SHOJAI (Napa)

Ebooks for Writers is designed for beginning or experienced writers who are new to "indie" publishing. This seminar answers your questions and gives you a life preserver to keep you afloat as you dive off the self-publishing cliff. Includes valuable links to further information, available as a down-load/handout.

11:30-1:00

Photography Tip & Tricks for Writers and bloggers Plus Editing 101—DEBBIE GLOVATSKY AND LAYLA MORGAN WILDE (Sonoma)

This practical and fun session is divided into two parts: **DEBBIE GLOVATSKY** presents "Photography Tips and Tricks" and "Photo Editing 101" is with **LAYLA MORGAN WILDE**. Participants will learn how to take and edit better photographs with any camera or skill level. From Lighting 101 to creating fun, free photo editing effects, this interactive session demonstrates how simple it is to be a better photographer. They will conduct a Q & A at the end.

12:00-4:30

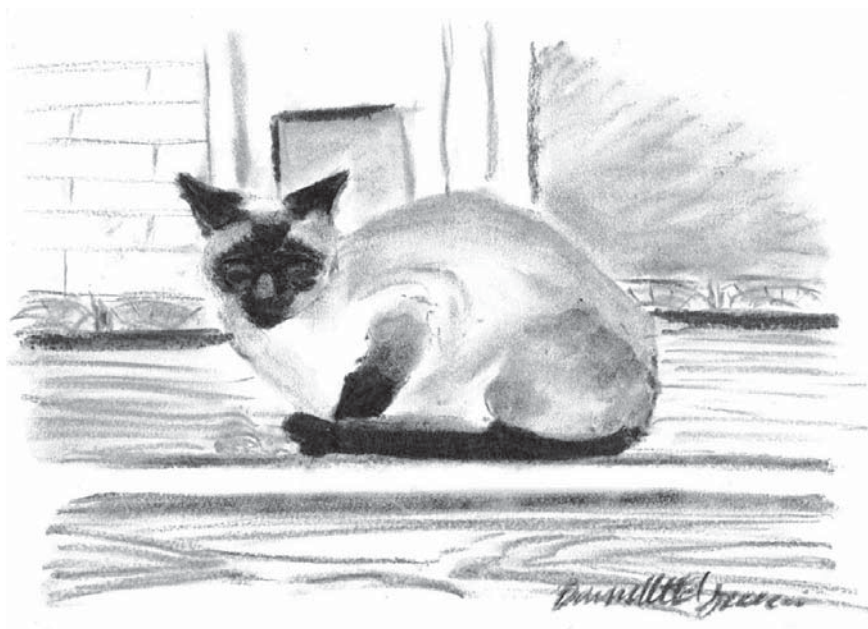
Book Signing at Books-A-Million (Grapevine Mills Mall)

A hotel shuttle will run on the hour at 11 am, noon, 1, 2, 3 and 4 pm. The return shuttle will be at 10 minutes after the hour, with the last pickup at 5:10 pm. All deliveries/pick ups are at Gate 3 of the mall. This schedule will also be posted at the hotel bell stand.

5:30-6:30
Cocktail Reception (Grand Atrium)
Sponsored by Hartz

5:30-6:30
You Ought to be in Pictures-NEAL ASHER (Grand Atrium)

6:30-10:30
Cat Writers' Association 20th Awards Banquet (Napa)
Sponsored by Purina®



"Cranberry"

© Bernadette Kazmrski

Thanks to Our Sponsors!

American Association of Feline Practitioners:
general sponsor

AdoptAShelter.com: general sponsor
& networking sponsor (Halloween icebreaker party)

ASPCA®: Friday luncheon & evening reception

Cat Fanciers' Association: general sponsor

Cat Fancy I-5 Publishing: Friday dinner

Dog Writers Association of America: general sponsor

Hartz® Mountain Corporation:
general sponsor, Saturday breakfast & evening reception

Morris Animal Foundation: general sponsor

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Petsafe: scholarship sponsor & general sponsor

Purina: Saturday awards banquet

Sergeant's®Pet Products: general sponsor

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Sturdi Products®: neck wallets for registration

Sunday, November 3, 2013

NOTE: This class is NOT covered in conference registration. The cost is \$99. You MUST pre-register. Class size is limited to 20 participants.

