



Meow

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

Inside the Mainstream Cat Media

By Gendy Alimurung of the *LA Weekly*



Carole Stevens Bibisi and Jackson Galaxy
Photo by BJ Bangs

When professional cat writers get together, certain conventions of the English language go out the window. At the Cat Writers Association Annual Conference, you don't say perfect, but "purrfect." Memories are "meow-mories." Newcomers are "kittens." Old-timers who have attended the conference for the past 19 years of its existence are "nine-lifers."

by the fluffy lingo. Cat writing is not for the faint of heart.

There's the pay, for starters. "Our cats work for kibble; so do we," says veteran cat journalist Sandy Robins. The trick, she has discovered, is finding a way to relate everything back to cats. Are you traveling? Try a piece on cat statues around the world. Forgot your alarm clock? "Well, our cats are our alarm clocks."

Even the simplest of time pegs – autumn – can be leveraged for cat relevancy. How many college students take their pets with them to school, for instance. Or how about a

pet anxiety piece: empty nest syndrome, as experienced by your cat.

The savvy cat writer doesn't automatically discount publications outside her field.

"Car Wash magazine. You think they'd have nothing to do

with cats," Robins says. "But they may be interested in a piece on traveling with cats. Where do you strap a cat's carrier in the car so the cat doesn't fly out the vehicle?"

"It's possible to make a living as a cat writer, but it's not easy," blogger Stephanie Harwin admits. Two years ago, she turned her cat-blogging hobby into a full-time job. She now runs the blog *Catsparella*, which covers feline aspects of pop culture.

Cat writing isn't lucrative, she says, but it can be glamorous. As a finalist for Purina's Cat Chow correspondent gig, the company flew her from her home in New Jersey to the set of a Fancy Feast commercial in Hollywood. They put her up at a swanky Beverly Hills hotel, all expenses paid.

Today, Harwin is back in Southern California on her own dime, at the Renaissance Los Angeles Airport Hotel, where the conference

is taking place. She's waiting for the "Herding Your Creative Cats" workshop to begin ("Do you find your brain running in circles so you can't sit down and get to work? Do you have so many ideas you can't get started on any of them?... Here's help!"). Harwin is here primarily to network, even though at 31 she is decades younger than most of the other attendees. "It's a small community. It's not like I know a lot of cat writers. Most people think I'm crazy."

At last year's gala dinner, she adds, "There was singing."

What kind of singing?

(conference report continued on page 3)▶

SPECIAL 2012 CONFERENCE REPORT

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Plan to Attend
CWA's 2013
Conference
in Dallas!



President's Message

By Susan M. Ewing, CWA President

We Really Need to See You at this Year's Conference!

Our 2012 conference was wonderful! Los Angeles offered blue skies and lovely temperatures, the hotel was very nice, and the staff was super helpful. Amy presented a wonderful 20th anniversary recap that had us all nodding our heads and sometimes shedding a tear as we recalled events from CWA's past. Dusty's lineup of speakers was stellar and Animal Planet's Jackson Galaxy was a great addition. There were even cats! Zeki, Dusty's foster cat who ended up with Arden Moore, was there, and Marilyn Kreiger brought two gorgeous Bengals.

The only disappointment was the attendance. Usually, attendance is higher the first year in a new location, but that was not the case this past year. Attendance was lower than in our last year in White Plains. Our awards banquet, which typically has at least 100 people attending, had fewer than 70. Honestly, none of us minds the work we put in to the conference, but we are sad when so few people show up.

We've discussed this in Council and have decided to stick to our plan to move the conference to Dallas in 2013 instead of staying in California. The DFW Airport is a hub for several airline companies, and because it's not on a coast, airfare may be more reasonable for members who want to attend. The dates are October 31-November 2.

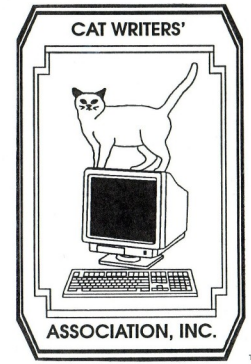
Dusty has prepared a questionnaire regarding seminar topics, so please do respond to that and let her know what would entice you to come to the conference. See pages 19-20 in this issue of *MEOW* and *please return the form to Dusty!*

I realize that there are other conferences of all kinds that may tempt members away from our conference, but we try hard to schedule relevant topics and you really can't beat our conference price. Please help us present a conference you want to attend, so that we can continue to offer them. If attendance continues to drop and we stop the conferences, I'm not sure we could ever regain the same level of sponsorship we now have if we wanted to ever have a conference again – and without the conferences, would we still have a contest? Would we just mail awards with no awards ceremony? It's something to think about.

I don't know what the weather is like where you live, but despite the changing climate I'm still in the snow belt of western New York. The snow held off until just before Christmas when we got about 18 inches. Then another 12 inches or so arrived just before New Year's. The dogs love it, but it seems to have driven one of our "porch cats" away.

Two cats have been frequent visitors to our front porch. One is a gorgeous black cat with vivid green eyes. He or she spent a part of every day on the porch until the snow came. The cat liked the shelter, I think, and also hoped to snag one of the birds who was coming to our feeder. The cats can't reach the feeder and the bushes by the porch are too thick to easily admit a cat, but sometimes the birds land on the porch railing, and that the cats can reach.

The other cat is a long-haired gray-and-white cat. Now that the black cat is gone, the gray-and-white one is visiting more often. The snow doesn't seem to deter him, but he's not as patient as the black cat. The gray and white jumps up onto the railing so he's closer to the bush and the feeder, but with the railing as his perch, no bird is going to get close enough to become a meal. It's a good thing the cat isn't depending on sparrows for dinner. When it comes to my "porch cats" and the birds, patience really is a virtue – but it certainly doesn't guarantee success! ♥



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CWA Special Conference Report: Inside the Cat Media *(continued)*

“Like, from *Cats*, the musical.” The women wore sequins. They rewrote gospel hymns into cat lyrics. The editor of *Cat Fancy* sang “Memory.” The author of *Chicken Soup for the Cat Lover’s Soul* sang a song from *Carousel*, “If I Loved You,” recast as if sung from the perspective of a stray cat.

The obstacles to cat writing are legion. “Do you have voices in your head that stop you?” instructor Barbara Stretton asks. “It’s called an inner critic.” It can be your parent, your teacher, your friend, your cat. “I thought of it for a long time as my mother,” Stretton says. To her dying day, Stretton’s mother didn’t understand the cat-writing life. Be a nurse. Be a doctor, Mom urged.



