



Meow

The Award-Winning Newsletter of the Cat Writers' Association ♦ Special Issue 2013

A professional writers' association encouraging professionalism among cat writers, photographers, artists, and broadcasters

CWA's 2013 Conference Recap

By CWA President Lorie Huston, DVM, CVJ

The 2013 annual conference is behind us now and we've already started to prepare for the 2014 conference. But this year's conference was a huge success and definitely worth a recap of all the fun.

Thursday night kicked off the festivities with our *Halloween icebreaker*, sponsored by AdoptAShelter.com. There were lots of CWA Kittens in attendance, but there were plenty of seasoned veterans there too. The night also doubled as a bag stuffing party. Thanks to all of our generous sponsors, we had tons of goodies to pack in the swag bags. But we all worked together, formed an efficient assembly line, and had the bags stuffed in no time at all.

Food and drink flowed freely, all provided by AdoptAShelter.com, with the highlight being the amazing Moselland Happy Cat Wine, bottled in a really awesome cat-shaped bottle. How fitting for our Cat Writers' conference! After all of the Thursday night celebrants introduced themselves,

a costume contest followed. The costumes were amazing. Deb Barnes took the prize, with a bottle of the Moselland Happy Cat Wine as a trophy.

Friday morning kicked off bright and early with a continental breakfast, and Catherine Holm also led early morning risers in a yoga class.

Throughout the day, all of our writers had the opportunity to meet one-on-one with a number of *editors and agents*. Among the editors and agents taking appointments were Lonnie Hull Dupont, Katie Frank, Teresa Keiger, Susan Logan, Ellen Price, Dusty Rainbolt, Jodell Raymond, and Yvonne Ybarra.

Learning sessions, panel discussions, and workshops on various subjects ran all morning and included some terrific topics and great speakers. Usually, at least two and oftentimes three sessions were running simultaneously, creating some difficult decisions for attendees who had to choose which session to attend.

A networking luncheon, sponsored by the ASPCA, was next in line and provided another opportunity to catch up with old friends and make new ones. All through the conference, the food was tasty and the service and hotel staff were excellent.

Friday afternoon brought *more knowledge-packed learning sessions and panel discussions*, again with dynamic speakers and timely topics.

The ASPCA graciously sponsored *Friday night's entertainment*, which included a cocktail reception and dinner.

(continued on page 3)

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★ **Plan to Attend** ★
★ **CWA's 2014** ★
★ **Conference** ★
★ **in ATLANTA!** ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



CWA Council Members: (top) Su Ewing, Angie Bailey, BJ Bangs; (below) Amy Shojai, Dusty Rainbolt, Dr. Lorie Huston

Photo by BJ Bangs

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President's Message

By CWA President
Lorie M. Huston, DVM, CVJ

Hello, CWA!
Prepare for a Great Year!

I'm excited to be writing my very first message to you as president of the Cat Writers' Association. I need to thank past president Su Ewing, vice president Dusty Rainbolt, founder Amy Shojai, and Fran Shaw for all their support and guidance over the past few months as I prepared to take over the reins. I know I'll have lots of encouragement from them in the future as well as plenty of support from all of you as we, together, move CWA forward through our upcoming transitions.

For those of you who don't know me, I'd like to tell you a little bit about myself. In my "other life", I'm a small animal veterinarian. I work primarily with dogs and cats. I've been practicing veterinary medicine since 1986. My writing career started a bit later, in 2004. It's been a long and winding road, but I wouldn't change a thing.

Back to CWA... As most of you already know, we have some exciting changes in store for CWA. Our new partnership with BarkWorld will mark the beginning of a new era for us —an exciting one that, I think, will lead to great changes, all on the positive side. While BarkWorld has a lot to offer to us, we have a lot to offer to them as well.

But, though the conference committee is hard at work already planning and coordinating next year's joint conference, this year's conference is just concluded. And what a great conference it was. I'd like to take this opportunity to thank all of those involved in planning and coordinating the conference as well as those who stepped forward to volunteer their time to fill in wherever they were needed. You all did a purrific job! I'd also like to thank all of our wonderful sponsors. Without you, we couldn't pull any of this off. And then there are our speakers, panelists, and workshop leaders. These folks volunteer their time and their knowledge to help the rest of us move forward in our careers. And last but not least, I'd like to thank Debbie Glovatsky and Robin Olson for providing us with our brand new, beautiful logo.

Looking into the future, besides our BarkWorld connection, we'll be making some other changes as well. We've formed a new social media committee, tasked with extending our reach and strengthening our online presence. We've also revamped the membership requirements to reflect the increasing popularity, influence, and professionalism of blogs and bloggers. We hope these changes will encourage a growth in our membership numbers.

CWA is truly a one-of-a-kind organization. We have a tremendous amount of talent in our midst and I'm always amazed how generous our members are, coming forward to volunteer their time and expertise not only to help CWA as a whole, but also to help each other. I've spoken with many of you already who have offered ideas to improve our organization. I urge any of you who have suggestions to contact me. Don't be shy – I promise I won't bite. Or hiss. Or scratch. Ω



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(www.catwriters.com)

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CWA's 2013 Conference Recap *(continued)*

Then we were all treated to a very special performance – the debut of *Strays, the Musical*. Co-authored by Frank Steele and our very own Amy Shojai, the production was nothing short of spectacular. For those of you who were unable to attend, or who would like to relive the experience, Amy has kindly posted a YouTube video of the performance (<http://www.youtube.com/watch?v=34vXAxL-5-0&feature=youtu.be>).

Friday night also featured Neal Asher, artist extraordinaire, who provided us all with the opportunity to have a caricature drawn. Many of us took advantage of Neal's talents, each taking home a fantastic one-of-a-kind caricature, most of them with our cats (and even a few dogs) featured prominently as well.

Saturday morning featured another continental breakfast, this time sponsored by Hartz. Our annual *membership meeting* was held as well. We found out more about the upcoming partnership with BarkWorld and elected a new slate of officers.

Following the business meeting, another day of exciting agent/editor meetings and learning sessions started and ran on until late afternoon.

A *book signing* was also held in the hotel on Saturday

afternoon, with many of our CWA authors participating. Spirit A Blind Cat (<https://www.facebook.com/spirit.ablindcat>) supervised the authors while they autographed their books, chatted with book browsers, and joked among themselves.

A *reception* featuring cocktails and hors d'oeuvres, this one kindly sponsored by Hartz, preceded the *annual Cat Writers' Association Awards Banquet*, which was generously sponsored by Purina. This gala event was the purrfect culmination of a wonderfully successful conference.

However, it didn't really end there. On Sunday, Arden Moore offered a *Pet First Aid/CPR and Safety Certification Class*, assisted by her two buddies, Zeki the cool cat and Zeki's furry friend Chipper the dog.

The entire weekend was really a whirlwind from start to finish. Now the task in front of all of us is taking what we learned from the conference and implementing that knowledge into our writing and our future career plans. Most of us will also be nurturing the connections, both old and new, we made with each other at the conference. Ω

CWA Has a New Website and a New Logo

Many of you have probably already noticed our new Cat Writers' Association website and logo. Our old website and logo suited our purposes well when they were first created. But times change, and so do styles. We've been badly in need of a new look for a while now. Enter Dusty Rainbolt, who together with Layla Morgan Wilde, decided it was time, and they took matters into their own hands, creating our new website (www.catwriters.com). Thank you, Dusty and Layla! Fortunately, we also have two talented artists in our midst who stepped up and created a logo to go with our new site which is modern, colorful, and gorgeous. A big thank you goes out to both Debbie Glovatsky and Robin Olson for their spectacular design, which graced the covers of our

conference programs as well as being displayed in a place of honor on our website. In addition, we also now have badges featuring the new logo, also courtesy of Debbie and Robin, which all members and award winners are welcome to display on their websites and blogs. We hope you'll all take advantage of this and display our CWA badges proudly.

-- CWA President Lorie Huston, DVM, CVJ



CWA Kitten Mews & Roars

By Christine Michaels

"I am a kitten, hear me roar." As a first-time attendee at the Giddy like a school girl, purring with delight on the inside, it took a lot of effort to keep a lid on my unbridled enthusiasm so fellow participants were not wondering what silly goose the CWA dragged in. This was about fabulous felines, not obnoxious avians.

After I first stepped foot in the airport shuttle bus and met Teresa Keiger of *Cat Fancy*, and later met Bernadette Kazmarski of *The Creative Cat*, and Joan Miller of *The Cat Fanciers' Association, Inc.*, I wanted to roar. CWA is an exclusive association of cat writers. Four years ago Karen Payne, a fellow member of The Cat Network here in Miami, recognized my writing/blogging capabilities alongside my rescue/TNR efforts and encouraged me to join. *Moi?* I applied and was fortunate to be accepted. Roar!

What was the best part of the conference? Honestly, I cannot pinpoint one event. The "Icebreaker" on the initial night was my first favorite. We sat in a circle and went around introducing ourselves and the work we do related to cats. "So how many cats do you have?" was promptly asked if one didn't disclose it in the intro. It was like a comical AA meeting. It was here that I met the pioneers of cat writing and sat in awe. I know the level of difficulty today, as I walk, talk (even while standing in grocery store lines, cat items strewn on conveyor belt), and write about cats, always attempting to trigger a conversation, to open a door so that people will listen, learn, and care, and take action to help cats. How often do I hear the phrase "I'm not a cat person" today? Too often! I can only imagine the challenges, the closed minds, the odd looks that long-time CWA members faced 10 or 20 years ago. They have overcome greater obstacles and paved the way for us. They have my utmost respect. Roar!

Another highlight and advantage was the fact that the conference was small (exclusive membership has its privileges), so the sessions were intimate and this afforded us the opportunity to talk one-on-one and at length with writers, publishers, editors, marketers, and social media pros. For a career woman who has attended and planned conferences in the past, this was a luxury and much appreciated.

The final night was the award ceremony. A separate program was published for the evening. Rightfully so! The number of awards was staggering! There was an award for every category, medium, and format imaginable -- blog posts, short stories, video, cartoon, poetry, photographs, illustrations. A final award was the Shojai Mentor Award. This thoroughly impressed me as a marketing professional. Few organizations encourage mentoring, yet we know teachers are invaluable and necessary for an educated, innovative and progressive society. Adults also need nurturing and guidance. Not just children. It's easy to become stale. One of the business philosophies I adopted early in my career was, "If you're green you're growing, if you're ripe you're rotten." I want to be green! So I was elated to learn that CWA is a leading organization in this aspect and offers support and guidance for members seeking to advance their skills. But who would I choose and ask to be my mentor? CWA has so many accomplished and inspiring writers! That's a "first class" problem, as we say in the business world.

Thank you, CWA and conference planners, for a memorable event for this kitten. Until next year. Roar! Ω



Christine Michaels is a blogger, cat rescuer, and marketing professional in Miami, Florida. She's the Founder and President of *Pawsitively Humane, Inc.* and the originator of the *Riverfront Cats* blog, which garnered two finalist spots in the 2013 *Petties*. Contact her at riverfrontcats@yahoo.com; find her at www.riverfrontcats.com and www.facebook.com/

A Kitten's-Eye View of the 2013 CWA Conference

By Lynn Maria Thompson

Writers' conferences always send me home with a head spinning with possibilities, and this year's CWA conference was no exception. For years, I've wanted to attend this conference. It brings together the two sides of my business: the writing/editing side, and my retail site that sells products for cats and cat lovers. Although I was forewarned that attendance was down this year, I was a presenter, so there was no way I was backing out. Any opportunity to get up in front of an audience!

The first event, the bag-stuffing party on Thursday evening, was amazing. Nancy Peterson did an incredible job of getting donations for those huge swag bags -- mee-yowza! Once they were stuffed, we sat around the room in a circle and told a little about ourselves, so it was a great chance to get to know people better. I met authors whose books I sell on my online retail site, and others I've known only through social media before.

Friday morning I was one of the first presenters, so after my session I was able to just sit back and enjoy the rest of the conference. The presentations were informative, the food was outstanding, and the fellowship was wonderful. It's great to talk about my cats without people rolling their eyes and thinking, "There she goes again, the crazy cat lady!" Everybody else there was talking about their cats just as enthusiastically. It felt like being among family.

Next year's conference, partnering with BarkWorld, should be



Photo by Debbie Glovatsky

CWA Welcome Party: Deborah Barnes, Angie Bailey, Janiss Garza, Christine Michaels

even more amazing... even if there are going to be dogs around. I can't wait! Ω

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CWA Volunteers: Thanks for All Your Hard Work!

By Susan M. Ewing, CWA's Immediate-Past President

Thanks to everyone who attended the conference and made it a success. Lots of people put in lots of hours to make the conference happen, but if no one attended, all that hard work wouldn't matter. So, thanks.

Major thanks, of course, to everyone who DID work. I am always amazed at how hard and long our volunteers work, and, how many people volunteer for jobs both large and small. So, even if you're not listed below, please know that your efforts are appreciated, from arranging chairs at the TNT (Thursday Night Team) party to introducing a speaker, to just plain stepping in and helping when you see a need. I hope helping gives you a warm glow, because I sure get one when I think of you.

Specific thanks, in no particular order, go to the following:

- Dusty Rainbolt, vice-president, who is a dynamo when it comes to organizing seminars and corralling speakers... and setting up new websites.
- Wendy Christensen for the lovely Certificates of Excellence... and for returning as CWA secretary.
- Fran Shaw, for heading the nominating committee, and her committee, Linda Kay Hardie and Jane Brunt.
- The Council of Directors: Angie Bailey, Joan Miller, Jane Brunt, Lynn Miller, Robin Olson, Allia Zobel, Dusty Rainbolt, Lorie Huston, Amy Shojai. And, to those whose term ended: JaneA Kelley, Andrea Dorn, Jane Brunt, and Allene Tartaglia.
- Marci Kladnik and Barbara Stretton for managing the contest this year. It was quite a learning curve and they managed it beautifully. And, thanks also to Marci for agreeing to chair the contest in 2014.
- The contest committee of Deborah Barnes, Heike Hagenguth, JaneA Kelley, Nancy Marano, Dusty, Jodell Raymond, and Suzanne Stowe.
- Sharon Melnyk for handling conference registrations.
- Glorimar Anibarro for handling on-site registrations and check-ins.
- Deb Barnes who worked hard on the book signing, which was a wonderful event, even with a change of venue.
- Nancy Peterson, who gets oodles of goodies for the goody bags as well as door prizes, and then organizes the stuffing of bags.
- Heike Hagenguth, who once again managed the scheduling of editor/agent appointments.
- BJ Bangs, conference photographer.
- Karen Payne for our splendid newsletter.
- Barbara Florio Graham for coordinating the Premier Pet Products Scholarship.
- Paul Glassner and Amy Shojai for their work on publicizing the conference.
- Chris Ruben, who helped create our partnership with BarkWorld.
- Lorie Huston for agreeing to run for CWA president!
- Debbie Glovatsky for our new logo.
- Layla Morgan Wilde and Robin Olson for helping Debbie.
- Angie Bailey for organizing conference volunteers.
- Karen Lawrence for all the years of maintaining our old website.

THANK YOU TO EVERYONE FOR ALL YOUR HARD WORK AND SUPPORT OF CWA.