8:30-3:30

Pet First Aid/CPR and Safety Certification Class—ARDEN MOORE, CHIPPER and ZEKE(Monterey)

The all-inclusive PetSaver course is a hands-on program designed to give you the necessary skills to provide not only emergency care for your dog or cat but also money-saving ways to keep your pets healthy and safe. You will learn pet first aid, CPR, restraining and muzzling, choking management, fractures/bleeding protocols, care for heatstroke, frostbite, poisoning, seizures and shock. You will learn how to perform a snout-to-tail wellness and trauma assessment plus receive vital tips in preparing a pet first aid kit. This hands-on class will be taught by Pet Tech Master Certified Instructor **ARDEN MOORE** with her special teaching assistants: her dog, **CHIPPER** and cat, **ZEKI** – the only dog-cat teaching tandem in the entire Pet Tech program! This elective certification class is discounted at only \$99. It includes all materials and certificate.



“Ol’ Blue Eyes” © Cori Solomon

Faculty



NEAL ASHER claims to have been drawing caricatures since the Stone Age, which means his first works were cave drawings. Now nearly fossilized, Neal is an advertising artist, illustrator, cartoonist, as well as a portrait artist. (Ask Dusty about his amazing cat paintings!) His painting of a Siberian tiger was displayed during a Sierra Club traveling fundraising tour.



ANGIE BAILEY is an award-winning Minnesota freelance writer and blogger, performer, cat fancier, word game junkie, creative-project dabbler, music lover, food enthusiast, wife, and mother to two humans and three cats. Her cat humor book, *whiskerslist: the kitty classifieds* (Running Press), was released in September.

DEB BARNES is the author of *The Chronicles of Zee & Zoey – A Journey of the Extraordinarily Ordinary* and the award-winning blog, "Zee & Zoey's Chronicle Connection." She is also Secretary of the nonprofit, Pawsitively Humane, Inc. whose mission is to educate the public and thereby reduce the numbers of animals on the streets and in shelters.



CHIPPER – This cat-loving canine happily assists Arden Moore in her pet first aid classes, allowing students to do snout-to-tail assessments, find her pulse and practice many first aid skills. Chipper enjoys tandem surfing with her canine companion, Cleo.



JEFF CRILLEY retired from TV news after 25 years in the business to start the country's first "all journalist" PR firm. During his career he made hundreds of national news appearances including CNN, CNN Headline News, FOX News, The Discovery Channel, Good Morning America and The CBS Early Show. He has been recognized by his peers with dozens of national and regional awards including the Emmy, the National Headliners Award, the Edward R. Murrow Award, the Thurgood Marshall Award and in 2004 was named by the Texas Associated Press, "The Best TV Reporter in the state."



CINDY DEES started flying airplanes while sitting in her dad's lap at the age of three and got a pilot's license before her driver's license. At age fifteen, she dropped out of high school to attend the University of Michigan.

After earning a degree in Russian and East European Studies, she joined the U.S. Air Force and became the youngest female pilot in its history. She flew supersonic jets, VIP airlift, and the C-5 Galaxy, one of the world's largest cargo airplanes. She also worked part-time gathering intelligence. During her military career, she traveled to 42 countries on five continents, was detained by the KGB and East German secret police, was shot at, flew in the first Gulf War, met her husband, and amassed a lifetime's worth of war stories that she now uses in her creative writing of romantic suspense, contemporary romance, paranormal romance, and epic fantasy. She publishes with HQN, Harlequin Romantic Suspense, Entangled Publishing, and Tor.

Cindy taught advanced novel writing classes at Southern Methodist University for seven years and has extensive experience speaking to groups. This two-time RITA winner, five-time RITA finalist, and Golden Heart winner has published 40 novels and counting.