Photo by Paul Glassner

Presenter Arden Moore with Cat Ambassador Zeki and Jackson Galaxy, star of Animal Planet’s My Cat from Hell

Stretton chose her own path. She’s now the author of hardboiled cat detective novels such as *The Case of the Purloined Persian*. But she was well into her 30s before she published her first book.

As proof of her long-simmering creativity, she passes around a tiny comic book she drew when she was so young, she couldn’t even spell her name correctly.

Stretton once read that it helps to draw a picture of your inner critic. So she drew a picture of a sheep... that looked like her mother.

The true inner critic, of course, isn’t your mother but yourself. When this realization sets in, it helps, Stretton says, to remember F. Scott Fitzgerald, who wrote, “In a real dark night of the soul, it’s always 3 o’clock in the morning.”

In the fluorescent light of the hallway, it’s 1:30 in the afternoon. A writer has just brought in a cat, a Turkish Van mix named Zeki. The cat is passed into the arms of Dusty Rainbolt, the writer who fostered her. “Oh honey,” says Rainbolt says,

eyes closed in ecstasy. Zeki, who now helps teach a pet first-aid course, was rescued after someone knifed her in the back. “They were trying to skin her,” Rainbolt explains.

A small crowd is gathering now. They take turns snapping photos of the cat, with the cat, of each other with the cat.

There are many in this crowd who have more to say about cats than will fit in a one-page magazine piece. They have entire Russian novels in them. To these aspiring authors, Lonnie Hull Dupont, the whip-smart acquisitions editor for the Revell division of Baker Publishing Group, offers advice: It is not enough to write a book whose main premise is, “Yeah, the cat’s cool. It’s pretty.” It needs to have “a second energy.” It needs to be, “This cat saved my family. This cat saved me from divorce. This cat is a peacemaker.”

But don’t overdo the schmaltz. And for God’s sake, don’t force your beliefs on other people. As an example, Dupont offers up a story about one of her authors, Don Piper, who wrote the Christian memoir *90 Minutes in Heaven*, which has sold 5 million copies. In it, Piper talks about what he supposedly saw in Heaven after a semi hit his car and he was pronounced dead.

Now, Dupont is both a Christian and a cat lover. She’s read her Bible. The Book of Revelations says there will be horses at the apocalypse. “Horses? That means there will be stables. And that means they’ll need mousers,” she reasons.

When she and Dupont recently had dinner, she asked him, “Do people ever ask you if you saw your pets in Heaven?” Yes, people do ask, he told her, and no, he did not see his pets there. But – and here’s the moral of the story – he doesn’t tell his readers that. It wouldn’t be good for marketing.

Ultimately, if you’ve got the writing chops, you needn’t necessarily identify as a cat writer per se to be published in the cat world’s top-flight magazines. One of *Cat Fancy*’s writers was 12 years old. “We published the piece and didn’t know,” editor in chief Susan Logan says at the editors’ panel. They’ve gotten amazing query letters from prison, she says, though they decided not to proceed to assignment because of the inmate’s violent background.

In any case, be prepared for a brutal selection process. *Cat Fancy*’s managing editor reads all queries and highlights the subject line for Logan, who camps out at her desk with a stack of them, going “No, no, no, no, no, yes, maybe.” She can tell very fast what will work and what won’t.

“We’ve made ‘litterbox’ one word, by the way,” she adds, and her audience sighs with deep satisfaction, as if a long-standing itch has finally been scratched. ♥



Barbara Stretton

This article first appeared November 21, 2012, in LA Weekly’s Candyland blog by Gendy Alimurung. Follow Gendy on Twitter at @gendyalimurung, and for more arts news follow @LAWeeklyArts, and like the newspaper on Facebook. See the article online, with photos, at http://blogs.laweekly.com/arts/2012/11/cat_writers_association.php. It is reprinted here with the kind permission of LA Weekly.

IN SEARCH OF... a CWA Contest Chair!!

By Nancy Marano, (Ex-)CWA Contest Chair

My cats and I are watching the email inbox and searching Internet messages hoping there will be a volunteer. But we haven't seen one yet. Where are you?

If you weren't at this year's conference, perhaps you don't know I am resigning as contest chair. I've been honored to chair the contest for four years and think it is time now to turn it over to someone new. You haven't seen the last of me because I am very willing to help my replacement with questions, suggestions, and anything I can do from the sidelines.

My cats want me back as a full-time servant and playmaster-in-chief. They've enjoyed playing in the boxes, sorting through entries, and occasionally reading a bit from the articles, but now they want to play with me and they can't do that if I'm busy recording entries or being very nice to the mail person.

The requirements for contest chair are

VOLUNTEER NOW — CWA NEEDS YOU

1. MUST BE ORGANIZED – Can't stress that one enough.

2. You will be in charge of the contest committee. These are the five or six people who will help you steer the contest and see whether rules need to be updated or categories need to be added or deleted. They also have your back if there is a question about anything dealing with the contest. The committee work should begin by the end of February or beginning of March.

3. You will be responsible for finding judges for the regular categories and the special awards. CWA members are wonderful about volunteering to judge, so that won't be a problem.

4. Each regular entry is sent to three judges. You assign the judges to each category, ship the entries to them, get their score sheets back, and figure out the winners. Learning the identity of winners first is the fun part.

5. You will deal with Special Award sponsors and the Special Award judges.

6. You will order the Muse Medallions™ and make sure all the awards get to the conference hotel before the conference starts.

7. You answer questions from entrants, sponsors, and judges and write articles for *MEOW*, lists for the website, and anything else that has to do with the contest.

8. Your busiest time will be from the middle of June to the middle of July. Then you can take a breather in August while the judges do their work.

9. You will preside over the awards banquet at the conference and hand out the awards. This is another very enjoyable part of the job. Love to see those winning smiles.

You make sure the awards get to the winners who are not able to be at the conference.

Did I mention you get paid to do this job? Well, you do: \$1000 plus reimbursement for any expenses you have. And you get your conference fees comped.

Anyone who has an interest in taking this job, please contact me at nmarano@aol.com or CWA President Su Ewing at dogwritter@winstream.net. I am happy to answer your questions and I won't abandon you if you take the job. I plan to stay on the contest committee as a backup. Please think about this and let me hear from you. The contest work begins in March and we need someone in place by then.