Quarterly Quotes



"Aren't they all heroes--our cats who train us, keep us and put up with us? For these accomplishments alone, they deserve medals." ~ Arnold Hano



Summary of the CWA 2013 Writers' Conference Presentation:

Working with a Freelance Editor

By Lynn Maria Thompson

Why You Need an Editor

Why do you need a freelance editor for your book? You've probably been a natural writer and avid reader all your life. You're a decent speller and grammarian. But there are several ways an editor can help make your book better.

First, having your manuscript edited will **improve your chances of selling it**. Most writers don't think much about that, but isn't selling your book your ultimate goal? You're not just writing a book for the fun of it, you want people to actually read it. It would also be nice to recoup some of your investment in the project and... dare we think it... perhaps even hit the best-seller list! The editors on a publisher's staff won't even see your manuscript until it's been accepted for publishing. A professional freelance editor will get you to that point.

An editor also has an **objective viewpoint** and a **fresh pair of eyes** concerning your manuscript. You've looked at this material so much that you know what you meant to say, and that's all you'll see. Similarly, your friends and family members want to be encouraging, so they'll only give you positive feedback on it. "Oh, it's great!" doesn't really tell you where you need to revise the manuscript to get it into tip-top shape before shopping it around to publishers or agents. What you get from an editor will.

You also want someone who's an **expert at the mechanics of writing** to look over your manuscript. During the creative process, it can hurt the development of your story to concentrate too much on those things. Once you have that draft on paper, only then should you start to examine the logistics of how the book is put together and whether or not everything's spelled correctly. Editors have a ton of reference books on grammar, and anything they don't know by instinct, they can find in there.

An editor will also look at your manuscript from a **reader's perspective**. You may have done elaborate profiles for the characters in your book, or have a backstory in your mind of things that brought them to where they are during the action covered in your book. But the only way your readers will know those things is through the characters' actions and dialog in your book. Will they figure out your characters' secrets? Will they get your theme from the way your book is written? An editor can tell you that.

Most editors also have **experience in what agents and publishers are looking for**. We closely monitor the publishing industry and are aware of current trends in the marketplace. This is how we help you make your manuscript more marketable to them. This is also true for other types of professionals you'll work with along the path to getting your book published. You may work with a graphic artist for the cover, a book designer who handles the interior layout, or a publicist who can help you get the word out about your book. An event planner may help you put together your book launch party. If you publish the book yourself, you may work with a book printer/bindery, and may need help with storage and distribution of the printed books. So an editor is only one of many professionals you'll work with. Cutting corners can cost you book sales.

What to Look For in an Editor

How do you find the right editor for your manuscript? There are several steps you should take when shopping for one. Interview several before making your decision and use these guidelines to

compare them.

First, look at the editor's **qualifications**. Does she have the necessary education and experience to do what your book needs? What other books has she edited before? Are these good books that have gotten good reviews? Has this editor worked in your genre before?

The next thing to look for is **professionalism**. Is your potential editor seriously in business, or just doing some part-time editing on the side? Does she have a business name, logo, and website? Social media profiles? Is she listed on well-regarded sites like Preditors & Editors? Is she a member of any professional organizations, like a Chamber of Commerce or writers' organizations, to back up her credibility?

You may also ask for **references from past clients**. Contact these people and see how satisfied they were with this editor's work. Was the editor's feedback clear and easy to incorporate in to the manuscript? Did it improve the author's work? Was the editor readily available for any questions the author had?

Reliability is another factor that may influence your choice. Ask past clients if the editor delivered their work in a timely manner. Did she hold the author to deadlines in returning revisions for subsequent edits? Was her advice solid?

A good editor will offer **flexibility in payment options**. Can the editor break up your fees into payments that are easier for you to handle? Will she accept payment by credit card?

Your editor should also have the **type of personality that you can work with**. Not everybody is compatible with everybody else. Make sure that your editor is someone whose style suits you.

Lastly, **availability** may be an issue. A truly good editor will be in demand and may have to schedule your manuscript several months down the road. Are you willing to wait, or will you need the work done sooner?

What will it Cost?

Many variables affect the cost of an editing job, so familiarize yourself with how editing is priced and make sure you're comparing apples to apples when you're shopping for your editor.

Look at **how an editor prices her services**. Some may price by the hour, by the page, or by the word. I charge by the word because it seems to me to be the fairest way of determining the price for a project. Find a way to convert other types of prices to the same method so you can more easily compare them.

Did you know that there are **different types of editing**? Make sure you understand which types will be included in your editor's services for the price. **Developmental Editing** is typically done before a book is written to help you refine your idea. It examines marketability of the idea, target audiences, and how the book needs to be written to appeal to them. It can change the way you write your book. **Content Editing** breaks down a manuscript into its elements and examines how it's put together. It can uncover fatal flaws in logic, plot, character development, and timeline, and typically takes around 90 days to complete.

Copy Editing checks the manuscript for spelling, grammar, punctuation, correct word usage, and all the other details you need to have perfected before shopping it around.

(continued)

Working with a Freelance Editor *(continued)*

Proofreading is typically done on each of the proofs you'll receive from your publisher after your manuscript has been accepted. Even though everything is done digitally these days, there's still room for error. Chapters can get put in the wrong order, formatting can get messed up, and some things may not appear the way you intended on the page.

Also **understand what your editor is not**: she's not a publisher, or a publicist. She may be able to refer you to some, or may even offer some of those services for an additional fee. But when you hire an editor to edit your manuscript, don't expect her to do something else.

There are other variables that will affect the price charged for editing your manuscripts. Its **length** and **complexity**, the **language skills of the author**, and even the **genre** can come into play. For example, in sci-fi or fantasy books, the author creates an alternative world in which there are certain natural rules, just like the laws of nature that prevail in our world. Keeping track of those is very detailed, time-consuming work, so an editor often charges more for these types of manuscripts.

Working with Your Editor

Once you've chosen your editor, there are several steps you can take to streamline the editing process. It's a good idea to **self-edit** the manuscript at least once before submitting it for editing. Once you've written it, set it aside for a few weeks before rereading and revising it. You'll be amazed what you spot when you look at it again with fresh eyes.

Next, make sure you have a written, signed **contract** for the editing project. This is not only a sign of professionalism on the part of your editor, it will also spell out what you can both expect and will protect both you and the editor from misunderstandings. A good contract defines what is expected of each of you, gives you an out in the event of unforeseen circumstances, and solidifies your payments and deadlines.

When you get your editor's feedback, remember **not to take the comments personally**. Yes, it hurts to be told that your baby is ugly,

but it's your editor's job to tell you the difficult things that nobody else can. That's what you're paying her for. The marketplace is going to be harsh on your manuscript, so it's better to fix those things now. You should also **feel free to question** any of your editor's notes if you don't understand them or even if you disagree with them. But understand that they're made based on the editor's expertise and experience, and are designed to help you.

Make sure you **meet the deadlines** spelled out in your contract for returning rewrites to your editor for the next step of the process. Editors have to schedule their work carefully to allow sufficient time to do it properly, and a late rewrite can throw off that schedule. You likely also have a deadline by which you want to publish your book, too, and meeting your rewrite deadlines helps you stay on track.

Your editor should always **leave all decisions about what's changed in your manuscript with you**. You are the author. Your editor should be just that, not a co-author. Don't expect your editor to rewrite sections of your manuscript for you. A good editor understands this and will not try to change your unique voice with her suggestions.

Is It Done Yet?

Once your content edit is finished, there's still plenty of work to be done before your manuscript is ready to shop around.

If you're had extensive revisions after the content edit, your manuscript will need a **copy edit**, along with follow-up on the notes made during the content edit, before it's ready for agents or publishers.

Once accepted for publishing, the editors at your **publisher** will likely make additional changes to your baby. Depending on the publishing route you choose, these could be minor, or they could be as major as the actual book title!

But don't fret. Most successful writing projects these days are **team collaborations**. All the people working with you are a part of your book's success team. Try to view their changes that way.

And when you get the proofs from your editor, **proofread** them with a fine-toothed comb. Don't you hate it when you're reading a book and find an error in spelling or grammar? Don't let your book become one of those!

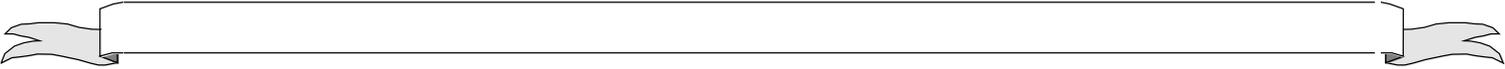
Shop around to find the right editor for your book, and you'll be rewarded with a more marketable book... both to publishers and to readers! Ω

Lynn Maria Thompson has been a writer all her life, and she founded her own company, Thompson Writing & Editing, in 2003. Before that, she worked for 23 years in the corporate world in marketing and public relations. She also operates OldMaidCatLady.com, purveyor of fine goods for cats and their people, and writes about cats for her Old Maid Cat Lady blog. As a ghostwriter and book manuscript editor, she has worked on both fiction and nonfiction projects for clients all over the world. Her presentation at the 2013 CWA Conference explained why you should work with an editor before publishing your book, and what to expect when you do. You can contact Lynn at lynn@thompsonwriting.com.



Photo by BJ Bangs

Panel discussion on social media at the 2013 CWA Conference: "Doing It All... Without Pulling Your Hair Out!" with (from left) Lorie Huston, Deb Barnes, and Janiss Garza



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Pet Sitters International

2013 CWA SPECIAL AWARD WINNERS!

AWARD #1: The AAFP Cat Friendly Award, sponsored by the American Association of Feline Practitioners (AAFP), is presented to the entry that best educates cat owners about the benefits of going to a Cat Friendly Practice. The award consists of \$500 and a commemorative framed certificate. ~ **Awarded to**

Dusty Rainbolt for “Cat Carrier” (AdoptAShelter.com).

~ Judge: Dr. Letrissa Miller is an award-winning veterinarian with more than ten years’ experience as a feline-only practitioner and former board member of the American Association of Feline Practitioners (AAFP). From 2006 through 2011 she was a board member of the American Association of Feline Practitioners (AAFP). In 2010 she represented the AAFP at the founding of the Cat Health Network, a joint initiative of AAFP and the American Veterinary Medical Foundation, Morris Animal Foundation, Winn Feline Foundation; she also was an investigator for an FDA clinical drug trial to gain approval and labeling of a drug for use in cats. *“This writer’s response to a column question about vet visits is very pleasant to read. It is a wonderfully playful response that thoroughly deals with how to make vet visits less stressful for a cat. It stands out from other entries both for quality of writing and meeting the criterion set for this category.”*
~ The award consists of \$500 and a framed commemorative certificate. ~



AWARD #2: The AdoptAShelter.com ADOPT A HOMELESS CAT AWARD, sponsored by

AdoptAShelter.com, is presented to the entry that best describes the plight of homeless or feral cats and/or the joy of cat adoption and/or improving the quality of life of cats in a shelter environment. Entries will be judged for quality as well as the ability to persuade the reader. Qualified *online only* entries include single articles, features, columns, series of articles, short stories, websites, blogs, videos photos or any other accepted online venue. ~ **Awarded to Allie Phillips for “The Hierarchy of Anti-Cruelty Laws: Prosecuting the Abuse of Stray and Feral Cats” (Tales of Justice, National District Attorneys Association’s Nation Center for Prosecution of Animal Abuse, Vol. 2, No. 3, 2013).** ~ Judge: Patricia Olson, DVM, Ph.D., is the chief veterinary advisor of the American Humane Association, where her activities include identifying research opportunities to advance the health and welfare of children and animals. "This article is well-written for both professional and lay audiences, and describes the lack of empathy (or moral disengagement) for homeless cats and other animals. It is a thought-provoking article on how the human species is not always humane, thus legal support may be a powerful tool for change." ~ The award consists of \$500 and inclusion in the AdoptAShelter.com online library. ~

AWARD #3: The CEVA HUMAN-ANIMAL BOND AWARD, sponsored by CEVA, is presented to the entry that best reflects and promotes the strengthening of the human-animal bond, highlighting the bond between a cat and owner, as well as their relationship with their veterinarian as another direct caregiver. The award consists of \$1000 award and commemorative certificate. ~ **Awarded to Cimeron Morrisey for “What’s One Week? Confessions of a Reluctant Foster Parent” (Cat Fancy, October 2012).** ~ Judge: Dr. Christina Chambreau is an internationally known homeopathic veterinarian, teacher, and chair of the board and founder of the Academy of Veterinary Homeopathy. She is on the faculty of the National Center for Homeopathy Summer School and also teaches her own courses, and lectures at conventions, schools, clubs and to anyone who is concerned about improving the health of animals. *“This writer’s story tugged at my heart and had me almost teary. I wish every veterinarian would be as respectful of the cat/human bond as hers was. She describes how much she got out of fostering those tiny kittens in a very well-written article.”* ~ The award consists of \$500.

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2013 CWA SPECIAL AWARDS *(continued)*

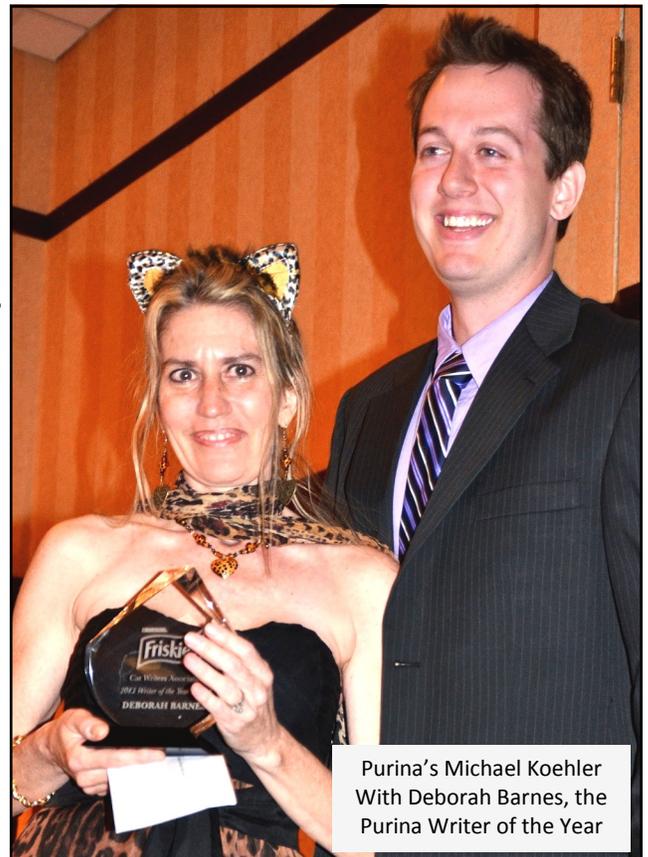
AWARD #4: The **DR. JIM RICHARDS CORNELL FELINE HEALTH CENTER VETERINARY ISSUES AWARD**, sponsored by Cornell University's Feline Health Center, is presented to the highest-quality entry on the topic of technological advances, research, new medical developments, or innovations in feline veterinary medicine. ~ **Awarded to Fran Pennock Shaw for "Life-Saving Science" (Cat Fancy, January 2013).** ~ Judge: Ryane Englar, DVM, is a 2008 graduate of Cornell University's College of Veterinary Medicine. Her special interests in the realm of feline medicine include pain management, pediatrics, and end-of-life palliative care. It was a special privilege for her to judge the Dr. Jim Richards Cornell Feline Health Center Veterinary Issues Award, as she was mentored heavily by the late Jim Richards. *"It was close; however, this writer took the cake with the depth with which she wrote. Well-written, easily understood, even among a non-veterinary, but pet loving audience. Congrats for knocking this one out of the ballpark and providing a timely, newsy, relevant, and easy to comprehend article about a not so easy to comprehend subject."* ~ The award consists of \$500. ~