CAROLE NELSON DOUGLAS is the USA Today bestseller and New York Times Notable author of 60 NY-published novels of mystery/suspense and high and urban fantasy, including the 25-book and counting Midnight Louie feline PI mystery series. The last Midnight Louie adventure is *Cat in an Alien X-Ray*. A metropolitan daily newspaper reporter, feature writer and copy-layout editor before moving to

full-time fiction in 1984, Carole has lifetime achievement awards in mystery, suspense, and versatility, and the first “pioneer of publishing” citation, from RT Book Reviews magazine and more than other 50 writing awards, including multiple Muse Medallions. She’s now self-publishing reverted and new fiction in eBook and print. She and her artist husband, Sam, are kept as pets by the latest gang of five rescue cats in Fort Worth, including an indoor feral.



KATIE FRANK is the associate editor of *Western Horseman Magazine*.

LONNIE HULL DUPONT is executive editor at Revell, a division of Baker Publishing Group and the writer of many animal stories, some of them published under the pseudonym of Callie Smith Grant.





PATRICIA FRY has been writing for publication for four decades. She is the author of 39 books—most of them on publishing and book marketing. Her first novel came out this year—a cozy mystery featuring cats, of course. Patricia is the Executive Director of SPAWN (Small Publishers, Artists and Writers Network). She delights in helping authors publish and market more successfully through her writing, blogging and speaking.



JANISS GARZA was a respected rock journalist, fitness writer and vintage film expert... and then her cat shanghaied her career. Now she is known as “the human” behind the award-winning feline blogger and author Sparkle the Designer Cat (<http://www.sparklecat.com>). For the record, Janiss is also an indie publisher and a speaker on the topics of writing and social networking.

PAUL GLASSNER - While editor of the San Francisco SPCA's magazine for 25 years, Paul also produced posters, photos and a book. All told, his projects won nearly 150 awards and helped the organization raise millions of dollars.



DEBBIE GLOVATSKY is the creative mind behind the award-winning cat blog, GLOGIRLY.com known for its visual storytelling, beautiful photography and laugh-out-loud humor.



CATHERINE HOLM is the author of *Driving with Cats: Ours for a Short Time* (North Star Press, 2013) and *My Heart is a Mountain: Tales of Magic and the Land* (Holy Cow! Press, 2011). As Ann Catanzaro, she writes and publishes cat fantasy fiction. Cat is also a yoga instructor. She lives in Minnesota with her husband and six cats and loves music, dancing, gardening, yoga, and being outside as much as possible.

LORIE HUSTON is an actively practicing veterinarian, a certified veterinary journalist as well as a talented writer and blogger. Her work can be found in various publications, both online and off. Her award winning blog, *Pet Health Care Gazette*, covers a variety of topics related to pet health and pet care. She also offers consultations in the field of search engine optimization, blogging, and social media through her company, Social Media Savvy Pets.



ALYSON JOYCE runs social media for Rachael Ray Nutrish.



TERESA KEIGER left a long career in commercial photographic retouching and layout to become CFA's Graphic Artist. She had been on the staff of *Cat Talk* since just after its inception and became editor in 2013. Teresa began exhibiting and then breeding Russian Blues in the early 1990s and became a CFA Allbreed Judge in 2011. She also is a freelance graphic artist and web designer (www.pltmoon.com).



JANEA KELLEY is the webmistress and chief cat slave of Paws and Effect, a blog by cats for cats and their people, which she has been writing since 2003. She is an animal shelter volunteer, a contributing author at Catster.com, and has been an avid WordPress user since 2006.



SUSAN LOGAN-McCRACKEN has been the editor of *Cat Fancy*, the world's most widely read cat care and lifestyle magazine, for the past ten years. A veteran in print journalism for more than 20 years, she has spent the past 12 devoted to pet and veterinary topics. Under her direction, *Cat Fancy* has received seven Muse Medallions from the Cat Writers' Association in the national magazine category and

Logan has been awarded the Muse Medallion three times for her monthly editorial column and book, *Cat Calls*.