One last thing: You will get to know a lot of CWA members – at least by email – during the contest. This is rewarding, too, and you'll feel as though you know them when you meet at the next conference. ♥



Photos © photographer Nancy Marano



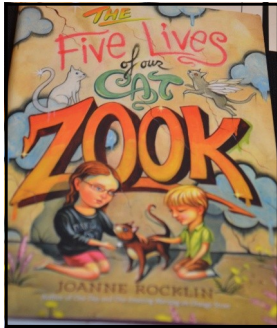
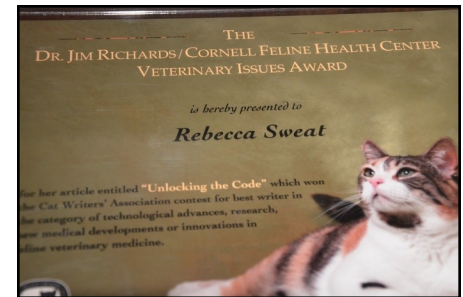
ONE MORE THING — YOU WILL NEED CAT HELPERS!!

Nancy couldn't have done it without Callie, Sammy, and Max, shown here supervising and sorting contest entries.

2012 CWA SPECIAL AWARD WINNERS

NOTE: If you have questions about any of the Special Awards, please contact CWA Contest Chair Nancy Marano at nmarano@aol.com.

#1 – DR. JIM RICHARDS CORNELL FELINE HEALTH CENTER VETERINARY ISSUES AWARD, sponsored by Cornell University's Feline Health Center, is given to the highest-quality entry on the topic of technological advances, research, new medical developments, or innovations in feline veterinary medicine designed to educate the general cat-owning public about new developments. ~ **Awarded to Rebecca Sweat for her article "Unlocking the Code."** ~ Judge: Dr. Helen Tuzio, DVM, is a Senior Associate at the Forest Hills Cat Hospital. She is currently President of the American Association of Veterinary State Boards (AAVSB) and Chairperson of the New York State Board for Veterinary Medicine. "This article is very well written. It is easy to understand and exciting for the reader. This is a very important topic." ~ The award consists of \$500. ~



#2 – THE FANCY FEAST® LOVE STORY AWARD, sponsored by Purina, is presented to the entrant who best captures the magic of the loving relationship between cats and their owners. ~ **Awarded to Joanne Rocklin for The Five Lives of Our Cat Zook.** ~ Judge: Vickie Fisher is President of The International Cat Association (TICA), a Maine Coon Cat breeder for over 20 years, and an Approved All-Breed Judge and Ring Instructor. A former state government executive, she is President and Founder of Albuquerque Kennel Kompadres, a nonprofit "friends" of the City Animal Shelter group. "A singing cat, kids, white lies, and a villain. Several wonderful love stories all in one book!" ~ The award consists of \$500 and a commemorative award. ~

#3 – THE FRISKIES® WRITER OF THE YEAR AWARD, sponsored by Purina, is given to the writer who has done the most to promote the welfare, health, and proper care of cats during the contest year; the award is for "a body of work." ~ **Awarded to Dusty Rainbolt.** ~ Judge: Jack (John P.) Aldridge graduated from Cornell with a Doctor of Veterinary Medicine in 1971. He joined the San Francisco SPCA in 1976 where he recently retired as Director of Veterinary Services. His wife is also a veterinarian and recent past owner of Especially Cats Veterinary Hospital in San Francisco. The Aldridges currently have two dogs and three cats, all strays or rescue animals from shelters. He has served for many years as Vice President of the San Francisco Veterinary Medical Association. Dr. Aldridge's hobbies include organic vegetable gardening, mycology, writing, and winemaking. "My four top entries were all quite good and picking between them was difficult. I ultimately chose Dusty Rainbolt for the combination of extensive and somewhat detailed information for cat lovers, focus on the special awards criteria concepts, and overall readability. Accuracy of information was also a strong positive. I also appreciated the range of subject matter, not being single subject focused." ~ The award consists of \$500 and a cat figurine. ~



DUSTY RAINBOLT with her many 2012 awards Photo by Paul Glassner



#4 – THE HARTZ EVERY DAY CHEWABLE VITAMIN AWARD, sponsored by Hartz Mountain Corporation, honors the highest-quality entry on the topic of older cats. ~ **Awarded to Debbie Swanson for her article "Company's Coming."** ~ Judge: Vicki Thayer, DVM, is President of the Winn Feline Foundation. She has considerable leadership experience in organized veterinary medicine with the American Veterinary Medicine Association (AVMA) and the American Association of Feline Practitioners (AAFP), as well as in other community activities. She was a Director on the board of AAFP for 20 years and President of the Association from 1996 through 1998, along with being AAFP's Delegate to AVMA from 2004 to 2010. "This was a difficult contest to select a winner. Several entries were very evenly delivered and it came down to standing out just a little bit more in one or two areas of scoring. In the end, I selected "Company's Coming" by Debbie Swanson. It was informative, covered the article's topic focus

well, god writing voice, and was well organized. The article seemed to be consistently well done in all the scoring ➔

(continued)

2012 CWA SPECIAL AWARDS *(continued)*

categories and that in the end put it over the top as my selection.” ~ The award consists of \$1000 and a commemorative plaque. ~

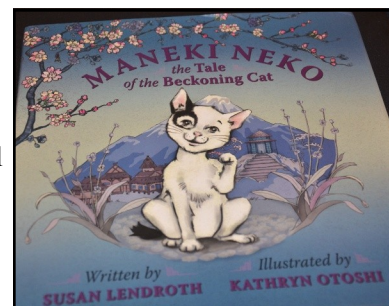
#5 – THE HARTZ GLAMOUR-PUSS AWARD, sponsored by Hartz Mountain Corporation, honors the best single entry on the topic of feline skins and coat care. ~ **Awarded to Dusty Rainbolt for her article “Fight the Bite.”** ~ *Judge: Christina Pawlosky has been a professional groomer for 30+ years. During that time she has won multiple grooming awards including being a member of the United States Groom Team for three years. She has groomed, conditioned, and presented best-in-show winning dogs at many AKC events specializing in Poodles. She retired after winning the Oster International Invitational Tournament of Champions in 1995. She has also been awarded the Cardinal Crystal Achievement Awards for Groomer of the Year, Congeniality, and Judge of the Year in multiple years. She received the Groomer of the Decade award by the New England Pet Grooming Professionals in 2001 and the Barkleigh honor of Speaker of the Year in 2011. She is a certified Master Dog Groomer and Certified Master Cat Groomer with the National Dog Groomers Association of America. “This article gives great information on parasites that affect cats, and how. Good education for pet owners as well as some professionals.”* ~ The award consists of \$1000 and a commemorative plaque. ~