AWARD #5: The **FANCY FEAST® LOVE STORY AWARD**, sponsored by Purina, is presented to the entrant whose work best captures the magic of the loving relationship between cats and their owners. ~ **Awarded to Patricia Barey for *Julia's Cats: Julia Child's Life in the Company of Cats*.** ~ Judge: Joan Caron earned a master's degree in special education, then spent 25 years as a Marine Mammal Trainer and Curator at the Miami Seaquarium where her charges included the famous dolphin Flipper. *"This book is utterly charming and unexpected. Who knew that the great American French chef Julia Child was such a cat lover? The book is full of touching anecdotes and photographs. It brought smiles and tears and real pleasure to me and I'm so glad I had the opportunity to read it. This book will bring equal delight to cat lovers and fans of Julia Child."* ~ The award consists of \$500 and a commemorative award. ~

AWARD #6: The **FRISKIES® WRITER OF THE YEAR AWARD**, sponsored by Purina, is for the writer who has done the most during the contest year to promote the welfare, health, and proper care of cats, which includes providing sensory stimulation to keep cats healthy and happy. This award is for "a body of work." ~ **Awarded to Deborah Barnes, who is the 2013 Friskies Writer of the Year.** ~ Judge: Cindy Rigoni, DVM, opened the fifth cats-only veterinary practice in the United States in 1984. She still owns and runs All Cat Veterinary Clinic in Houston. In the late 1970s she began breeding and showing Cornish Rex. She received degrees in Animal Science, Horticulture and Veterinary Medicine from Iowa State in Ames. She's an avid reader, consuming 1500 words per minute. Dr. Rigoni is also a CFA master clerk. *"Judging is a labor of love. Each time I do this, it hurts to have to pick only one to be Top Cat. This year was no exception. I chose this work because her voice is very consistent through every excellent article and piece submitted."* ~ The award consists of \$500 and a cat figurine. ~



Fran Shaw with CWA Past President Susan Ewing



Purina's Michael Koehler With Deborah Barnes, the Purina Writer of the Year

(continued)

2013 CWA SPECIAL AWARDS *(continued)*



Nancy Peterson with Awards Co-Chair Barbara Stretton

AWARD #7: The **HARTZ® EVERY DAY CHEWABLE VITAMIN AWARD**, sponsored by Hartz Mountain Corporation, is given to the highest-quality entry on the topic of older cats. ~ **Awarded to Nancy Peterson for “Better with Age: Finding Homes for Adult and Senior Cats.”** ~ Judge: East Tennessee native Dr. Melissa Kennedy did all of her veterinary studies at the University of Tennessee College of Veterinary Medicine, receiving her DVM in 1983 and Ph.D. in 1991; she then did a residency in microbiology and became a faculty member. Her research has focused on feline viruses, particularly feline corona virus and FIP. *“This article focuses on the problem older cats face in finding a forever home. Possible solutions in addressing this issue are described, which is very useful. I found its delivery to be thoughtful, heart-warming, and hopeful. It was entertaining to read and really made me think about the issue.”* ~ The award consists of \$1000 and a commemorative plaque. ~

AWARD #8: The **HARTZ® GLAMOUR-PUSS AWARD**, sponsored by Hartz Mountain Corporation, honors the best single entry on the topic of feline skin and coat care. ~ **Awarded to Helen Jablonsky for “Tame the Claws” (Cat Fancy, November 2012).** ~ Judge: Heather Roberts is currently the Dean of Sciences and Math at Sierra College in California. She worked as a post-doctoral fellow at the UC Davis Center for Companion Animal Health investigating inherited feline disease and the origins of the domestic cat. She is a TICA-Approved All-Breed

judge and also a member of the TICA Genetic Committee and currently breeds and exhibits Burmese. *“Our pets are an integral component to a balanced, healthy life. The author aims to properly inform the public how to tame cats’ claws so everything remains in balance. Too many cats are sent to shelters (or kicked outside) because of inappropriate sharpening of claws. This article will help alleviate some of these problems.”* ~ The award consists of \$1000 and a commemorative plaque. ~

AWARD #9: The **HARTZ® MILK REPLACEMENT FOR KITTENS AWARD**, sponsored by Hartz Mountain Corporation, is awarded to the best single article (published in a newspaper, magazine, newsletter, or professional online venue), or single radio or television broadcast on the topic of rescuing kittens. ~ **Awarded to Cimeron Morrissey for “What’s One Week? Confessions of a Reluctant Foster Parent” (Cat Fancy, October 2012).** ~ Judge: Kim Innes, who has been rescuing cats since her early teens

in locations from Michigan to Germany to Texas. She specialized in rescuing feral cats for around 40 years, then joined Animal Allies of Texas eight years ago. She is now the Cat Coordinator and a member of the AAT Board of Directors. *“As a long-time rescuer & foster of feral cats and kittens, this article really hit home. The story is compelling and the writing style did a great job of communicating what those of us who rescue and foster go through. I hope it encourages others to consider fostering for a local rescue organization!”* ~ The award consists of \$1000 and a commemorative plaque. ~



AWARD #10: The **“IN THE SPOTLIGHT” AWARD**, sponsored by the Jacat Cattery, home of award-winning, pedigreed Japanese Bobtail Cats, is presented to the entry that best advances the protection, preservation and promotion of pedigreed cats and/or the pedigreed cat fancy. This includes breed rescue as well. Qualifying entries include all media. ~ **Awarded to Teresa Keiger for her brochure, CFA—We’re Waiting for You.** ~ Judge: Pat Harding has been a show judge since 1963, judging for ACFA, Crown, and TICA since its inception. As a licensed distinguished All-Breed teaching and training judge, she has presented at judging schools. Over the years, she has raised and shown Siamese, Oriental Shorthairs, and American Shorthairs, and, since 1963 has raised and shown Abyssinians. *“Writing voice is excellent, as is the organization and accuracy. The brochure is colorful, well laid-out, and written. Congratulations on getting a great deal of information in a small space.”* ~ The award consists of \$500, a certificate, and a Maneki Neko. ~

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2013 CWA SPECIAL AWARDS *(continued)*

AWARD #11: The **KARI WINTERS RESCUE AND REHABILITATION AWARD**, sponsored by TICA, is awarded to the best single article or column (published in a newspaper, magazine, newsletter, or professional online venue) or single radio or television broadcast on the rescue and rehabilitation of cats or kittens from shelters or rescue groups for the purpose of adoption. ~ **Awarded to Cimeron Morrissey for “What’s One Week?: Confessions of a Reluctant Foster Parent” (*Cat Fancy*, October 2012).** ~ Judge: Jenny Schlueter. ~ The commemorative award consists of a \$500 and a plaque. ~

AWARD #12: The **PRO PLAN® PEDIGREED CATS AWARD**, sponsored by Purina, is presented to the writer or creator of the best entry of the year that focuses on cat breeds, pedigreed cats, and professional breeder issues. ~ **The winner is Andrea Dorn for “Harder Than It Looks” (CATCHANNEL.COM).** ~ Judge: Carol Barbee over the years has served as ACFA President, President of the Cornish Rex Society, ACFA Cornish Rex Breed Chair, and ACFA Mid Central Regional Director. Currently she is the ACFA International Division Chair and a member of the ACFA Genetics Committee and Judges Executive Council. She was the editor of the ACFA Yearbook for 11 years. *“This article presents the aspects of breeding pedigreed cats in a manner that shows the seriousness of the subject and yet will not frighten off all potential new breeders. The author has provided a valuable resource to those who have thought about breeding pedigreed cats and who now know that it is, as the beginning of the article states, ‘a lot more than just getting a tom and queen together.’”* ~ The award consists of \$500 and a commemorative bowl. ~

AWARD #13: The **PURINA® CAT CHOW® NUTRITION AWARD**, sponsored by Purina, is presented to the best column or article (print or professionally published online), blog, or book entry on the subject of feline nutrition. ~ **Awarded to Fran Pennock Shaw for “No Two Alike” (*Cat Fancy*, September 2013).** ~ Judge: Vicki L. Thayer, DVM, is on the Board of Directors for the Contra Costa Veterinary Emergency Center and for the Academy of Feline Medicine, and a repressive and VIN “buddy” for the Veterinary Information Network (VIN). She graduated cum Laude in Veterinary Medicine from Washington State University. She has had her own cat practice, Purrfect Practice, in Lebanon, Oregon, since 1979. She is owned by five cats and a dog. *“This article is well-researched and presented. The writer’s voice is instructive, engaging, and consistent throughout the piece. It is balanced and informs the reader about the subject and gives additional sources for follow-up information.”* ~ The award consists of \$500 and a commemorative pewter bowl. ~

AWARD #14: The **PURINA® ONE® HEALTH AWARD**, sponsored by Purina, is presented to the outstanding single article (print or professionally published online) or blog reporting on feline health issues. ~ **Awarded to Helen Jablonsky for “Healthy Teeth for Life” (*Cat Fancy*, February 2013).** ~ Judge: Colleen Murray, DVM, earned her veterinary degree at the University of Louisiana, where she worked as a primate keeper at the Audubon Zoo. She completed her internship in Small Animal Medicine and Surgery at Texas A&M, and has practiced in Dallas at the Katy Trail Animal Hospital for over 20 years. *“The author of this article selected a timely topic, periodontal disease, which is the number one ailment affecting cats today. Her writing is clear, and progresses from the problem to the solution in easy-to-follow steps. She mentions serious complications that could occur and follows up with a detailed discussion of the techniques and tools needed for effectively brushing a cat’s teeth. This is an excellent and informative article about an important topic.”* ~ The award consists of \$500 and a commemorative pewter bowl. ~

AWARD #15: The **PURINA® KITTEN CHOW® KITTEN AWARD**, sponsored by Purina, is presented to the author of the outstanding entry on caring for kittens. ~ **Awarded to Helen Jablonsky for “Loaded with Personality” (*Cat Fancy*, February 2013).** ~ Judge: Drew Weigner, DVM, established The Cat Doctor (Atlanta), the first feline specialty practice in the southeastern United States, in 1987. Eight years later, he became one of the country’s first board-certified feline practitioners. He has served as president of the Academy of Feline Medicine and as a board director of the American Association of Feline Practitioners. *“This well-written article covers a subject that is unfamiliar to most readers with clarity and diligence. The introduction, while light-hearted, draws you in to a fairly technical subject that never gets bogged down by jargon. It’s well researched and employs relevant quotes seamlessly, while never losing sight of its audience. It’s informative and interesting and strikes that rare balance between technical explanation and genuine understanding.”* ~ The award consists of \$500 and a commemorative pewter bowl. ~

AWARD #16: The **STICKY PAWS® TRAINING AWARD**, sponsored by Pioneer Pets/Sticky Paws®, is presented to the best article or tape entry on training techniques. ~ **Awarded to Jacqueline Munera for “Foundation Behaviors Are Going to the Cats!” (*The ADPT Chronicle of the Dog*, July/August 2012).** ~ Judge: Dilara Goksel Parry, who grew up in Istanbul, Turkey, holds degrees in Psychology and in Comparative Literature from Oberlin College. She was the Cat Behavior Program Coordinator at the San Francisco SPCA for more than 12 years. Dilara is a Certified Cat Behavior Consultant. She has also been called on as an expert witness in a Massachusetts lawsuit relating to cat behavior. She shares her life in Richmond, California, with her family of humans, cats, dogs, and chickens. *“The article on cat behavior is informative, clearly-written, and chock full of practical applications. Her emphasis on cats’ trainability by use of non-punishment-based techniques is much needed. Her writing style is clear and effective. The article has a how-to format and anyone who reads it can begin to teach some simple commands to their cats—a sure gauge of a good how-to.”* ~ The award consists of \$1000 and a commemorative certificate. ~

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2013 CWA SPECIAL AWARDS *(continued)*

AWARD #17: The **TIDY CATS® FELINE BEHAVIOR AWARD**, sponsored by Purina®, is presented for the best entry on the subject of feline behavior. The award consists of \$500 and a commemorative pewter bowl. ~ **Awarded to Jacqueline Munera for “Set Up Cats in the Shelter for Success” (*The ADPT Chronicle of the Dog, Spring 2013*).** ~ Judge: Mikel Delgado, a Ph.D. student at UC Berkeley studying animal cognition and behavior, and human-animal relationships. She has presented research on the welfare of laboratory pigeons, human attitudes about domestic cats, and emotions and decision-making in squirrels at several academic conferences. She is a former director of the International Association of Animal Behavior Consultants. *“The behavior of cats in a shelter can have life or death consequences. Cats who don’t adjust well are often killed for presenting behavior problems, but many of these problems are caused by the stress of the shelter environment and lack of attention to cats’ needs. This This article offers important information, encourages a new way of approaching the experience of cats in the shelter, and offers practice tips for shelters. It was both professional and easy to read and lays out suggestions clearly for readers. A very nice treatment of an important subject.”* ~ The award consists of \$500 and a commemorative pewter bowl. ~

AWARD #18: The **WORLD’S BEST CAT LITTER-ARY AWARD**, sponsored by World’s Best Cat Litter®, is presented for the outstanding novel, short story, poem, or radio/television dramatic script which portrays cats and cat ownership in a positive way. ~ **Awarded to Shirley Rousseau Murphy for *Cats Bearing Gifts* (HarperCollins, 2012).** ~ Judge: Heather O’Steen, the Assistant Executive Director of the American Association of Feline Practitioners (AAFP). She is not only responsible for oversight of the day-to-day operations and project timeliness of the Association, but she also supports the board and committees in all Association objectives. *“I really enjoyed this book and I found myself repeating, ‘Just one more page...’ It is a captivating mystery that encapsulates the bond between cats and owner, just as many of us share with our own. The author really captures the close relationship many cat owners have with their feline companions in a positive way.”* ~ The award consists of \$500 and a commemorative pewter bowl. ~

AWARD #19: The **SHOJAI MENTOR AWARD**, sponsored by past-president Amy D. Shojai, recognizes the CWA member who has offered guidance, encouraging counsel, support, or other help that has had a direct and positive influence on another’s writing/publishing success. The recipient shall exemplify the highest ideals of the CWA vision, that is, to promote communal support, networking, and mutual respect between colleagues. Sponsor Amy Shojai said in presenting this year’s award, “The Shojai Mentor Award was established to recognize how important this concept is to me personally, to our members, and to the health and well-being of our organization.” ~ **The 2013 Shojai Mentor Award winner is Darlene Arden.** ~ *Excerpts from the letter of nomination by Layla Morgan Wilde: “It is with great pleasure and no hesitation that I nominate Darlene Arden for the Shojai Mentor Award. Darlene has been a selfless mentor helping me with years of experience in numerous areas, from advice when I needed to decide to switch from one agent to another, to providing insight while negotiating whether or not to engage a writing partner, to no-nonsense support navigating the multi-platform cat writing world. I adore our chats laced with our mutually quirky, albeit irreverent humor as we discuss all things cat. Darlene is a superb sounding board when I’ve had any question about cat behavior and she gives her expertise in the true definition of the word “mentor”:* “a wise and trusted supporter.” ~ The award consists of \$500 and a commemorative plaque. ~



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2013 CWA SPECIAL AWARDS *(continued)*

AWARD #20: The **MICHAEL BRIM DISTINGUISHED SERVICE AWARD**, sponsored by CWA honors extraordinary achievement and communications excellence. It recognizes the person who, by word, deed, public communication and professional excellence, best promotes the ideals, mission and best interest of the Cat Writers Association. The quality of life of cats, educating the public, promoting responsible cat breeding and ownership, and/or facilitating the professional growth of cat writers. ~ ominees can include (but are not limited to) writers, editors or publicists whose published work or actions have had a significant impact on improving **The 2013 award winner is Nancy Marano.** ~ *Excerpts from the letter of nomination by Fran Pennock Shaw: "[Nancy Marano] is a cat advocate, award-winning editor and journalist, and an incredible volunteer. She joined CWA in 1997, serving as contest chair for several years. She later became vice president, serving for four years, expanding the responsibilities of that office by co-chairing the conference. She developed the seminars, speakers, and program aspects of the annual event, then she went back to being the contest chair.*

"She has also managed, expanded, and been editor-in-chief of a multi-award-winning, regional animal welfare magazine. She may have been the founder of the publication; I know she has been its soul. She firmly believes, just as Michael did, that an informed, educated public is the best and fastest means of improving the health and welfare of pets. In the writing and editing aspects of that job she has promoted the value of purebred cats, shelter cats, and responsible breeding.