NANETTE MARTIN is an international award-winning photographer with work published in *LIFE*, *People*, *Sports Illustrated*, *Marie Claire Italy* and numerous other publications. She is the founder of Shelter-Me Photography, an organization that strives to change the way people see shelter animals. The organization also encourages adoption of difficult-to-place pets by professionally photographing and promoting them in coordination with their caregiver communities.





ARDEN MOORE, the Pawsitive Coach™, happily wears many “collars” in the pet world: radio show host, author, professional speaker, media consultant, behavior consultant, and master certified pet first aid/CPR instructor. Throughout North America she brings out the healthy best in pets and their people, teaming up with the talented cat-dog teaching tandem, Zeki and Chipper, to provide

hands-on classes. Arden hosts the award-winning Oh Behave Show on Pet Life Radio that features A-list celebrities and leaders in the pet field. She shares her Oceanside, CA. home with her Furry Fab Four: Chipper, Cleo, Murphy and Zeki, and an overworked vacuum cleaner.

PARIS PERMENTER is a fulltime writer and, with her husband John Bigley, the author of 30 books including this fall's release: *DogTipper's Texas with Dogs* (Open Road Publishing, distributed by Simon and Schuster). Paris and John publish CatTipper.com and DogTipper.com websites as well



as freelance for many publications. A lifelong pet lover, Paris lives with four cats and two dogs in the Texas Hill Country near Austin.



RACHEL PHELPS is a sought-after pet industry influencer best known for her development of the nationally recognized dog blog PrestonSpeaks.com. A professional member of the Cat Writers' Association, she is also member of the Dog Writers Association of America and a

regular speaker on pet issues and the use of social media. She also oversees the social media endeavors, website content, design, and general PR for several nonprofits.

Rachel serves on the board of directors of WestieMed and as their national Marketing Director. She also serves on the board of Westie Rescue Indiana and as an area coordinator and foster home. Previously, she served on the board of her local humane society.



REBECCA POLING has been active in the Dallas animal welfare industry for more than a decade. She is responsible for the City of Dallas Animal Services & Adoption Center's social media campaign. She is also the Animal Welfare Project Manager for The Aidmatrix Foundation, a nonprofit using technology to bring aid to animal welfare organizations in North Texas. She has served as a

member of the City of Dallas Animal Shelter Commission for six years, and is co-founder and treasurer for the Dallas Companion Animal Project, a nonprofit organization committed to making Dallas a more humane community through outreach, pet placement, spay/neuter and education. For the past three years, Rebecca has been the Conference Coordinator for the annual Texas Unites for Animals Conference, the largest regional animal welfare conference in the US.

ELLEN PRICE has worked for Pet Sitters International for 14 years as editor of the *Pet Sitters WORLD* and as academic manager. PSI is the international membership association for more than 7,000 pet-sitting businesses. She previously worked in sports marketing for the San Antonio Express News and in the livestock publication industry.



JODELL RAYMOND currently serves as CFA's Communications Director. She also engages with almost every facet of CFA. She has taught college courses in marketing and business, and operates a successful online Women's plus size apparel e-boutique (www.blackcatplus.com).



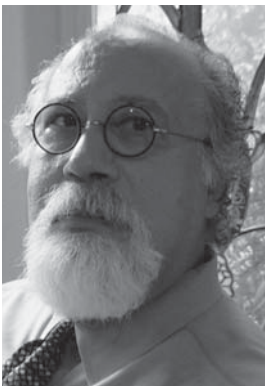
CHRIS RUBEN entered the pet industry in 1989 introducing pig ears, bully sticks and many other all-natural pet treats to the U.S. market. He has been instrumental in launching and managing several well-known pet products and brands, most notably Sticky Paws® cat behavior modification products. Chris is currently the managing director of Bullwrinkles.com as well as founder and CEO of

use cash-rewards mall where consumers simply shop-to-donate to their favorite animal charity.