Nancy Peterson Photo by BJ Bangs

#6 – THE HARTZ MILK REPLACEMENT FOR KITTENS AWARD, sponsored by Hartz Mountain Corporation, is awarded to the best single article or single radio or television broadcast on the topic of rescuing kittens. ~ **Awarded to Nancy Peterson for “Kitty in Their Hands.”** ~ *Judge: Michelle King’s life revolves around saving animals and changing the world “one animal at a time.” As a child she tried to save all the pregnant cats dropped off along the country road where she lived in Massachusetts. She is doing the same thing now as the Manager of Lucky Paws, the City of Albuquerque’s retail adoption center in a mall setting. This is the first such facility in the United States. “My main concern is always educating people and writing with passion to get the information across, and I believe this article did both of those things. It was very educational.”* ~ The award consists of \$1000 and a commemorative plaque. ~

#7 – THE IN THE SPOTLIGHT AWARD, is sponsored by the Jacat Cattery, home of award-winning pedigreed Japanese Bobtail cats. It 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 Mary Kolencik, Editor, CatTALK.** ~ *Judge: Al Walbrun is a long-time All-Breed Judge for The International Cat Association (TICA). “The winner I chose was, in my opinion, the best fit for the essence of the award. I found the articles were well written and accurate in their content. They held my attention from the time I started each article until I finished. The articles were written to a broad base of readers with many interests. I could not stop reading the magazine until I read all the articles and picked up the next one and started again.”* ~ This award consists of \$500, a certificate, and an illustrated book on the Maneki Neko. ~



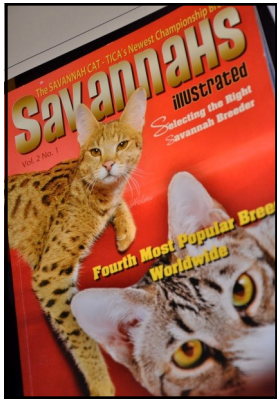
#8 – THE KARI WINTERS’ RESCUE AND REHABILITATION AWARD, sponsored by The International Cat Association (TICA), is awarded to the best single article or column, or single radio or television broadcast on the rescue and rehabilitation of cats or kittens from shelters or rescue groups for the purpose of adoption. ~ **Awarded to Cimeron Morrissey for “First-Time Fostering.”** ~ *Judge: Barbara Bruin is the director of the Animal Welfare Department in Albuquerque, NM. She is an attorney with over twenty-five years experience in management, law, and public policy holding leadership positions in federal, state, and local governments. Prior to serving as Director of the Albuquerque Animal Welfare Department, she served on the board of directors for Animal Humane/New Mexico. Ms. Bruin lives with three handsome rescue cats, Frank, Tony, and Robert. “It was tough deciding because there were so many wonderful and heartwarming entries, including stories of individuals who made heroic efforts on behalf of cats. I chose this entry for several reasons. First, it shows that all animal lovers can do something to help, rather than expecting a few people to do it all. This mother is teaching her children to do something ‘instead of only talking about helping.’ Second, she addresses those folks who say they couldn’t foster since they would never be able to give up the kittens. She explains what her children are learning by fostering and that helping animals may be hard at times but it’s the right thing to do.”* ~ The award consists of \$500 and a commemorative plaque. ~



#9 – THE CEVA ANIMAL HEALTH HUMAN-ANIMAL BOND AWARD, sponsored by CEVA bond, highlighting the bond between a cat and its owner, as well as their relationship with their veterinarian as another direct caregiver. ~ **Awarded to Stacey Ritz for her article “Holding onto Hope.”** ~ *Judge:*

2012 CWA SPECIAL AWARDS *(continued)*

Betty Carmack has had a long-standing interest in the human-animal bond. She authored *Grieving the Death of a Pet* and has led a long-running Pet Loss Support Group at the San Francisco SPCA. She is a professor at the University of San Francisco and has been a speaker at previous CWA conferences. "Since it wasn't possible to have a tie for this award, I chose the entry that clearly stood out as meeting the award's criteria. Almost every paragraph and sentence in some way addressed one of the criteria. It clearly reflected and promoted the strengthening of the human-animal bond, highlighted the bond between cat and caregiver, as well as their relationship with their veterinarian as another direct caregiver. And lastly, I judged it for its exceptional quality and ability to convey this concept and connect with the reader. I feel exceedingly fortunate to be able to read and listen to these entries. Our world is definitely the better for the contributions that these entries have made to our knowledge and experience of our relationships with cats. Congratulations to all of you for the quality of your work." ~ The award consists of \$1000 and a commemorative certificate. ~