"She is helpful, supportive and accessible. She never turns down any request from CWA. She served on our first long-range planning committee and on several nominating committees and contest committees. Her willingness to volunteer whenever and however needed is a fitting testimonial to Michael and the best reason I can think of for [awarding her the Michael Brim Distinguished Service Award.]"

~ The honoree shall receive \$500 and his or her name engraved on a permanent commemorative plaque (at the offices of the Cat Fanciers' Association Foundation). ~

AWARD #21: The **KUYKENDALL IMAGE AWARD** is sponsored by CWA, and is presented to the outstanding "image" entry featuring cats – whether photography, illustration, or graphic art. ~ **Awarded to Cori Solomon for "Spirit."** ~ Judge: Richard A. Byrnes, a Connecticut painter, sculptor, and printmaker. He is also an award-winning video producer, creating hundreds of instructional art videos for his two corporations, RA Byrnes Productions and Double Diamond Corporation. *"The submission is a wonderfully expressive drawing that captures the unique essence of the universal cat we all know. At the same time, the use of line, color, and tone tells us a lot about this particular cat. I must add that judging this event has been a difficult task since so many wonderful photos and drawings have been submitted. Congratulations, Cori."* ~ The award consists of \$250 and a commemorative item. ~

AWARD #22: The **CWA PRESIDENT'S AWARD**, sponsored by the Cat Fanciers' Association, is presented to the best entry among all Muse Medallion™ winners in the regular contest categories. This is the "Best of the Best." ~ **Awarded to Bernadette Kazmarski for "Cats after Van Gogh."** ~ Judge: CWA President Susan M. Ewing. *"For the fourth and final time, I have had the privilege of reviewing all the Muse winners and choosing one to receive the President's Award. For the fourth and final time, I have agonized over my choice. Considering all the amazing entries that received a certificate of excellence, by the time a work wins a Muse, it is indeed a quality piece. I felt that the books were of especially high quality this year. Short of putting all the names in a hat and drawing one, the choice seemed impossible. So, once again, I fell back on what I have learned in the world of dog shows. A judge once told me that, when choosing Best of Breed, she chose the dog she most wanted to take home. For me, this year, the work I most wanted to take home, and the recipient of the CWA President's Award, is Bernadette Kazmarski's 'Cats After Van Gogh.'" ~ The award consists of \$250 and a commemorative item. ~*



*Sincerest Congratulations
to all the 2013 Winners!*

2013 CWA Communication Contest Muse Medallion™ & Certificate of Excellence Winners



Muse Medallion™ design
by Karen Kuykendall
© Photo by Mike Friese

The regular category entries below were scored independently by three CWA member judges who had no knowledge of who else shared their judging assignments. Each judge awarded points on a scale of 1-100 and forwarded the results to the Contest Chair, who then averaged the three scores to calculate the Certificate of Excellence recipients and Muse Medallion™ winners. Entries scoring an average of 90 points or higher met the standard of excellence to become finalists and earn certificates. Muse Medallion™ winners scored highest in this outstanding field of excellence. Judges were asked to include comments when possible, and comments about the winners have been published here in italics.

** = Winner of Muse Medallion™

I.1 - Monthly Magazine - National

** Susan Logan, Editor, *Cat Fancy*

"As beautifully organized as the gorgeous cats that continue to grace the pages of this high-quality magazine. The articles cover the full feline encyclopedia and flow nicely, one right into the next."

Ellen Price, Editor, *Pet Sitter's World*

I.2 - Magazine Article - Health & General Care

** Arna Cohen, "Junk in the Trunk: Help Your Fat Cat Dump His Spare Tire" (*All Animals*)

"This article draws the reader in with a great lead, dispenses vital information, and delivers a satisfying conclusion. Well done!"

Dusty Rainbolt, "Warning Signs"

Helen Jablonski, "Healthy Teeth for Life"

Fran Pennock Shaw, "No Two Alike"

Fran Pennock Shaw, "Life-saving Science"

Sharon Eisen, DVM, "What's Bugging Your Cat?"

Andrea Dorn, "Harder Than it Looks"

Arnold Plotnick, DVM, "Keeping Kittens Healthy"

Gary Norsworthy, DVM, "A New Look at Vaccines and Sarcomas"

I.3 - Magazine Article - Behavior & Training

** Debbie Swanson, "Your Cat's Amazing Senses" (*Cats USA*)

Fran Pennock Shaw, "More Than Fun"

Ramona Marek, "Body Talk"

Arna Cohen, "Litter-ly Speaking"

Susan Ewing, "The Power of Play"

Thomas Mahoney, "Mysterious Slumber"

I.4 - Magazine Article - Rescue

** Helen Jablonski, "Last Chance for Love" (*Cat Fancy*)

"Succinct and to the point, this article should be mandatory reading for all shelters and adopting pet parents. Fabulous work."

Cimeron Morrissey, "What's One Week? Confessions of a reluctant foster parent"

Jim Baker, "Life in the Fast Lane"

Jacqueline Munera, "Set Up Cats in the Shelter for Success"

Jacqueline Munera, "Enrichment for Cats in the Shelter: What the heck does that actually mean?"

Janiss Garza, "TNR Super Star"

Nancy Peterson, "Better With Age"

Nancy Peterson, "Talking TNR"

Nancy Peterson, "Yes, In Our Backyard"

I.5 - Magazine Article - Any Other Topic

** Helen Jablonski, "Loaded with Personality" (*Cat Fancy*)

"When all articles are well done, something "Extra" must make the work stand out. My top picks entertain educate and intrigue with an accessible voice. Bravo!"

** Sandy Robins, "Nurture True Nature" (*Cat Fancy*)

"I love this article! It's appropriate, applicable, interesting accurate AND humorous – a great read!"

Dusty Rainbolt, "Finding Your Purr-fect Love"

Kim Thornton, "A Green Solution for Cheetahs"

Ingrid King, "Healing Purrs"

Arna Cohen, "Anything But Ordinary: The dazzling spectrum of feline colors and patterns"

I.6 - Magazine Column

** Cimeron Morrissey, "Cat Champions" (*Cat Fancy*)

"This category was all winners, but this writer's columns are filled with a special warmth, heart and feeling of service, which deserve extra recognition."

Cimeron Morrissey, "Foster Focus"

Nancy Peterson, "Catty Corner"

Steve Dale, "The CATalyst"

II.1 - Newspaper Article - Health & General Care

** Fran Pennock Shaw, "Just More of Me to

Love?" (*Intelligencer Journal / Lancaster New Era*)

"Solid reporting, great quotes and experts cited, controversy well addressed. Great content!"

Fran Pennock Shaw, "Mosquitoes and Ticks and Fleas Oh My!"

II.2 - Newspaper Article - Behavior & Training

No Entries

II.3 - Newspaper Article - Rescue

No Entries

To EVERY
CWA Honoree:
PURRS!!



(continued)

2013 Muse Medallion™ Awards *(continued)*

I.4 - Newspaper Article - Any Other Topic

No Entries

II.5 - Newspaper Column

**** Marci Kladnik, "Catalyst for Cats" (*Santa Ynez Valley News*)**

"This writer presented a nice collection of columns highlighting different feline issues."

III.1 - Newsletter - Breed Specific

No Entries

III.2 - Newsletter - National Circulation

No Winner

III.3 - Newsletter - Regional or Membership Circulation

**** Cimeron Morrissey, *Cat Tales***

"Cat Tales provides a nice mix of practical information targeted for those who help homeless cat populations, while providing wonderful stories about cats that capture our hearts."

Kyle Riser, *Alley Cat Mews*

III.4 - Newsletter Article - Health & General Care

**** Arnold Plotnick, "Research for Cats with CKD" (*Catnip*)**

"The writers left me well satisfied with clear and thorough information; But this article is in a class by itself—just really great writing."

Kim Thornton, "Is It Normal Shedding or Hair Loss?"

III.5 - Newsletter Article - Behavior & Training

No Winner

III.6 - Newsletter Article - Rescue

No Winner

III.7 - Newsletter Article - Any Other Topic

**** Allie Phillips, "The Hierarchy of Anti-Cruelty Laws: Prosecuting the Abuse of Stray and Feral Cats" (*National District Attorneys Association*)**

"This article clearly details the writer's passion about the importance of anti-cruelty laws and its effects on stray and feral cats. Her article is well written, in an energetic voice, with research that is well prepared and presented."

Nancy Marano, "TNR Is a Success in Albuquerque"

Nancy Marano, "Samantha Martin: The Making of an Animal Trainer"

Cecelia Martinez, "Life Lessons From a Feline Perspective"

Mary Kolencik, "Chestnuts Roasting at an Open Show"

III.8 - Newsletter Column

**** Lyn Garson, "Technically Speaking" (*Our Companions News*)**

"I loved how the author's practical tips were presented along with true stories that supported the facts. It was interesting and easy to read."

Lauri Henri, "Excruciatingly Correct"

Nancy Marano, "Cat Chat"

IV.1 - Short Story

**** Beverly Freed, "A Cat Out of Time" (in *The Mystical Cat*,**

Dusty Rainbolt, Editor)

IV.2 - Poem

**** Betsy Stowe, "Empty Nest" (*Meow*)**

"A lovely eloquent poem expressing what we all feel at the loss of our furry friends until a new special friend opens its paws to us."

Susan Easterly, "B. Notes"

IV.3 - Humor

**** Lisa-Maria Padilla, "Abyssinian Corporate Promotional Service" (*Cat Talk Magazine*)**

"Picture a dignified cat sporting 3 Chiquita banana stickers on her coat. This writer's choice of words, tempo and storyline brought a big smile to my face. Her humorous final paragraph made me laugh out loud."

Lisa-Maria Padilla, "A New Wool Toy"

IV.4 - Brochure Pamphlet, Short Publication

No Winner

IV.5 - Annual or Long Publication

No Winner

IV.6 - Opinion Piece, Essay, or Editorial

**** Marci Kladnik, "What Should You Believe About Feral Cats?" (*Santa Ynez Valley News*)**

Marci Kladnik, "Your Cat, Your Responsibility"

Bernadette Kazmarski "My First Litter"

IV.7 - PR / Humane Education / Press Kits

No Entries

V.1 - Books - Fiction

**** David Michie, *The Dalai Lama's Cat***

"Out of a nice mix of styles and genres, The Dalai Lama's Cat stands head and shoulders above the rest on every level. It captures the wit, magic and mystery of why cat lovers love cats. I can't wait for the sequel being published fall 2013."

Dusty Rainbolt, *Death Under the Crescent Moon*

Shirley Rousseau Murphy, *Cat Bearing Gifts*

V.2 - Books - For Children

No Winner

V.3 - Books - Health & General Care

No Entries

V.4 - Books - Behavior & Training

**** Amy Shojai, *CompETability: Solving Behavior problems in Your Multi-Cat Household***

"An unbelievable amount of research and information. This info is proving vital to my life in a multi-cat household. Great book that every cat owner should have."

V.5 - Books - Gift

No Entries

To EVERY
CWA Honoree:
MEOWS!!



2013 Muse Medallion™ Awards *(continued)*

V.6 - Books - Poetry

No Entries

V.7 - Books - Other

** Patricia Barey, *Julia's Cats: Julia Child's Life in the Company of Cats*

"Julia's Cats captured me at the prologue and even before that at the dust jacket!! The joy that Julia Child had from cats was a joy that readers felt from reading this book."

Catherine Holm, *Driving with Cats: Ours for a Short Time*

VI.1 - Video, DVD, or TV Production

No Entries

VI.2 - Broadcast, Audio - Any Format

No Winner

VII.1 - Online Magazine, Newsletter

No Winner

VII.2 - Website

No Winner

VII.3 - Online Article - Health & General Care

** JaneA Kelley, "8 Ways to Make Your Senior Cat's Golden Years Comfortable" (Catster.com)

"To compete with the top writers, you not only need to be technically competent, but also a good storyteller. Do your homework, but write from your heart. It's clear this is what the winning writer has done."

Dusty Rainbolt, "Have a Little Heart(worm)"

Dusty Rainbolt, "Grayson the Great"

Dusty Rainbolt, "Jabba the Cat"

Ingrid King, "Finding a Cat-friendly Vet"

Ingrid King, "A Team Approach to Caring for Cats With Cancer"

Sandy Robins, "Dealing with Post-Holiday Cat Stress"

Marci Kladnik, "Cat Math: 10 Reasons to Spay or Neuter Your Cat Now"

VII.4 - Online Article - Behavior & Training

** Sandy Robins, "Ask the Cat Expert: Morning Mealtime Behavior" (PawNation.com)

Dusty Rainbolt, "Cat Carrier"

Angie Bailey, "6 Ways to Prepare Your Cat for a New Baby"

VII.5 - Online Article - Rescue

** Cimeron Morrissey, "Project Bay Cat Helps San Francisco Bay's Rock-Dwelling Kitties" (Catster.com)

"This entry really stood out as an outstanding example of writing that grabs and moves the reader."

JaneA Kelley, "You've Probably Adopted a Cat; Has a Cat Ever Adopted You?"

JaneA Kelley, "Sara Goldenthal Turns Fearful Cats into Adoptable Pets"

Stacey Ritz, "A Bit of Hope"

Elizabeth Jarrell, "Thinking Inside the Box"

VII.6 - Online Article - Any Other Topic

** Sandy Robins, "Paws for a Cause: Feral Cats" (PawNation.com)

"This is an excellent explanation of a managed feral community.

Homeless Cat Network does outstanding [work] with this project."

Dusty Rainbolt, "Kitten Typos & Other Hazards of Being a Cat Writer"

Angie Bailey, "5 Ways to Help Your Kids Cope with the Death of a Family Pet"

Angie Bailey, "I Don't Care What You Say: Cat Guys Make the Best Husbands"

Deborah Barnes, "Kizmet the Rescue Kitten Gets a New Home" (series)

Christine Michaels, "Lion King and the Circle of Love"

JaneA Kelley, "Blogger Peter Wolf Traps and Neuters Feral Cat Myths"

Stephanie Harwin, "A 20th Birthday Party to Remember for Wolfie the Cat"

Nancy Boyd, "How to Build a Feral Cat Shelter"

VII.7 - Online Column

** Angie Bailey "Kids, Cats, Chaos!" (Catster.com)

"Great column, presenting advice in a friendly, readable manner. I'm sure it has improved countless kid-kitty relationships!"