AMY SHOJAI, CABC is a nationally known authority on pet care and behavior, is a certified animal behavior consultant, a spokesperson for the pet products industry, and the author of 26 nonfiction pet books. She is also the author of the dog-centric thriller *LOST AND FOUND* and writes *THRILLERS WITH BITE*. Her award-winning work appears in the *Herald Democrat* newspaper, <http://www.puppies.About.com> and cats.About.com and she's published several



thousand articles and columns during her career. She appears twice-monthly on the "Pet Talk" segment at KXII-CBS, and hosts the weekly "Pet Peeves" at PetLifeRadio.com and is an expert on Animal Planet DOGS 101 and CATS 101.



MAHMOUD SHOJAI is an enrolled agent and manager at H&R Block. He has prepared more than 10,000 tax returns for both individuals and business entities. (Side note: He won't let his wife deduct her sparkles. Editor's note: But he should.)

LYNN MARIA THOMPSON is a professional ghostwriter, book editor, and author marketer. She also operates OldMaidCatLady.com, purveyor of fine goods for cats and their people.



JAYE WELLS is a *USA Today*-bestselling author of urban fantasy and speculative crime fiction. Raised by booksellers, she loved books from a very young age. That gateway drug eventually led to a full-blown writing addiction. When she's not chasing the word dragon, she loves to travel, drink good bourbon and do things that scare her so she can put them in her books. Jaye lives in Texas with her husband and son. For more about her books, go to www.jayewells.com.



LAYLA MORGAN WILDE is a CWA Muse Medallion winner for both color and black and white photography categories. She is a holistic cat behaviorist and founder and editor of the premier online magazine Cat Wisdom 101.com. Layla is the cat expert at Pet360.com, a contributor (writing and photography) at Petfinder.com, Catster.com, Boomer Muse, Nordic Spotlight and World's Best Cat Litter blog. Her feline fine art photography at Etsy.com benefits the ASPCA. Layla lives in Westchester County, N.Y. with four cats.





YVONNE YBARRA is the editor of DallasDogLife.com, and a marketing and writing professional specializing in online media sources for small businesses and nonprofits.



ZEKI – As a young stray in Dallas, Zeki survived a brutal knifing and health woes. Now this spunky survivor is a certified therapy cat with Pet Partners. She is also a media darling, with her own Facebook Fan Page (Zeki the Cool Cat). She was featured in *Cat Fancy*, wowed the crowd at SuperZoo in Las Vegas and mingles with celebs like Jackson Galaxy and Victoria Stilwell. This feline ambassador often joins Arden Moore at speaking engagements and is the

first feline teacher in the Pet Tech first aid program. Many of Zeki's closest pals woof – she loves dogs! Zeki's currency? Deli turkey.



“Vigilant Nap”

© Bernadette Kazmarski

Contributing Artists, Poets & Photographers

CAROL NELSON DOUGLAS With *Cat in an Alien X-Ray*, Carole Nelson Douglas heads into the final stretch of her Midnight Louie, feline PI, alphabetical mystery series. The New York Times Notable and USA Today bestselling author of sixty novels has received many Muse medallions and also writes the Delilah Street, Paranormal Investigator, urban fantasies and was the first author to make a Sherlockian female, diva Irene Adler, a series protagonist. She and her husband are kept as pets by five rescue cats in Fort Worth.

LYN T. GARSON, CVT, is a writer, photographer and certified veterinary technician. Her photographs have been published in national veterinary journals, newsletters, brochures and presentations. She writes for *Our Companions News* including her column, *Technically Speaking*.