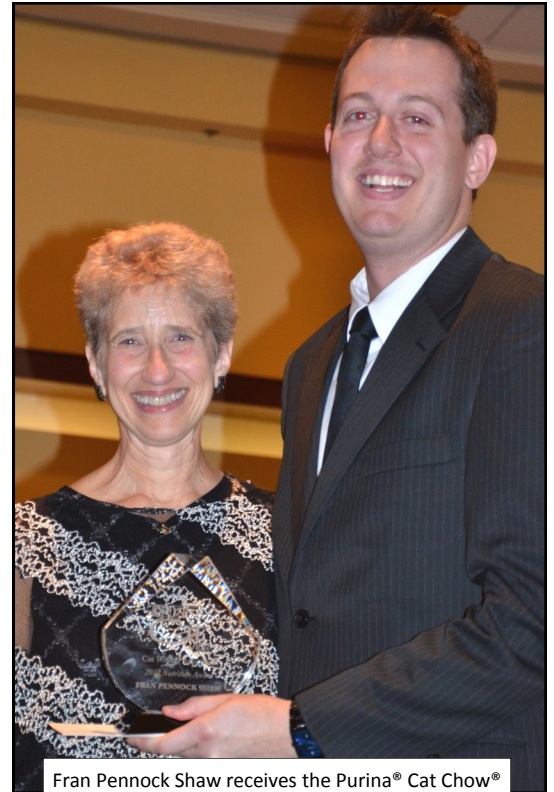


#10 – THE PRO PLAN® PEDIGREED CATS AWARD, sponsored by Purina, is presented to the writer or creator of the best entry of the year that focuses on cat breeds, pedigreed cat, and professional breeder issues. ~ **Awarded to Brigitte McMinn for *Savannahs Illustrated*.** ~ Judge: Pat Harding has been a TICA All-Breed Judge since 1963. She has owned and shown Abyssinians, Siamese, Orientals, and American Shorthair cats. She is President of the Enchanted Cat Club in Albuquerque, NM, and a member of Kennel Kompadres, a "friends" of the City Animal Shelter group. She also volunteers at the Albuquerque shelter working with cats in the recovery room. "This is a thorough explanation of the breed covering history, care, feeding, and how to bring a new breed home. The magazine has an excellent set up and is an artistic treat." ~ The award consists of \$500 and a commemorative bowl. ~

#11 – THE PURINA® CAT CHOW® NUTRITION AWARD, sponsored by Purina, is given for the best column or article or book on the subject of feline nutrition. ~ **Awarded to Fran Pennock Shaw for her article "The Skinny on Diet."** ~ Judge: Mindy Bough is the Senior Director of Client Services for the ASPCA Midwest Office. The Client Services Department is responsible for several programs, including the Corporate Sponsorship Program for the Animal Poison Control Center, the Pet Nutrition and Science Advisory Service, the TNR Scheduling and Information Center, and the Post-surgical Hotline for the ASPCA Mobile Spay and Neuter Clinics. She is a Certified Veterinary Technician who publishes educational articles for veterinary technicians and the public and speaks regularly at local and national conferences. "This is an excellent piece on feeding cats who are overweight. It addresses types of diets, how to feed and incorporate exercise. It is the perfect length and is written at a level that challenges and engages the reader." ~ The award consists of \$500 and a commemorative pewter bowl. ~

#12 – THE PURINA ONE® HEALTH AWARD, sponsored by Purina, is for the outstanding single article reporting on feline health issues. ~ **Awarded to Dusty Rainbolt for "Fatima's Fix."** ~ Judge: Heather Roberts currently is 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 diseases and the origins of the domestic cat. She has bred and exhibited award-winning Bengals, Bombays and Singapuras, but is currently working with Burmese. She is a TICA Approved All-Breed judge and is also a member of the TICA Genetics Committee. "As with humans, felines in our country are having devastating illness due to obesity. This article gets to the roots of a health problem and that's weight mismanagement. The article does an excellent job of presenting the problem and finding solutions." ~ The award consists of \$500 and a commemorative pewter bowl. ~

#13 – THE PURINA® KITTEN CHOW® KITTEN AWARD, sponsored by Purina, is presented to the author of the outstanding entry on caring for kittens. ~ **Awarded to Debbie Swanson for her article "Safe Haven."** ~ Judge: Joan Caron has a Master's Degree in Special Education. She worked 25 years at the Miami Seaquarium as a marine mammal trainer and curator. Presently she is the semi-retired co-owner of a medical software company for Spanish-speaking physicians. She also works part-time as a pet sitter and is a member of The Cat Network assisting in cat rescue. "This outstanding article is a complete 'soup-to-nuts' instructional guide on what caregivers need to provide for any litter of kittens. Often caring for kittens is a first-time endeavor, and for first-timers as well as old hands, this article provides a particularly effective 'How-To' guide to providing a safe and enriched living environment for kittens. The author goes into detail about the kittens' living space and what should and should not be contained ➔



Fran Pennock Shaw receives the Purina® Cat Chow® Nutrition Award from Purina's Dan Koehler.
Photo by BJ Bangs

2012 CWA SPECIAL AWARDS *(continued)*

in it, even including a good description of short-term vs. long-term living space. Important information is provided on safety, feeding, integration of kittens with resident cats, and the dos and don'ts of toy safety. This is a very deserving winner among a number of outstanding entries. Congratulations to the author!" ~ The award consists of \$500 and a commemorative pewter bowl. ~

#14 – THE STICKY PAWS® TRAINING AWARD, sponsored by Pioneer Pet/Sticky Paws, is presented for the best article or tape entry on training techniques. ~ **Awarded to Jacqueline Munera for her article “It Takes Two: Successful Cat and Dog Interactions.”** ~ Judge: Linda Aronson, DVM, MA, is a veterinarian with a referral behavior practice, PetShrink, in Berlin, MA. She treats dogs, cats, and horses as well as working with zoo staff and veterinarians and their charges. Her particular interest is in medical causes of behavioral problems; however, the opportunity to bolster the human-animal bond and keep owners and their animals together is a primary motivator. Her DVM is from Tufts University Cummings School of Veterinary Medicine, and her BA and MA are in physiological sciences from Oxford University. She also completed postgraduate studies in neurophysiology and psychophysics at Cambridge University. “Beautifully written, this article explains the problem behaviors with clarity and great insight. She then presents training, management, and behavior modification techniques to address the different aspects of the problem.” ~ The award consists of \$1000 and a commemorative certificate. ~

#15 – THE TIDY CATS® FELINE BEHAVIOR AWARD, sponsored by Purina, is presented for the best entry on the subject of feline behavior. ~ **Awarded to Dusty Rainbolt for her article “A Behavior Masterpiece.”** ~ Judge: Elizabeth Georges, DVM, received a Bachelor's Degree in Animal Sciences from Oregon State University and subsequently her Doctor of Veterinary Medicine Degree from Colorado State University in 2010. A strong interest in international veterinary medicine and cross-cultural exchange has taken her to Costa Rica, Greece, and Japan where she learned about various animal care techniques and animal care values. Liz currently works at VCA Wyoming Animal Hospital as a small animal general practitioner. She has two cats (Nomi and Stevie) who currently are both clicker trained to sit on command; however, Nomi has excelled and is able to turn, wave, and high five! “There were several articles I found particularly compelling. However, I appreciated the breadth of this article. It provided a starting point for new and seasoned cat owners alike. It mentioned the importance of early socialization, practical how-to's, and a variety of common behavioral concerns while being well-written, easy to understand, and relatively succinct.” ~ The award consists of \$500 and a commemorative pewter bowl. ~