Amy Shojai, "Kitty's Corner"

VII.8 - Blog: Educational

** JaneA Kelley, "Paws and Effect" (www.paws-and-effect.com)

"This column delivers sound advice in a light and conversational feline tone. The use of feline advisors is bound to bring a smile to the visitor."

VII.9 - Blog: Entertainment

** Bernadette Kazmarski, "The Creative Cat" (www.thecreativecat.net)

"An enjoyable entry. Very clever headlines."

VIII.1 - Black & White Photograph (Single)

** Layla Morgan Wilde, "Snow Cat" (CatWisdom101.com)

"Snow Cat" is a masterpiece. It's the kind of photo you would enlarge and hang on your wall."

VIII.2 - Black & White Photography (Series)

** Debbie Glovatsky, "Kitty Love for our US Marines" (www.GLOGIRLY.com)

"These images are excellent. You can see emotion in the cats' eyes. They compliment the story well."

VIII.3 - Color Photograph (Single)

** Marci Kladnik, "Ready to Strike" (Catalyst for Cats Newsletter)

"This photo is impossible to fault. It grabs your attention, perfectly illustrates the story, and is beautifully composed. It edged out the other entries in a strong field."

Lisa Richman, "Beautiful Dreamer"

BJ Bangs, "Baby Kitty Lenny"

Debbie Glovatsky, "Waffles is More Than Half in the Bag"

Larry Johnson, "Looking at You"

To EVERY
CWA Honoree:
PAWS UP!!



(continued)

2013 Muse Medallion™ Awards *(continued)*

VIII.4 - Color Photograph (Series)

** Debbie Glovatsky, "Cat-in-the-Bag Recipe"

(www.GLOGIRLY.com)

"Not only was the quality of the photography excellent but the simplicity told the story. In this case less is more."

Layla Morgan Wilde, "The Fog Comes in on Little Cat Feet"

Robin Olson, "George and Oh Yeah Others"

VIII.5 - Cartoon

** Stephanie Piro, "Foster Mom" (King Features)

"Nice twist on the concept of 'foster mom.'" and... "I love Stephanie Piro's 'Foster Mom.' It's witty and clear and very well drawn."

Stephanie Piro, "Mistake"

Stephanie Piro, "Quiet"

Stephanie Piro, "Volunteer"

VIII.6 - Illustration (Single)

No Winner

VIII.7 - Illustration (Series)

** Bernadette Kazmarski, "Cats After Van Gogh"

"A striking nod to Van Gogh. The reverse view of 2 cats (something the artist does well) is striking and the colors and composition are spot on!"

Bernadette Kazmarski, "Cranberry Goes to the Block Party")

To EVERY
CWA Honoree:
GOOD JOB!!



Celebrate Our Muse Medallion™ Winners!

The 2014 CWA Contest Is Coming!

Get Ready to Write & Enter Your Best Work in the Contest Next Year

By Marci Kladnik, CWA Contest Chair

We are celebrating the 2013 winners in this issue – but it's not too early to start thinking ahead to the 2014 contest as well.

I have accepted the position of Contest Chair 2014 and am looking for a few members who are willing to serve on the Contest Committee. If you served last year and would like to continue or, if you just want to be involved, please contact me at MKauthor@verizon.net **immediately**. Both Professional and Associate CWA members can serve, but space is limited.

This year the focus will be on updating and revising the rules. I will be working on a rough draft in the next few weeks and will then present it to the Committee for their input. We will also be updating the list of categories. It is my intention that both the new rules and category list will be in the February issue of *Meow*.

This year there was a sharp drop in Regular Category entries. The more work that is entered the more sweet the coveted Muse win is. When the new category list is published, please look it over carefully and write accordingly.

It takes cooperation and help from all of you to make the contest a success. Thanks to all who judged this year. You are greatly appreciated! Ω



**A Photographic Peek
at the 2013 CWA
Writers' Conference**



Scenes from the conference include Muse Medallion™ winners and the book signing event. A glorious and fun time was had by all!



(Above) Neal Asher, professional caricaturist and artist at work!



(Left) Stellar entertainment: *Strays: A Musical* was much appreciated by attendees!

Photos by BJ Bangs

WINNERS OF THE SHOJAI MENTOR AWARD: CREATING AN ILLUSTRIOUS HISTORY IN THE BEST TRADITIONS OF CWA

BY AMY D. SHOJAI, FOUNDER OF THE SHOJAI MENTOR AWARD

The SHOJAI MENTOR AWARD recognizes the CWA member who in the past three years has offered guidance, encouraging council, support, or other help that has had a direct and positive influence on another's writing/publishing success. The recipient shall exemplify the highest ideals of the CWA vision, that is, to promote communal support, networking, and mutual respect between colleagues.

I can't tell you how grateful I was—and still am—to the editors and established writers who early on took pity on my neophyte efforts and offered some guidance. I could pick up the phone, ask questions, cry on shoulders (long distance!) and get much needed advice and pep-talks. Mentoring is a big part of why CWA was established—kind of a thank-you tradition and pay-it-forward among writers that started long before many of us began our own careers.

The Shojai Mentor Award of a commemorative plaque and \$500 was established in 2001 to recognize how important this concept is to me personally, to our members, and to the health and well-being of our organization. The winners list reads like a CWA who's who, and is a testament that our organization isn't just about furthering *individual* goals and ambitions, but also exists to offer a helping-paw for others to succeed and reach their full potential. That's good for CWA, good for writers—and it's PAW-some for the cats we help!

Some years we receive only a couple of nominations, other years multiple mentions that challenge the contest committee to choose. Since only one can win each year, those of you who put forward a name that has yet to receive mention MUST ABSOLUTELY submit again. Every person submitted as a mentor is worthy of recognition. Thank them today—you don't need an award to say thank you, either. *s* Thank you for going that extra mile to help others.

Each year at the Awards Banquet it is my honor to read a few pertinent excerpts from that year's winning letter of nomination. With thirteen winners to date, I'll limit comments to only sentence or two although some are pages and pages, and many are nominated by more than person. Here are your CWA Mentor Award Winners to date—will your name join the list next year?

2001 Shojai Mentor Award—Sally Bahner: Nominated by Dusty Rainbolt and Fran Pennock Shaw. “On several occasions when I was nervous about writing for a new magazine, she edited the article so I could turn in my very best effort...and asked nothing for this,” says Dusty Rainbolt. “Once my first holistic article was researched and written with her prodding...as a direct result of my new knowledge, I wrote a series on nutraceuticals for *CATS Magazine*...which won the Heska Visionary Journalist in Feline Health Award,” writes Fran Pennock Shaw.

2002 Shojai Mentor Award—Beth Adelman: Dusty Rainbolt's nomination notes (in part) that Beth worked with new writers to help form their voice, and has steadfastly stood up for writers, demanding a fairer contract than what was initially offered and ensuring that writers were paid had had their rights returned when *CATS Magazine* collapsed.

2003 Shojai Mentor Award—Karen Commings: Susan Easterly's nomination notes, “She recommended me to a publisher, guided me through the book writing process, lifted my spirits, provided good council, and never let me give up for a moment. Thanks in very large measure to her, I am now working on my third book.”

2004 Shojai Mentor Award—Steve Dale: Beth Adelman's nomination says that when her first book came out, “He talked to me about how to speak in sound bites, and how to focus my thoughts and answers for a radio audience...(he) has also mentored many of us in CWA, recommending me (and others) for work...and always does what he can to help a fellow writer promote their work.”

2005 Shojai Mentor Award—Lee Wardlaw: Nominated by Priscilla Maltbie. “She gave me invaluable advice about publishers to contact and how to compose the query letters, offered sympathy when form rejections arrived, and shared my delight when the acceptance finally arrived. Released last February, (my first children's book) *Picasso and Minou* owes its existence to Lee's never-wavering faith in its future. And thanks to her mentoring, this author has a future as well.”

2006 Shojai Mentor Award—Nancy Marano: Nominated by Cynthia Richards. “Nancy guided and mentored me every step of the way through twenty stories, published between November 2003 and 2006. Without her encouragement and confidence in my ability, I likely would have never “gotten around” to bringing *Smitten the Kitten* stories to life (in *Petroglyphs for Kids*).”

(continued)

WINNERS OF THE SHOJAI MENTOR AWARD: (CONTINUED)

2007 Shojai Mentor Award—Dr. Jim Richards: Nominated by Lea-Ann Germinder, and presented posthumously. “During the time I knew Jim, he spoke of the importance of CWA, and he was always willing to return a member’s call, no matter what subject matter it was. I did not know the depth of his mentoring to so many, however, until his untimely passing. I know that the likes of Dusty Rainbolt and even Amy Shojai who established this award, and others, have been mentored by Jim.”

2008 Shojai Mentor Award—Mary Anne Miller: Nominated by Dusty Rainbolt, who said, “When you think of a mentor, you usually think of someone who shares her vast writing experience with another writer. Occasionally, you will find a rare individual who can mentor writers with far more years under their quill—she is one of those individuals.”

2009 Shojai Mentor Award—Betsy Stowe: Nominated by Karen Payne, who said, “Her unfailing optimism, positive attitude, encouragement, and support are a tonic for me. She readily shares what she knows and offers to lend a hand...as I edit and produce *MEOW* and seek to maintain good relations with CWA members, become familiar with CWA ideals and culture, and promote high standards and organizational harmony through the newsletter.”

2010 Shojai Mentor Award—Barbara Florio-Graham: Nominated by Fran Pennock Shaw. “Ask for information on any topic related to writing or publishing and Bobbi is the first to answer. As architect of our organizations mentorship system, she once again showed her commitment to voluntarily give her time and share her knowledge. Her willingness to help guide others is never in question.”

2011 Shojai Mentor Award—Debra M. Eldredge, DVM: Nominated individually by Janice Biniok, Nancy Boyd, and Florence Scarinci, who said in part, “She sponsored me when I joined CWA in 2009 and helped me on numerous occasions...without people like Deb it would be almost impossible for a newcomer to become established in the highly competitive publishing industry.... She tirelessly and freely offers help and assistance to any writer who asks just because she is passionate about animals and the people who love and write about them.... She encouraged me to approach Petfinder.com, which ultimately did publish my article. She has introduced me to influential people in the field and made me feel comfortable in their presence...just (to see) a fledgling ‘wannabe’ author fulfill her dreams.”

2012 Shojai Mentor Award—Dusty Rainbolt: Nominated by Marci Kladnik and Angie Bailey, who said in part, “She offered to share a room with me (at the CWA conference). (As a result) I met with Anne Simpkinson of *Guideposts* and sold my first article.... The CWA conference was everything Dusty promised it would be, and if not for Dusty, I wouldn’t have registered for the conference or connected with a literary agent—she was right: my life has changed.”

2013 Shojai Mentor Award—Darlene Arden: Nominated by Layla Morgan Wilde, who said, “Darlene has been a selfless mentor helping me...when I needed to switch from one agent to another, providing insight while negotiating whether or not to engage a writing partner, to non-nonsense support navigating the multi-platform cat writing world. She gives her expertise in the true definition of the word ‘mentor’—a wise and trusted supporter.” Ω



**Congratulations,
Darlene!**

Relaunching CWA's Mentoring Program by Barbara Florio Graham

CWA has had an informal mentoring program for several years, but it dropped off the radar (and the website) recently. We want to revive it, and I've volunteered to continue as the Chair.

I set up the first mentoring program for the Professional Writers Association of Canada in the early '90s, and have been offering my services as a paid mentor for many years.

It's important to understand what is meant by mentoring. Mentoring is not substantive editing (going over a manuscript to make suggestions about format, organization, content, etc.), copy-editing (checking for grammar, spelling, punctuation, spacing, etc.), or finding markets for you, or helping with publicity. If you need that level of help, you need to hire an editor, an agent, or a publicist.

There are a few of us in CWA who mentor professionally, charging for our services. Patricia Fry and I are both "book shepherds" listed in Dan Poynter's *Publishing Poynters* newsletters. Our services include helping authors through the self-publishing process, but both Patricia and I offer a wide range of services to our clients. I often help an author find a trade publisher, review contracts, and help him or her develop a website.

Members should check our individual websites to see what we do and how much we charge.

What CWA is offering is informal mentoring. This is a free exchange between a member who has expertise in a particular area, which may include non-writing areas, such as web design, photography, ebook conversion, cover design, etc.

I am accepting applications from potential mentors who are willing to do this, and we'll list them on the CWA website with contact information, their specific expertise, and a link to their website where members can see their background and what they've published. These listing will include small portrait photos of the mentors as well.

CWA is a wonderfully generous organization. We all learn from each other, and although some of us charge for our services, we give all kinds of quick free advice on the list, so mentoring is not intended to replace this. General questions still belong on the list, as do short, specific requests.

To clarify:

If you need an editor, an agent, or a publicist, you must expect to pay for their services. Anyone who offers these free does not have the proper qualifications. The same is true for a paid mentor, whose specific services often vary with the individuals involved and the project. CWA is considering a page on the website which will list members who offer these professional services. Until that happens, ask for references on the CWA Pro-list.

The Pro-list is always your first stop for general questions, as well as to ask for referrals to professionals who can provide specific help.

CWA's mentoring program is an informal, unpaid, one-on-one arrangement to provide help with a specific project or problem. Once the connection is made between mentor and the person needing help, CWA is no longer involved.

Here's how the program will work:

1. Potential mentors email me with their application. This isn't a formal thing, just a request to be included in the listing on the website, with a brief description of your expertise and what you're willing to do, which I will then edit. After I return the edited listing to you, you then send a photo to our webmistresses, as they will handle

ensuring that all the photos on the mentoring page are consistent in size and quality. See sample listings below. This is not the place to list your books or other accomplishments, just the specific things you're willing to help someone with. It is not a replacement for your listing in the Directory.

2. Mentors are not allowed to charge for their help. They may set any limits they wish, as to how and when they want to be contacted (many won't want phone calls), how much material they're willing to review, how many emails they're willing to exchange during a specific time period, etc. Each arrangement is dependent on the mentor's willingness and availability, and arrangements are individual and private. But it's a good idea to share the final agreement with me, so I can understand what's expected.

3. Members looking for mentors will go to the website, see if the help they need is listed, and contact one or more mentors to check availability and to see who might be a good "fit." At this point the pair should notify me of their match.

4. Members will not offer any monetary compensation, nor shall they discuss the mentorship with other members or outsiders. Any complaints should be directed to me (but I've never received any, so don't expect them in the future!). Praise, however, is always welcome. Tell me if you're pleased with the experience, nominate your mentor for the Shojai Award, Mentor and send your praise to Karen Payne to publish in our *MEOW* newsletter. If your mentor has a testimonials page, send a note to be posted there, and also consider a LinkedIn endorsement or comment on the mentor's Facebook page. The phrase "monetary compensation" does not include any small thank-you gifts!

5. Mentors can remove themselves from the website at any time, either permanently or temporarily. My job is to keep the list current, and keep track of mentorships so I can write a report at the end of the year. I am the intermediary, so our webmistress and members of the executive are not burdened by this additional task.