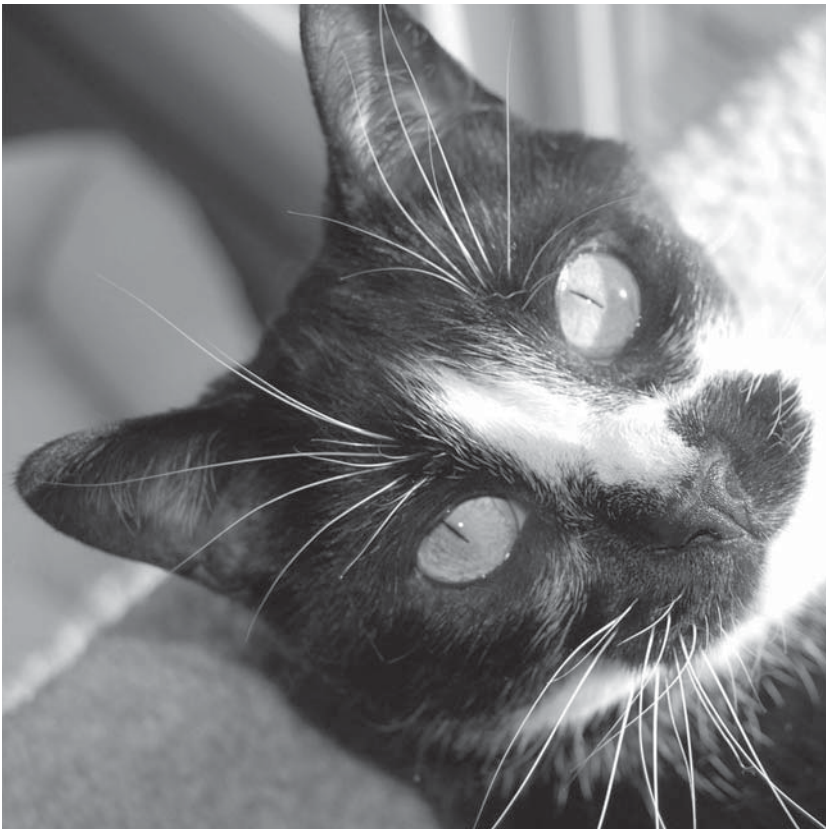
BERNADETTE KAZMARSKI works under the supervision of her cats in her home office and studio, painting animals and nature, writing fiction and poetry and providing commercial print, web and logo design and illustrations as well as photographing events, and writing articles and publicity. She is the publisher of *The Creative Cat* (www.thecreativecat.net) featuring daily photos and sketches of her cats and daily articles on diverse entertaining and educational topics concerning cats, pets, nature and artwork.

MARCI KLADNIK sits on the board of Catalyst for Cats, Inc. in Santa Barbara, CA, a feral TNR group. She is a Muse-winning photographer and a cat columnist for three local papers, Catster.com and other web-based outlets. While she doesn't profess to being an artist, she does have a BA in the subject and loves to do an occasional sketch. She prefers to write about felines, including a children's book series she's working on about her Scottie and the feral kittens the dog helps foster.

STEPHANIE PIRO is a cartoonist, illustrator and designer. She is one of King Features' team of women cartoonists, "Six Chix". (She is the Saturday Chick.) She also does the cartoon panel "Fair Game". Her work appears all over the place from books to greeting cards plus she designs gift items for her company Strip T's and her Cafepress Shop. In her spare time (HA!) she works in two libraries and gardens. Visit her

website: www.stephaniepiro.com and her blog: <http://stephanie-piro.blogspot.com/> Contact her at: stephaniepiro@gmail.com

CORI SOLOMON'S interest in animals began in the 1980s with the purchase of two Salukis. Having been an art major, she put her creative side on hold until the death of her sister in 2001 when she discovered artistic expression and experimentation through drawing and painting animals. This event also brought cats into Cori's life, as she chose to care for her sister's two. Already an award-winning animal artist, friends suggested that her experiences breeding, training and her overall love for animals was a natural segue into writing about them. Cori donates a percentage from art sales to various animal charities and her writing has informed the public on the vital role dogs and cats play in our lives.



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"Chilling in the Sun"