#16 – THE WORLD'S BEST 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 Valerie Veltre for *Moo Kitty Finds a Home*.** ~ Judge: Suzanne DeWitt has a BA in English Literature and an Ed.M. in the History and Philosophy of Education which she used in a successful career in education. She worked for a publishing firm in Albuquerque, NM, and became editor of a regional women's magazine. When she left the workforce to devote more time to volunteer pursuits, she began freelance editing work, which she continues to this day. She has enjoyed the companionship of felines for over 45 years. Inspector Lestrade, the DeWitts' beloved first Siamese, lived a great life for 21 years and set the bar high for all following cats who shared life with the DeWitts. Currently MC² and Blue Corn Maiden – a shelter tabby and a blue-point Siamese – keep life lively. “When Moo Kitty finally found a home, I cheered. He followed his ‘guardian’s’ advice to have faith and didn’t despair about the long wait. This is a book that champions the virtues of hope and patience and makes it clear that age shouldn’t be the deciding factor in any animal adoption. The possibilities for discussions with children of all ages are wonderful, and the lessons learned in the reading or listening are ones that can guide us all. Thank you, Ms. Veltre.” ~ The award consists of \$500 and a commemorative plaque. ~



#17 – THE SHOJAI MENTOR AWARD, sponsored by CWA's 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. ~ **Awarded to Dusty Rainbolt.** ~ Nominations by Angie Bailey and Marci Kladnik. ~ The award consists of \$500 and a commemorative plaque. ~

Amy Shojai and Dusty Rainbolt
Photo by Paul Glassner

2012 CWA SPECIAL AWARDS *(continued)*

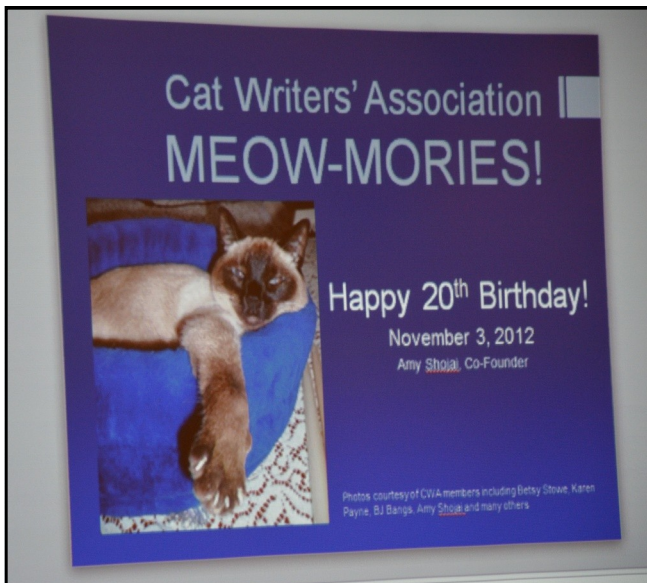
#18 – MICHAEL BRIM DISTINGUISHED SERVICE AWARD, sponsored by CWA, honors extraordinary achievement and communications excellence. It recognizes the person who, by word, deed, public communication, and professional excellence best promotes the ideals, mission, and best interest of the Cat Writers Association. Nominees can include (but are not limited to) writers, editors, or publicists whose published work or actions have had a significant impact on improving the quality of life of cats, educating the public, promoting responsible cat breeding and ownership, and/or facilitating the professional growth of cat writers. ~ **Awarded to Fran Pennock Shaw.** ~ *Nomination by Amy D. Shojai.* ~ 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). ~

#19 – THE KUYKENDALL IMAGE AWARD, sponsored by CWA, is presented to the outstanding "image" entry featuring cats – whether photography, illustration, or graphic art. ~ **Awarded to Jane Denny for "The Twelve Cats of Christmas."** ~ *Judge: Karen Cannon is a commercial artist whose company, That's My Cat, is based in Fort Collins, CO. She specializes in feline art, small wild cats being a major focus. Her cat art is featured in magazines and sold worldwide. "Depicting the twelve days of Christmas with cat characters is a brilliant concept. The clever tongue-in-cheek series could only be conceived by a true cat person! It's presented in a very hip graphic style. (I especially love the French Cats and the Cats-a-Laying.) I had to laugh at the 12 Cats Drumming – again only a cat person could come up with these concepts. Being a designer/illustrator myself, I absolutely feel the countless hours of brainstorming (including the 3 a.m. eureka's) Jane devoted to this project. Kudos, Jane."* ~ The award consists of \$250 and a commemorative plaque. ~



Fran Pennock Shaw and Amy Shojai
Photo by Paul Glassner

#20 – 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 Brigitte McMinn for *Bengals Illustrated*.** ~ *Judge: CWA President Susan Ewing. "Organizing conference details gets easier the more I do it, but there's one detail that, if anything, gets harder, and that's choosing the recipient of the President's Award. Maybe if all the contenders were one genre, it would be easier. Instead, I need to consider blogs, broadcasts, pamphlets, newsletters, greeting cards, articles, books, and poems. This year, I succumbed to the charm of a single-breed newsletter. This newsletter contains a wide range of excellent, well-written articles on cats and their care, as well as stunningly gorgeous photos. This year's recipient of the CWA President's Award is *Bengals Illustrated*."* ~ The award consists of \$250 and a commemorative plaque. ~



*Sincerest Congratulations
to all the 2012 Winners!*

Look for excerpts from the nominating letters for our Shojai Mentor and Michael Brim Distinguished Service winners in the next issue of MEOW.

At left: the opening visual in Amy Shojai's retrospective on CWA's first 20 years, presented at the 2012 CWA Conference in Los Angeles. You'll see more photos from the conference in the next issue of MEOW!

2012 CWA Communication Contest Muse Medallion™ & Certificate of Excellence Winners



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

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

***Cat Fancy/Susan Logan, Editor**

“What can I say other than Cat Fancy has been the finest magazine about cats for decades? Overall fun and informative magazine for the general cat-loving public. As always, this is a thoroughly professional product.”

I.2 – Magazine Article – Health & General Care

***Rebecca Sweat /Unlocking the Code – (CATS USA)**

“The author made a complex subject fascinating and understandable. A complicated subject was handled with just the right touch of simplification.”