Here are two typical listings:

Davis, Christine

Email: <mailto:davis@lightheartedpress.com>

Web site: <http://www.lightheartedpress.com>

Area of Expertise: Producing hardcover, 4-color gift books, printing overseas (we print in Hong Kong), printing costs, working with Customs, 4-color direct-to-plate concerns, etc.

Shaw, Fran Pennock

Email: <mailto:franshaw1@juno.com>

Area of Expertise: How to write a magazine query letter, how to write a press release, how to conduct a focused interview, how to organize your ideas into topics that sell.

I look forward to hearing from our generous CWA friends! Ω

**CWA is
a wonderfully
generous
organization.**

BOBBI and TERZO





Thanks to Our 2013 CWA Sponsors!



To All CWA Members:

Whether or not you attended the CWA conference, please take a few moments to express your personal thanks to each of our sponsors for their generous and continued support of the CWA, our conference, and our writing contest.

The sponsors' addresses are listed below. Your personal thanks really DO mean a lot to our sponsors.

We've heard this time and time again, though they may not have time to reply. Please write those all-important notes today!

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Rachel Anger, Corporate Secretary (RAnger@dykema.com)
The CFA Foundation, Inc., P.O. Box 2155, 260 East Main Street, Alliance, OH 44601

CAT FANCY (I-5 PUBLISHING): Friday dinner
Susan Logan McCracken (slogan@i5publishing.com)
3 Burroughs, Irvine, CA 92618

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Craig Wallace, CEO and North America Zone Director
Pamela Hawkins, Director of Marketing (Pamela.hawkins@ceva.com)
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400 Plaza Drive, Secaucus, NJ 07094

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Carolyn Vella (jacat@epix.net)
P.O. Box 199, Blandon, PA 19510

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10200 East Girard Avenue, Suite B430, Denver, CO 80231

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139 Palacio, Corrales, NM 87048

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 Please send thankful purrs to all our generous sponsors! 

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Despite the challenges of today's economy, many loyal contributors have come through for us again. We've also been fortunate to gain new contributors. Please let all of our contributors know how much you appreciate their generosity to CWA, and do everything you can to promote their products. — Nancy Peterson, CWA Past President

* = Raffle Prize

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Edmonton, AB, Canada T5R 5S3
valerie@kittykottage.com
www.kittykottage.com
(Honeysuckle socks, 2-pack)

Kong Company

Robert Cohrs
16191 Table Mountain Parkway
Golden, CO 80403
robert.cohrs@kongcompany.com
www.kongcompany.com
(Kong® cat treat balls)

Natural Polymer International Corporation+

Dan Cauffman
Vice President, Sales
1909 10th Street, Suite 100
Plano, Texas 75074
DanielCauffman@n-bone.com
www.n-bone.com
(Get Naked® Kitten Treats)

Nylabone Products

Eileen Knoud, Donations Coordinator
120 3rd Avenue, #1
Neptune City, NJ 07753
eknoud@tfh.com
www.nylabone.com/
(Roll 'n Chase Toss'em Blossoms, Roll 'n Chase
Happy Moppy)

Pet 'n Shape

Stefanie Juric
13164 Leadwell Street
Hollywood, CA 91605
stefanie@petnshape.com
www.petnshape.com
(Freeze-dried treats for dogs)

PETCO Foundation

Paul Jolly/Susan Rosenberg
7262 North Rosemead Blvd.
San Gabriel, CA 91775
paul.jolly@petco.com
susan.rosenberg@petco.com
www.petco.com
(Crystal sparkle balls, Greenies®)

PetSafe®+

Matrix Partners, Ltd.
Kim Kirchner, PR Coordinator
566 W. Adams, Suite 720
Chicago, IL 60661
KKirchner@matrix1.com
www.petsafe.net
(Lickety Stik® for Cats, Klik-R™*, Frolicat™
Bolt™*, Frolicat™ Flik™*, Frolicat™ Pounce™*)

Petstages, Inc.

Jennifer Crotty
333 Skokie Blvd., Suite 104X
Northbrook, IL 60062
jcrotty@petstages.com
www.petstages.com
(Play-n-Squeak® Twice the Mice toys)

Pioneer Pet® Products

Shannon Supanichi
N144 W5660 Pioneer Road
Cedarburg, WI 53012
shannon@pioneerpet.com
www.pioneerpet.com
(Litter scoops, Sticky Paws® on a roll, Nip
Nibbler™ catnip toys)

Premier Pet Products®

Michelle Mullins
14201 Sommerville Court
Midlothian, VA 23113
mmullins@premier.com
www.premier.com
(Cat Fishbowl feeder toys, Come With Me Kitty™
Harness**)

Stella and Chewy's

Laura Simms
2842 South 5th Court
Milwaukee, WI 53207
lsimms@stellaandchewys.com
www.stellaandchewys.com
(Freeze-dried dinner patties)



(continued)

Thanks to Gift Bag and Raffle Prize Contributors!

The Cat Fanciers' Association, Inc.

Donna Jean Thompson
260 East Main Street
Alliance, OH 44601
dthompson@cfa.org
www.cfa.org

(*Cat Talk* magazine, cat toys)

The Honest Kitchen+

Liz Black, Marketing Coordinator
145 14th Street
San Diego, CA 92101
Liz@TheHonestKitchen.com
www.TheHonestKitchen.com

(Grace and Prowl Wishes treats™** + box dry cat food*)

The oneCARE Company+

Connie Kirkland
3440 Preston Ridge Road, Suite 650
Alpharetta, GA 30005
ckirkland@onecareco.com
<http://www.onecareco.com>
(Evercare lint rollers)

Through a Cat's Ear+

Lisa Spector, Co-Founder, Through a Dog's Ear
Lisa@ThroughADogsEar.com
www.ThroughADogsEar.com
(Calming CD)

UncommonGoods+

Gaby Dolceamore, Community Outreach Coordinator
140 58th Street, B5A
Brooklyn, NY 11220
gdolceamore@uncommongoods.com
www.uncommongoods.com
(DJ Cat Scratching Pad*)

Urban Pet Haus

Marty Watts
7751 E. Glenrosa Avenue, A8
Scottsdale, AZ 85251
marty@urbanpethaus.com
www.urbanpethaus.com
(Large Wall Wave Perches**)

VetraCare+

Mark Honas
markhonas@rocketmail.com
(Bathing cloths, paw sanitizers, body sprays**, Liquid Bandage****, ear wipes*****)

Vital Essentials+

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Carnivore Meat Company
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Green Bay, WI 54308-9227
shughes@vitalessentialsraw.com
www.vitalessentialsraw.com
(Dog treats)

Wall Words+

Carrol Caldwell
ccaldwell@wallwords.com
www.wallwords.com
(Wall cats and meows)

World's Best Cat Litter®

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GPC Pet Products
1600 Oregon Street
Muscatine, IA 52761
brodersjean@grainprocessing.com
www.worldsbestcatlitter.com
(Gift bags)

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26366 Carmel Rancho Lane, Suite F
Carmel, CA 93923
klaus@ziwipeak.com
www.ziwipeak.com
(Cat food)



CWA MEMBERS, please thank our purr-ific donors for giving us (and our cats) the chance to experience their fabulous products and enjoy their generous gifts!



CWA President Lorie Huston, DVM, CVJ, is interviewed by Arden Moore and her famous cat Zeki during a conference presentation.

Photo by BJ Bangs



**CWA'S 2014 CONFERENCE
MEOWWORLD
in conjunction with
BARKWORLD
Atlanta, Georgia**

BE THERE!

GRETA BEIGEL WINS 2014 PETSAFE® SCHOLARSHIP!

Greta Beigel won the PetSafe® 2014 Conference Scholarship at the drawing held during the 2013 CWA Conference luncheon. The annual prize provides a \$500 grant for a CWA member to attend the following year's professional conference. If the winner cannot attend, the scholarship is offered to the runners-up, in order of their selection in the drawing. Those runners-up were Su Ewing, Jacqueline Munera, Raven Simons, and Paul Glassner. Congratulations, Greta! And thanks so much to our sponsor, PetSafe®, for continuing this wonderful CWA tradition!

NEWS ABOUT DUES:

Renew your CWA membership right away

Hello, CWA Members.

It's time to renew your CWA membership for 2014. Renewal is an easy, two-part process. This email will guide you through both parts.

PART 1: PAY YOUR DUES

(If you're SURE you've already paid your 2014 dues, you can go on to PART 2, below.)

Your \$30.00 dues for 2014 can be paid in one of two ways: PayPal or check. You do not need a PayPal account to pay your dues via PayPal; you can use your major credit card.

To Pay via PayPal:

1. Visit the CWA web site at http://catwriters.com/wp_meow/?page_id=27
2. Scroll down until you see the yellow PayPal box.
3. In the drop-down menu, select the option "Renew your CWA membership \$30.00 USD."
4. PayPal will walk you through the payment process, allowing you to pay using your own PayPal account, or a major credit card.
5. That's it!

To pay via check:

Mail your check (\$30.00 in US funds, payable to "Cat Writers' Association") to the CWA Treasurer:

Lynn Miller
14 Patrick Henry Court
Monroe, NJ 08831

Whichever payment method you choose, your dues MUST be paid by December 31, 2013.

PART 2: VERIFY YOUR INFORMATION FOR THE 2014 CWA MEMBER DIRECTORY

You should have received an personalized email with information to verify. Send all additions, corrections, and deletions to wendy@wendycats.com.

— Wendy Christensen, CWA Secretary

CWA ELECTION RESULTS

OFFICERS

President

Lorie Huston, DVM, CVJ

Vice President

Dusty Rainbolt

Secretary

Wendy Christensen

Treasurer

Lynn Miller

COUNCIL OF DIRECTORS

Class of 2015

BJ Bangs



CWA's Annual General Membership Meeting and Membership Breakfast

Saturday morning, November 2, 2013 — breakfast starting at 8 a.m.

The breakfast was sponsored by **Hartz Mountain Corporation**.

The meeting was officially called to order by Su Ewing, CWA president, at 8:45 a.m.

Current officers and directors attending: Su Ewing, president; Dusty Rainbolt, vice president; Amy Shojai, immediate past president; JaneA Kelley, secretary; Angie Bailey and Joan Miller, board members. Fran Pennock Shaw volunteered to take minutes of the meeting.

Approximately 30 CWA members and nonmembers were present.

Announcements/Discussions:

Su Ewing discussed the 2014 partnership with BarkWorld for our next conference in Atlanta, Georgia, the first weekend in November, including that there will be one registration fee for people attending the seminars of both BarkWorld and MeowWorld offered by CWA. We will still have a separate awards banquet. Registration on both websites will be linked, so keep an eye on CWA's "new" website www.catwriters.org and BarkWorld's www.barkworldexpo.com. She said there is no anticipated change in the cost to CWA members, especially if they register early, and we still plan on having goodie bags. A lot of the details still are being worked out, so stay tuned. One new idea is a "call for speakers," Su added, and anyone who wants to volunteer to present a seminar has that option, if they are credentialed. "We are maintaining our identity. This is not a merger, just a partnership so we can offer the best opportunities," she said.

Janiss Garza commented that BarkWorld sessions (which emphasize social media) are informative and the people are friendly.

Theresa Keiger noted that CFA has a "huge" cat show that same weekend in Atlanta, so there's a potential for "linkage" with free press entry to the cat show and possibly a site for the CWA book sale/autograph party.

Secretary's report: There was no report.

Treasurer's report: It was announced that the full year-end treasurer's report will be published in the next regular newsletter.

Old Business:

Contest Committee: It was noted that contest entries were much reduced this year. Marci Kladnik, contest co-chair, said the 259 entries were approximately half as many as last year.

There were no other committee or coordinator reports.

New Business:

Election of new board members:

The report of the Nominating Committee was presented by Fran Shaw. The nominating committee, consisting of Fran Shaw, chair; Linda Kay Hardie, and Dr. Jane Brunt unanimously proposed the following slate for officers and directors for 2014:

President: Lorie Huston, DVM, CVJ

Vice President: Dusty Rainbolt

Secretary: Wendy Christensen

Treasurer: Lynn Miller

Council of Directors: BJ Bangs

Motion was made by Amy Shojai to accept the slate, seconded by Arden Moore. The slate was elected by a unanimous voice vote.

(Note: Retiring from Council are directors Andrea Dorn and Dr. Jane Brunt; secretary JaneA Kelley, and treasurer Allene Tartaglia.)

Lorie Huston said she was happy to be elected president and added, "We have a lot of exciting things coming up in the next few years."

Other Business:

The featured speaker was Audrey Pavia, representing Dog Writers Association of America (DWAA).

Nancy Peterson, conference door prize coordinator, presented several larger door prize items.

There was no other new business or reports from the floor.

Motion to adjourn was made by Amy Shojai, seconded by Marion Lane.

Meeting was adjourned at 9:15 a.m.

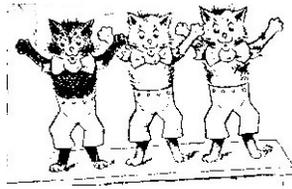
— Respectfully submitted by Fran Pennock Shaw



Photo by BJ Bangs

CWA Conference Editor Panel: "Everything You Wanted to Know about Editors but Were Afraid to Ask"

In no particular order, the distinguished panelists included **SUSAN LOGAN-MCCRACKEN**, Editor of *Cat Fancy*, **TERESA KEIGER**, Editor of *Cat Talk*, **LONNIE HULL DUPONT**, Executive Editor at Revell, a division of Baker Publishing Group, **ELLEN PRICE**, Editor of *Pet Sitters WORLD*, **JODELL RAYMOND**, Editor of *Cat Talk*, **YVONNE YBARRA**, Editor of *DallasDogLife.com*.



NEW MEMBERS [member numbers in brackets]

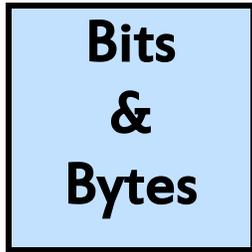
Rita Bruche [A737-13], 11 Kiah Crescent, Sheidow Park, South Australia 5158; Phone: 61 8 0423 982 941; Email: vrta@vivacesomalis.net; Website: <https://www.facebook.com/somaliritacatsnaps>; Facebook: <https://facebook.com/VivaceSomalis>. Rita specializes in breeding and showing cats. Her interests include writing breed profiles (especially Abyssinian and Somali), the human-animal bond, behavior, grief, photography, and psychology. She has published articles online on various cat sites and the *Abyssinian Breeder* breed journal, and also has qualifications in (human) clinical psychology. She's been showing and breeding cats under the prefix "Vivace" since 2000. Rita's sponsor is Wendy Christensen.

Teresa Harrison-Best [A740-13], 12A Croft Close, Tonbridge, Kent, UK; Email: rteresahb@gmail.com. Teresa is a poet and author of *Catawall*, a book of her cat poems. Her sponsor is Lisa Fleming.

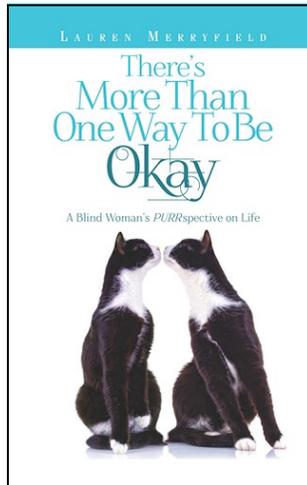
Robbi Hess [P739-13], 444 Oak Orchard Estates, 50 Beechwood Boulevard, Albion, NY 14411; Phone: 585-290-9623 (home and business); Email: robbi@blogpaws.com, robbi@mydivasdish.com; Websites: www.mydivasdish.com, www.blogpaws.com/posts-by-robbi-hess, www.allwordsmatter.com. Robbi specializes in social media management and professional blogging. She has been a professional pet and cat blogger with BlogPaws since its inception. She blogs about cats, dogs, time management and social media. Her sponsor is Lorie Huston, DVM.