Janiss Garza/ More Than Just Looking Good (KITTENS USA)
Helen Jablonski/ Three Kitten Essentials (CAT FANCY)
Helen Jablonski/ Troubled by Tooth Resorption (CAT FANCY)
Maryann Mott/In Their Own Time (CAT FANCY)
Arnold Plotnick/More than Bad Breath (CATFANCY)
Dusty Rainbolt/Fight the Bite (CATFANCY)
Dusty Rainbolt/A Germ-Free Zone (CAT FANCY)
Dusty Rainbolt/Cat Care Basics (CATS USA)
Fran Pennock Shaw/Unwelcome Passengers: Learn about the Three Main Parasites that Bug Your Pet (CAT FANCY)
Fran Pennock Shaw/The Well-Fed Kitten (KITTENS USA)
Fran Pennock Shaw/Silky and Soft: Learn How Diet Affects Your Cat's Skin and Coat (CAT FANCY)
Debbie Swanson/Safe Haven (KITTENS USA)

I.3 – Magazine Article – Behavior & Training

***Jacqueline Munera /The Cat Is Attacking the Dog! (APDT CHRONICLE OF THE DOG)**

“This is a detailed, refreshing article designed to educate dog trainers and ‘dog people’ about the feline mind. I especially appreciated the writer’s short video links. She delivers a comprehensive game plan to achieve harmony in a dog-cat household.”

Arna Cohen/Hey You, Get Off of My Cloud (ANIMAL SHELTERING)
Arna Cohen/Blended Families (ALL ANIMALS)
Andrea Dorn/Sporting Cats (CAT FANCY)
Helen Jablonski/Potty Anxiety (CAT FANCY)
Jacqueline Munera/Cat Communication for Dog Trainers (APDT CHRONICLE OF THE DOG)
Jacqueline Munera/It Takes Two: Successful Cat and Dog

Interactions (APDT CHRONICLE OF THE DOG)

Nancy Peterson/Kitty in Their Hands (ANIMAL SHELTERING)

Dusty Rainbolt/A Behavior Masterpiece (KITTENS USA)
Fran Pennock Shaw/Get Up and Go (CAT FANCY)

I.4 – Magazine Article – Rescue

***Cimeron Morrissey/“First-Time Fostering” (BEST FRIENDS MAGAZINE)**

“This article makes the reader want to pick up the phone and start fostering. The writer masterfully combines fact with emotion.”

Newton Holt/Saving an Erie Number of Cats (ANIMAL SHELTERING)
Helen Jablonski/Orphan Care (CAT FANCY)

I.5 – Magazine Article – Any Other Topic

***Cimeron Morrissey/“Confessions of the (Not So) Crazy Cat Ladies (BEST FRIENDS MAGAZINE)**

“What a fun and needed article. Organized, well-researched, and interesting. The author did a nice job profiling each ‘cat lady’ and makes the reader agree – that they are not so crazy.”

Eve Adamson/Purrfect Pitch (CATS USA)
Carrie Allan/Spot-Cleaning Cages (ANIMAL SHELTERING)
Arna Cohen/When You’re Ready for a Mature Relationship (ALL ANIMALS)
Janiss Garza/A Tale of Two Breeders (CATS USA)
Helen Jablonski/Fabulous Feline Furniture (CAT FANCY)
Ingrid King/One Happy Feline (CAT FANCY)
Ramona Marek/In Good Hands (CAT FANCY)
Anthony Nichols/The Snowshoe (PET FOCUS)
Wendy Bedwell-Wilson/Purr Therapy (CATS USA)

TO EVERY
CWA HONOREE:
PURRS!!



(continued on the next page)

2012 Muse Medallion™ Awards (continued)

I.6 – Magazine Column

* **Cimeron Morrissey/Foster Focus (CAT FANCY)**

* **Nancy Peterson/Kits and Pits (ANIMAL SHELTERING)**

"This year's magazine columnists captivated fellow cat lovers with purr-sonal tales, practical solutions, advocacy for endangered species and recognition of outstanding achievements. Readers were enticed to look forward to each installment."

Brad Kollus/Wild Cat Race (CAT FANCY)

Anthony Nichols/Showtime (YOUR CAT)

Sandy Robins/Life's Purrfect (CAT FANCY)

II.1 – Newspaper Article – Health and General Care

NO ENTRIES

II.2 – Newspaper Article – Behavior and Training

NO ENTRIES

II.3 – Newspaper Article – Rescue

NO ENTRIES

II.4 – Newspaper Article – Any Other Topic

NO WINNER

II.5 – Newspaper Column

* **Amy Shojai/Petiquette (HERALD DEMOCRAT)**

"All provided important information to their readership in a straightforward manner. But the winner blends its information in an easy, conversational tone that gives this reader the sense that my pet and I have dropped in on the writer for tea and treats. This is well-researched information written in an entertaining fashion."

Monique Balas/Pet Talk (OREGONIAN)

Marci Kladnik/Pet Column (SANTA YNEZ VALLEY NEWS & SANTA MARIA TIMES)

Elaine Wexler-Mitchell/The Cat Doc (THE ORANGE COUNTY REGISTER)

Nancy White/Your Pets (NEWS & MESSENGER)

III.1 – Newsletter – Breed Specific

* **BENGALS ILLUSTRATED/Brigitte McMinn, Editor**

"I don't see how this breed publication could be any better. Simply stunning! This newsletter gets better every year. The photos are beautiful and the articles are interesting for all feline fanciers."

III.2 – Newsletter – National Circulation

* **CATNIP/Arden Moore, Editor**

"A joy to read! This is splendid writing; clearly and concisely presented."

CatTALK/Mary Kolencik, ed.

SAVANNAHS ILLUSTRATED/Brigitte McMinn, Editor

III.3 – Newsletter – Regional or Membership Circulation

* **MEOW/Karen Payne, Editor**

"Very upbeat content, well-written and presented. Jam-packed with helpful information."

CAT TALES/Cimeron Morrissey, Editor

ALLEY CAT MEWS/Kelly Riser, Editor

III.4 – Newsletter Article – Health & General Care - TIE

* **Carolyn Jimenez/Feline Diabetes Mellitus (CatTALK)**

"The complete guide to understanding feline diabetes simplifies managing the disease at home – and that is no simple task."

* **Arnold Plotnick/Treating Arthritis Pain (CATNIP)**

* **Elissa Wolfson/Feline Dermatology Updates (CATNIP)**

"Her writing style is wonderfully informative and easy to read especially considering her subject matter."