Melissa Lapierre [P738-13], 45 Proctor Avenue, South Burlington, VT 05403; Phone: 802-310-3924; Email: Melissa0908@hotmail.com; Website: www.mochasmysteriesandmore.blogspot.com. Melissa is a blogger who blogs about cats and cat books. Her sponsor is Layla Morgan Wilde.

Stephanie Sorrell [P724-13], 7 Grammerscroft, Milom, Cumbria LA18 5EQ, UK; Phone: 44 1229 776300; Email: steffiesorrell@gmail.com; Website: www.stephaniesorrell.com. Stephanie specializes in the spiritual, psychic, and telepathic connection between cats and humans, and the healing capacity that is inherent in this relationship. She worked as an editor and publisher for New Vision (formerly Science of Thought Press) for 7 years, producing a bi-monthly magazine and several self-help books. She works at an NHS hospital as a nurse. Stephanie's sponsor is Wendy Christensen. Ω

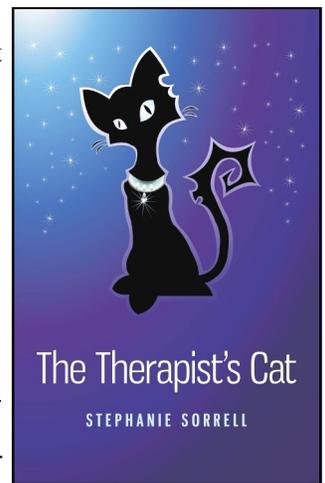


Lauren Merryfield's new book, *There's More Than One Way to Be Okay: A Blind Woman's PURRerspective on Life* (Merryfield, October 24, 2013) is available on Amazon as a Kindle ebook and in print. The print version is at www.amazon.com/shops/merryfield. The Kindle version is also on Amazon.com. Other ebook versions are at www.TheresMoreThanOneWay.com. Contact Lauren at lauren1@catliness.com.



Lauren Merryfield

New member **Stephanie Sorrell's** book, *The Therapist's Cat* (John Hunt Publishing, 2012) is available on Amazon.com at <http://www.amazon.com/Therapists-Cat-The-ebook/dp/B00719Z3YG%3FSubscriptionId%3DA-KIAJBDF5XQBATGDX4VQ%26tag%3Dspea06-20%26linkCode%3Dxm2%26camp%3D2025%26creative%3D165953%26creativeASIN%3DB00719Z3YG>. Stephanie's website is stephaniesorrell.com.



To see the fabulous video of **Amy Shojai's STRAYS** video, check this out: <http://youtu.be/34vXAxL-5-0>. Ω



PET MARKETS — MAGAZINES AND PUBLISHERS

Editors, Addresses, and Website URLs for Writers' Guidelines (Updated September 2013)

BY FRAN PENNOCK SHAW

Cat and Dog Magazines - Pet Editors

I-5 Publishing Inc. (formerly BowTie Publications)

P.O. Box 6050

Mission Viejo, CA 92690

Website: <http://www.bowtieinc.com/bowtieinc/home.aspx>

All email addresses are the person's first initial then last name@i5publishing.com (e.g., slogan@i5publishing.com)

Phone for all magazines: 949.855.8822. Fax: 949.855.3045

(I-5 Publishing) Monthly/Bimonthly Publications:

Cat Fancy: Susan Logan, Editor; Annie Shirreffs, Managing Editor

Dog Fancy: Ernie Slone, Editor; Managing Editor, Katie Ingmire

Dogs In Review: Editor Allan Reznik

Horse Illustrated: Elizabeth (Liz) Moyer, Editor

Natural Cat (part of Cat Fancy): Susan Logan, Editor

Natural Dog (part of Dog Fancy): Jackie Brown, Editor

Pet Product News: Ellyse Rothrock, Editor

Reptiles: Russ Case, Editor

Veterinary Practice News: Marilyn Iturri, Editor; Elisa Jordan, Managing Editor; Ken Niedziela, News Editor

Young Rider: Leslie Ward, Editor

(I-5 Publishing) Annuals:

Aquarium USA: Mary Lou Zarbock, Editor

Bird Talk Annual: Mary Lou Zarbock, Editor

Cats USA: Jackie Brown, Editor

Dogs USA: Jackie Brown, Editor

Hobby Farms: (articles about livestock & husbandry etc.) Stephanie Staton, group editor; Cory Hershberger, associate editor

Kittens USA: Susan Logan, Editor; Annie Shirreffs, Managing Editor

Marine Fish and Reef USA : Mary Lou Zarbock, Editor; Patricia Knight, Managing Editor

Ponds USA: , Mary Lou Zarbock

Puppies USA: Jackie Brown, group editor

Rabbits USA: Marylou Zarbock, Editor

(I-5 Publishing) Popular Pets series: Breed-specific annuals for individual dog and cat breeds, also Popular Critters (with individual species), Popular Birds, Popular Horses. (I-5 Publishing also publishes similar "megabook" annuals for farms, garden, and kitchen.)

Susan Logan, Editor: Popular Cats

Amy Hooper, Editor: Popular Dogs

Mary Lou Zarbock, Editor: Popular Birds & Popular Critters

Liz Moyer, Editor: Popular Horses

(I-5 Publishing) Animal Network at PetChannel.com

Melissa Kauffman, Website Editorial Director

Linked Website: <http://www.bowtieinc.com/bowtieinc/detail.aspx?aid=18359&sts=all&gobtn=&cid=4177>

Cat Channel.com (www.catchannel.com)

Anastasia Thrift, CatChannel.com Managing Web Editor

See also: Dog Channel.com, Bird Channel.com, Horse Channel.com, Small Animal Channel.com, Fish Channel.com, Reptile Channel.com

The American Dog Magazine

Casey Rodarbal, Managing Editor

American Dog Media

7582 Las Vegas Blvd S., Suite #501

Las Vegas, NV 89123

Email: editor@theamericandogmag.com

Animal Fair

Wendy Diamond, Editor & Founder

Samantha Abernathy, Managing Editor

Animal Fair Media, Inc.

545 8th Avenue, Ste. #401

New York, NY 10018

Phone: 212.629.0392

Email : editor@animalfair.com

Website: <http://www.animalfair.com>

The Animal Print Magazine

Stephanie Georgia, Editor

P.O. Box 16002

Rumford, RI 02916

Phone: 401.465.2653

Fax: 866.864.6904

Email: wag@animalprintmagazine.com

Website: <http://www.theanimalprint.com>

Animal Wellness Magazine

Feline Wellness Magazine

Equine Wellness Magazine

The Pet Food Report

Dana Cox, Editor-in-Chief

Tim Hockley, CEO/Publisher

Email from website: Tim@RedstoneMediaGroup.com

Redstone Media Group Inc.

160 Charlotte St., Suite 202,

Peterborough, ON K9J 2T8 Canada

Phone: 866.764.1212

www.animalwellnessmagazine.com

www.felinewellness.com

Guidelines Website: <http://animalwellnessmagazine.com/p/awsubmit.htm>

Magazine descriptions at <http://redstonemediagroup.com/services/publishing/>

The Bark

Claudia Kawczynska, Editor

732 Addison St., Suite D

Berkeley, CA 94710

Phone: 510.704.0827

Fax: 510.704.0933

(Email submissions and queries not accepted- must mail)

Website: <http://www.thebark.com>

PET MARKETS — MAGAZINES AND PUBLISHERS *(continued)*

Guidelines: <http://www.thebark.com/content/submission-guidelines>

Email: submissions@thebark.com; editor@thebark.com;
bark@thebark.com

Barkleigh Publications

Managing Editor: Deborah Morrow

Barkleigh Productions, Inc.

970 W. Trindle Road

Mechanicsburg PA 17055

Phone: 717.691.3388 ext.210; Fax 717.691.3381

Email: Debbie@barkleigh.com OR info@barkleigh.com

Website: www.barkleigh.com and www.GroomerToGroomer.com

(Barkleigh Specialty trade publications are now only Groomer to Groomer magazine and Pet Boarding & Daycare)

Catnip

(Under auspices of Tufts University)

Elizabeth Vecsi, Editor

Email: evesci@rcn.com

Catster.com

Dogster.com

Website: <http://www.catster.com> (and) www.dogster.com

SAY Media, Inc.

180 Townsend Street

San Francisco, CA 94107

Phone: (415) 738-6562

Janine Kahn, editor-in-chief of Catster: jkahn@saymedia.com

Vicky Walker, editor: vwalker@saymedia.com

Keith Bowers, editor: kbowers@saymedia.com

Cat Talk

(Cat Talk is a CFA print publication which has replaced the Cat Fanciers Almanac/CFA Journal)

Teresa Keiger, Editor: tkeiger@cfa.org

Jodell Raymond, Managing Editor and PR/Communications director:

Jraymond@cfa.org

Website: www.cfa.org

CatWatch

DogWatch

(Under auspices of Cornell University)

Betty Liddick, Editor

Seashore Media

50 Gulfwinds Dr. West

Palm Harbor, FL 34683

catwatcheditor@cornell.edu

dogwatcheditor@cornell.edu

Website: <http://www.catwatchnewsletter.com/>

CityDog Magazine

Brandie Ahlgren, Founder and Editor

PO Box 47145

Seattle WA 98146

Telephone: 206.762.0643; Fax: 206.374.2654

Email: brandie@citydogmagazine.com

Website: www.citydogmagazine.com

Dallas Dog Life

Yvonne Ybarra, Editor

Email: info@dallasdoglife.com

Phone: (214) 799-0335

Website: <http://dallasdoglife.com>

Dogs in Canada (*only online)

(owned by The Canadian Kennel Club)

Beth Farley, Editor

200 Ronson Drive, Suite 401

Etobicoke, Ontario M9W 5Z9

Phone: 416.798.9778; FAX: 416.798.9671

Email: info@dogsincanada.com OR through "contact us" link on web-site

Website: <http://www.dogsincanada.com>

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(At the bottom of this landing page are links to individual pages for DOGS, CATS, PET HEALTH, PET RESCUE and GENERAL PETS)

Cats subchannel URL: <http://www.examiner.com/cats>

Contact/submissions Email: "Write for us" link on: [http://](http://apply.examiner.com/)

apply.examiner.com/

(*Examiner.com hires "columnists" rather than buying individual articles)

HealthyPet Magazine

ThinkPets Inc.

Kerry Hillard Johnson, Editor

Email: khillard@advanstar.com

Doug Drew, Chief Executive Officer and Publisher

7777 Center Ave, Suite 350

Huntington Beach, CA 92647

Phone: toll free at 877.596.1919

Email: info@healthypetmagazine.com for an information kit

Website: <http://www.healthypetmagazine.com>

I Love Cats Magazine

Lisa Allmendinger, Editor

200 Middlesex Essex Tpk. -Suite 201

Iselin, NJ 08830

Email: mailto:ilovecatseditor@sbcglobal.net

Website: www.iluvcats.com

Ms. Guidelines: <http://www.iluvcats.com/writguidfori.html>

Photo guidelines: <http://www.iluvcats.com/photguid.html>

Life and Dog Magazine

7 Switchbud Place #192-210

The Woodlands, TX 77380

(800) 919-6548

Email: editor@lifeanddog.com

Website guidelines: <http://www.lifeanddog.com/Submissions/>

(To request a copy of the editorial calendar, send an

(continued)

PET MARKETS — MAGAZINES AND PUBLISHERS *(continued)*

e-mail to <mailto:info@lifeanddog.com> with the subject EDITORIAL CALENDAR REQUEST.)

New York Tails Magazine

Diane West, Publisher

Website: www.newyorktails.com

Links to cat article samples: <http://www.newyorktails.com/cats.htm>

Email: newyorktails@aol.com

PET AGE Magazine

a division of Journal Multimedia

220 Davidson Avenue, Suite 302

Somerset NJ 08873

Phone: 732.246.5709 (office)

Fax: 732.846.0421

Craig M. Rexford, Vice President and Publisher

Michelle Maskaly, Editor in Chief

Email: michellem@journalmultimedia.com (732.246.5722)

Jason Kamery, Assistant Editor

Email: jasonk@journalmultimedia.com

Website: <http://www.petage.com>

Website contacts (other editors): <http://www.petage.com/pet-age-staff>

Pet Sitter's WORLD

(Bimonthly for members of Pet Sitters International, sponsors, vendors, vet schools and other industry organizations)

Ellen Price, Editor

Email: EllenPrice@petsit.com

201 East King Street

King, NC 27021

Phone: 336.983.9222, Ext. 316

Fax: 336.985.5673

Website: www.petsit.com

Writer's Guidelines: <http://www.petsit.com/content134.html>

PetsMatter (formerly HealthyPet.com)

(Weekly blog and monthly e-newsletter for pet owners from American Animal Hospital Association)

Sarah Rumble, Writer/Editor

Email: petsmatter@aahanet.org

Read the latest issue: <http://www.aahanet.org/petsmatter/petsmatter.htm>

Back issues review: <http://www.aahanet.org/petsmatter/>
(uses mostly free content)

Texas Dogs and Cats Magazine

Houston, TX

Publisher: Shannan Parker 281.781.4727 Shannan@TexasCatsAndDogs.com

Editor: Blake Ovard, 432.847.7073 blake@blakeovard.com

Email inquiries to: info@texascatsanddogs.com

Trends

American Animal Hospital Association

Ben Williams, Editor

12575 W. Bayaud Avenue

Lakewood, CO 80228

Phone: 720.963.4467

Fax: 303-986-1700

Email: ben.williams@aahanet.org

Website: <https://www.aahanet.org/Library/Trends.aspx>

(Business management publication for vets; requires business writing resume. Most content generated by staff in-house.)

Whole Dog Journal

(Belvoir Media Group LLC)

Nancy Kerns, Editor-in-Chief

Editorial Offices:

1655 Robinson Street

Oroville, CA 95965

Email: wholedogi@aol.com OR

Click on "editorial offices" link through website at: <http://www.whole-dog-journal.com/contact>

Pet Book Publishers

Note: These are book publishers known to do pet books and/or whose editors expressed some interest in CWA Conference & members

Alpine Publications

Betty McKinney, Publisher

38262 Linman Road

Crawford, CO 81415

Phone: 970.921.5005

Fax: 970.921.5081

Website: www.alpinepub.com

For guidelines, email: publisher@alpinepub.com

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Barron's Educational Series

Wayne Barr, Acquisitions Editor

Email: barrons@barronseduc.com OR waynebarr@barronseduc.com

250 Wireless Blvd.

Hauppauge, NY 11788

Website: www.barronseduc.com

Guidelines: <http://www.barronseduc.com/info.html>

Dogwise Publications,

a Direct Book Service Inc. Company

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I'll Do Anything for You: What Happened When Henry Turned Diabetic

By Rachel Shubin



We will do anything for our cats, to help them live long and healthy lives. So when our ex-feral barn cat Vickie needed to have all of her teeth removed, it was done. Pearl and Piper needed dental cleanings, done. Henry has eye goo problems because he has blocked tear ducts, we clean them. Sabrina and Henry suffer from IBD (Irritable Bowl Disease), so we take care of that — Sabrina gets B12 shots each

month. Sabrina tested positive for heartworm, so everyone gets Heartgard® and Revolution®. You see what I'm saying; if there is a problem, we do our best to fix it.

So when our 8-year-old black cat Henry fell ill earlier this year, we took him to the vet right away. We had some sort of virus/bug run through the house and a few of the cats, including Henry, had diarrhea. We had blood work done, and were able to clear the bug up. Problem solved, right?

But for the last few weeks, Henry hasn't been acting like himself. He normally sleeps with my dad, curled up on his head — but Henry hasn't been sleeping in that room recently. We noticed him lying in places he doesn't typically nap. When we ran our hands down his body, we felt his spine more than usual. And to top it off, he has been drinking and eating a lot and always seems hungry. We knew we needed to take him back to the veterinarian to see what was up.

Monday, May 6: Mom and I take Henry to the vet. Henry had gone down from 9.5 pounds to 8.5 pounds in the six weeks it had been since he had gone in for the diarrhea bug. That was concerning. Our vet didn't see anything physically wrong with him, but she had suspicions based on what we had told her about his symptoms.

Tuesday, May 7: Blood work comes back. Henry has diabetes! It was a surprise, even though we knew there must have been an underlying issue. But OK, we have to step back and figure out the next step to get him healthy. His blood sugar levels were in the 300s, when a normal range can be somewhere between 60 and 120. We made an appointment for the next day to learn how to administer insulin.

Wednesday, May 8: Mom, Dad, Henry, and I all go to the vet. The vet tech taught us how to draw insulin out of the bottle into a needle syringe. We practiced using sterilized water for practice shots. Henry didn't seem to mind, or frankly even notice — though he would've rather been able to get down and explore!

When I administered the sterilized water, I was amazed at how easy it felt to push the needle plunger. I wasn't even sure it went in when I pushed it. It was literally so easy — which I found nearly impossible to believe because I'm horrified of needles. I'm the kid who needed all the nurses and doctors to hold her down while she got shots! So I had been skeptical as to whether I was going to be competent enough to administer the insulin to Henry.

In addition to getting information about diabetes and how to administer insulin and actually getting Henry's insulin prescription for Levemir® — I learned about the signs we needed to watch for if his blood sugar got *too low*. These include vomiting, lethargy and wobbly, discoordinated walking. If this happened, we were to feed the kitty and put Karo® syrup on his gums. And, of course, we

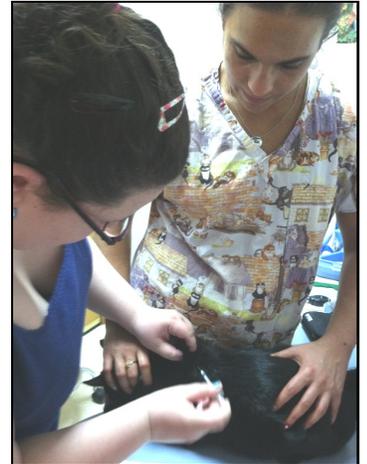
would ultimately rush him to the 24/7 emergency vet.

Thursday, May 9: We all carefully monitor Henry throughout the day. My dad got a blood sugar checking kit, but Henry very much dislikes having the lancet puncture his ear to draw up blood to test. After we checked a few times, Henry becomes very sensitive about his ears and prefers right now to not have them touched. We are also feeding him when he is hungry, to help him gain weight. Henry is only 8.5 pounds, but he should be a 12-pound cat. I don't think he will be 12 pounds again, but we are hoping for 10-11 pounds! We have been giving him insulin since Wednesday night.

My dad comes home at 7 p.m. — we are administering insulin at 7 a.m. and 7 p.m., 12 hours apart — to feed the cats. We fed them, and dad challenged me give Henry his nighttime insulin shot. Aside from having to adjust the amount of insulin I put in the syringe, it was easy. I didn't flinch as I gave Henry the shot, and he didn't seem to notice! Win-win! Whew!

Friday, May 10: It's been a stressful couple of days, with everyone adjusting to closely monitoring Henry. Of course we are all worried about him. I'm not sure if he really knows he has diabetes, but I think he does notice he is getting a lot of attention! I administered his insulin shot again tonight, with no problem. I'm really proud of myself for facing my fear of needles and being able to give shots. If you had told me last week that I would be giving insulin shots, I would have laughed and said must be kidding! But now I have something new to add to my cat capability resume. I can do it!

Update, 6 months later: Henry is doing okay. He was too responsive to the insulin and went into hypoglycemic shock and spent a night in the kitty hospital; after that we have switched to glypizide pills and finally now to a transdermal gel. Henry's numbers still aren't perfect, but he is just as loving as always. We are thankful to have our sweet boy. We are also appreciative of diabetic cats for their courage and patience, and to those who take care of them for all their love and dedication! Ω



Photos: (top) Henry in 2010; (above) Rachel learning how to give insulin shots; (at right) Rachel with Henry.

Photos © Rachel Shubin

Rachel Shubin is an animal rescuer and blogger whose "We Have a Situation"/Sandpiper Cat blog includes personal experiences, book reviews, and giveaways. Find her at rachel.shubin@gmail.com; website: www.sandpipercat.blogspot.com; blog: www.sandpipercat.blogspot.com.

Once a Cat
By Andrea Dorn

Where once was a kitten so blue
And silver-tipped
Whose eyes peered into hearts
Whose soul took hold of mine

Where once was a kitten so bold
And determined
Whose claws possessed the Fancy
Whose tail wrapped round it

Where once was a cat so sure
And focused
Whose paws ran the course
Whose heart topped his rivals

Where once was a cat so cool
And collected
Whose fur cheered the needy
Whose purr reassured

Where once was a cat so loved
And cherished
Whose strength augmented
Whose companionship healed

Where once was a bond
Now a chasm so deep
Where once was a cat
Now is none



**"A CAT IS
A POEM."**

**— JEAN
BURDEN**

Andrea Dorn's
MEWDY BLUE

My Cat
by Stephanie Sorrell

It's not a question of you and I.
Or human and cat.
It's us!
Your dark satin paw against my skin.
My hand stroking love through your fur.
Your midnight and snow body composed in meditation.
While my mind struggles to connect with the stillness you hold.
Your body somersaulting through the whirling leaves.
Leaping up trees to catch the wind.
Your eyes shining laughter down at me.

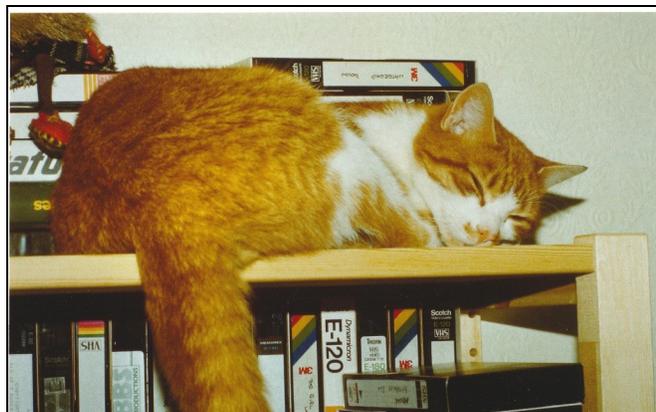
Yes, it's us!
Your purr filling me with the joy
I cannot express.
My voice speaking the words you cannot sound.
Sometimes I am you.
Paws feeling and loving the earth beneath.
While you dance in and out of me,
kneading away at my humanness
to find the playful spirit beneath.

Massimo Revisited
by Stephanie Sorrell

My sun boy!
Pulsing ball of dewy light
Gossamer strands of fur
Soft and fragrant as apple blossom
against my cheek.

Oh- and paws of moss stalked me from head
to toe across the duvet in my sickness.
While silken whiskers tickled and dowsed my moods.
Boy bright!

You hunted out every glimmer of joy,
pouncing gleefully on skulking shadows
to release the imprisoned beauty within.
So much more than your modest few kilos,
Plutonium soul mass held in feline captivity.
You – so much more than a cat, as ten years after you left
to birth a star, you still find me in this
long night as I keep vigil on the first anniversary of my
Mother's death.



Stephanie
Sorrell's
MASSIMO

The Cat's MEOW

Wishing You Happy Holidays — and a REALLY Happy New Year!

By Meow Editor Karen Payne



**Countess Catlyn in Miami is dreaming of a White Christmas —
but outside the window is a palm tree, not a jolly snowman!**

First things first -- happy holidays and best wishes for a new year that will find you in the catbird seat!

CWA is trying lots of new things this year and even more changes are in store for 2014. Among the new things is this post-conference, pre-Christmas issue of our *MEOW* newsletter. I hope you'll enjoy reading it. It's the largest newsletter ever, with expanded conference coverage, Fran Shaw's guide to pet markets, Amy Shojai's history of the Shojai Mentor Award, details about a renewal of CWA's mentoring program, and much more.

It was allowed to run to such length partly because it will be posted online only and not mailed out by snail mail. If you request a print copy, I will send it though you'll have to wait for it until early January. You can go online and print your own, if you really want to see it on paper. To find the newsletter online, just go to our new Cat Writers' Association website, www.catwriters.com, type in the password (catsmeow) to enter the members-only section, and voila!

I hope you'll enjoy reading the newsletter online. It will save a great deal of expense and trouble if our organization decides to switch permanently to an online-only newsletter. We may make further changes that will lead us away from the PDF format in favor of a more relaxed, modern newsletter format. Time will tell.

I welcome feedback about the newsletter. You can contact me at karen90new@gmail.com (note my new email address, please!).

We have many other new trends afoot, or apaw, in CWA — and the next year promises to be exciting for all of us! We have a new website, a new partnership with BarkWorld for our 2014 "MeowWorld" annual conference (to be held in Atlanta), new social media plans, new ideas for recruiting members for CWA — and the list goes on and on.

Our new president, Lorie Huston, DVM, CVJ, has taken on the job of leading our organization into the future. Let's all pitch in to support her, enter the writing contest, attend the conference, and help ensure that the best is yet to come for CWA!

Meanwhile, the holiday season is upon us. I always think of my precious performer and soulmate, Princess Kitty, who made the transition to spirit on December 21, 1995. This year I will remember her that day as I travel to see my mom in Texas and make some good memories that will carry us through the winter and cheer us until spring comes along to brighten the world.

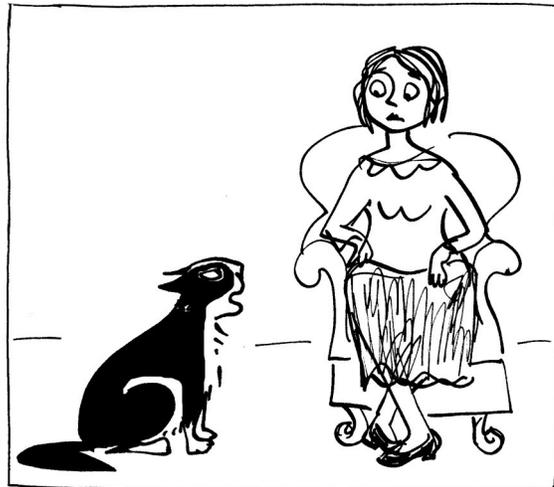
Out in Texas, the weather already has been brutal and it promises to get a lot worse before it gets better. Nothing but my mom could persuade me to leave the balmy temperatures and sunny skies of Miami at this time of year. Winter is what we call the bragging season — time to call friends up north and talk about the 80-degree temperatures and daily dip in the swimming pool.

My heart cat, Countess Catlyn La Minette, looks out the window and dreams of White Christmases. She must go with me to frigid Texas despite her age (17) because I can't entrust her to the care of anyone else; she's too persnickety. We have her warming pads and blankets already packed for the journey.

Though the past several months have been miserable in many ways, every time I call someone to have a pity party I find that my friend has more problems than I do. Truly it seems that 2013 has been a year of suffering for everybody I know.

The other day, Layla Morgan Wilde of *Cat Wisdom 101*, our CWA co-webmistress, told me a troubled astrological cycle is ending now and a new, more pleasant one will start in 2014. Next year will be better! I loved hearing it and have been telling everybody about Layla's prediction. The reaction is always the same — "I needed to hear that and I'm going to believe it so I can survive to the end of this year." Let's hope Layla is right!

So, a toast to next year, to CWA, and to new plans, projects, and achievements for all. And, as Tiny Tim said in Charles Dickens' *A Christmas Carol*, "God bless us every one!" ♥



"I'm nobody's lap cat, understand?
But I do appreciate you warming up
my chair!"

© Stephanie Piro

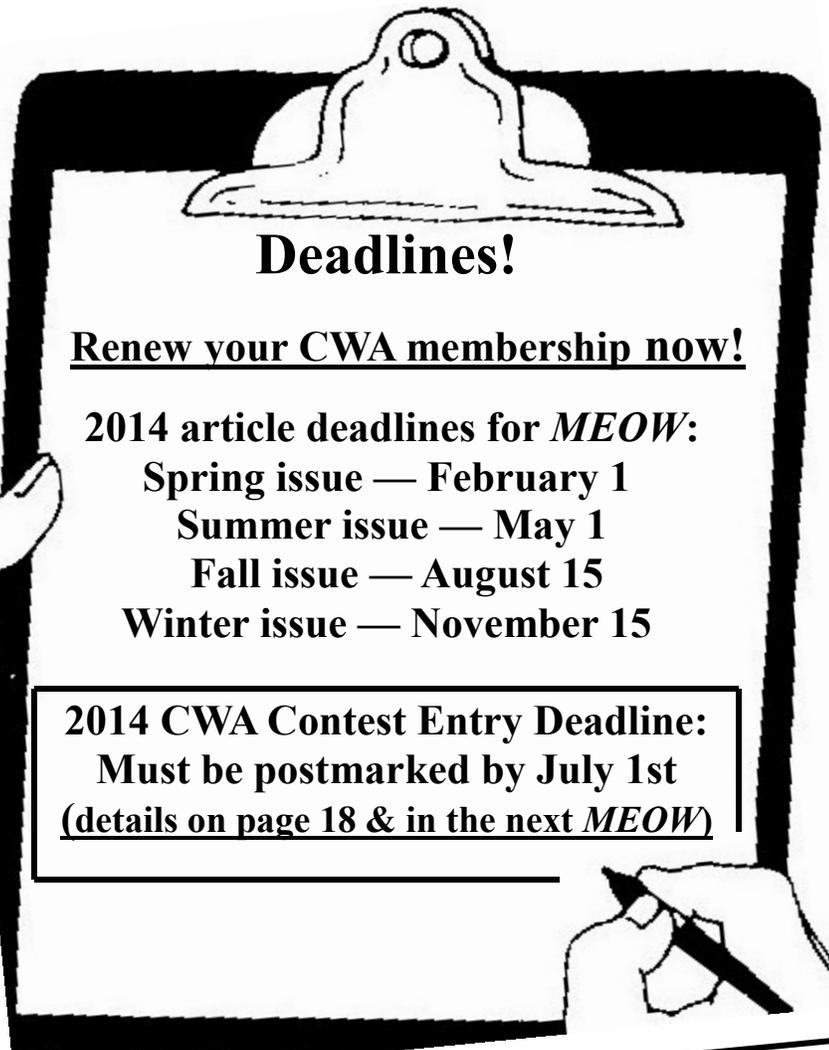


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