Mary Kolencik/Ten Grooming Tips for All Breeds (CatTALK)

Arnold Plotnick/The ABC's of Feline Reproduction (CATNIP)

Arnold Plotnick/Treating Hypercalcemia (CATNIP)

Arnold Plotnick/Treating Bladder Stones (CATNIP)

Fran Pennock Shaw/RNA Interference May Provide Treatment for Feline Infectious Peritonitis (PURINA UPDATE PRO CLUB)

Amy Shojai/The Expanding Role of Endoscopy (CATNIP)

Amy Shojai/Summer Safety for Cats (CATNIP)

Elissa Wolfson/Understanding Feline Calicivirus (CATNIP)

Elissa Wolfson/Update on Amoebic Corneal Infections (CATNIP)

Elissa Wolfson/Smokey the Survivor (CATNIP)

Elissa Wolfson/The Benefits of Cat-Friendly Clinics (CATNIP)

III.5 – Newsletter Article – Behavior & Training

NO ENTRIES

III.6 – Newsletter Article – Rescue

* **Cecelia Martinez/Helping Kittens in Need: Foster Volunteers Making a Difference (CITY PAWS NEWSLETTER)**

"Straightforward, clear and direct. A nice mix of anecdote, information and interview."

III.7 – Newsletter Article – Any Other Topic

* **Joan Miller/High Quality, High Volume, Low Cost Spay/Neuter Services (CatTALK)**

"A well-researched, fact-driven article about a hot-button topic."

Joan Miller/Feral Cat Trap, Neuter, Return (CatTALK)

Arden Moore/High-Tech Cat Products (CATNIP)

Melanie Morgan/The Rise of the Smoke Egyptian Mau (CatTALK)

Ann Segrest/CFA's Veterans (CatTALK)

Barbara Stretton/The CWA Conference Comforts a Grieving Heart (MEOW)

TO EVERY
CWA HONOREE:
MEOWS!!



2012 Muse Medallion™ Awards (continued)

III.8 – Newsletter Column

* Arden Moore/Editor's Note (CATNIP)

"Great job by all by all the authors but the winner's voice best carried through all of her columns."

Lyn Garson/Technically Speaking (OUR COMPANIONS NEWS)

Lauri Henry/Excruciatingly Correct Exhibitor Manners (CatTALK)

Dusty Rainbolt/Product Reviews (CATNIP)

IV.1 – Short Story

* Lyn McConchie/The Domen (PENUMBRA EZINE)

"A strong fantasy about a catlike race come to Earth. It has the potential to become a cat fantasy novel."

Catherine Holm/Kali's Will (CATHERINE HOLM, Publisher)

Mary Turzillo/Purple (AOIFE'S KISS)

IV.2 – Poem

* Bernadette Kazmarski/The Gift of a Morning

(www.creativecat.net)

"This poem perfectly captures the love the author had for her cat and in turn captures the love we all have for our cats. An excellent choice of words and images that make the reader see what the cat sees on this lovely morning."

IV.3 – Humor

* Dusty Rainbolt/Houston, We Have a Problem

(www.adoptashelter.com)

"This piece tickled my funny bones (I have several) and had me laughing out loud several times. A hands-down winner."

Arna Cohen/Adventures in Catsterland (ALL ANIMALS)

Allia Zobel Nolan/Hi, I'm Allia...and I'm Cat Co-dependent (MEOW)

Lisa-Maria Padilla/A Bird in the Mouth (CatTALK)

Lisa-Maria Padilla/In Nearly Living Color (CatTALK)

Lisa-Maria Padilla/A Danish Sort of Christmas (CatTALK)

IV.4 – Brochure Pamphlet, Short Publication

*Lynn Thompson/Bad Kitty! (<http://oldmaidcatlady.com>)

"This brochure is well organized and provides good information. The photographs are a good addition. It is a brief but excellent resource on feline behavior problems."

IV.5 – Annual or Long Publication

*TICA Yearbook/ Brigitte McMinn, Editor

"A beautiful book of stunning cats, fun-loving people and heartwarming passion makes flipping through these pages a sheer delight. It is a lovely and informative celebration of the year's accomplishments with the organization."

IV.6 – Opinion Piece, Essay or Editorial

*Dusty Rainbolt/A Grief Observed (www.adoptashelter.com)

"This one brought tears. As sad as any story of a senior pet's passing, but there is a dignity in the way this is told. It's understated, sad, and brief but heartfelt. It made an impact. This is deeply felt without being maudlin."

IV.7 - PR / Humane Education / Press Kits

No Entries

V.1 – Books – Fiction

* Shirley Rousseau Murphy/CAT TELLING TALES (HarperCollins/Morrow Avon)

"This may be the toughest category I've ever judged. What a terrific collection of books! When writing a series with the same characters, it's easy to get formulaic. But this book kept the characters fresh with timely observations of the current U.S. economy. The author blends important information on TNR while staying entertaining and not preachy. The story is well-designed and crafted with enough held back to make the ending satisfying and with just enough loose ends to wrap up in the next book in the series."

Carole Nelson Douglas/ CAT IN A GOLDEN VENDETTA, Claire Eddy, Editor (Forge Books)

V.2 – Books – For Children

* Valerie Veltre/MOO KITTY FINDS A HOME, Pam

Haines, Editor (Squidy Press)

"This is an excellent book to help children understand the plight of homeless cats. It also gives good information after the story to help in the adoption of cats. The illustrations are simple but cute, perfect for the story and the colors made me feel so comfortable in the story. Very good book for all ages. A very sweet story of love and hope."

Lisa Fleming/CAT AND CROW: AN AMAZING FRIENDSHIP, Sandra Yeyati, Editor (Collage Books)

Tony LoPresti/MY CAT, Vivian Zobel, Editor (4RV Publishing)

Priscilla (P.I.) Maltbie/BAMBINO AND MR. TWAIN, Randi Rivers, Editor (Charlesbridge Publishing)

Dian Curtis Regan/THE SNOW BLEW INN (Holiday House)

Joanne Rocklin/THE FIVE LIVES OF OUR CAT ZOOK (Amulet Books/Abrams)

Barbara Stretton/THE CASE OF THE LURKING LION (RiverCat Press)

V.3 – Books – Health & General Care

No Winner

V.4 – Books – Behavior & Training

No Entries

V.5 – Gift Book

*Christine Davis/FOREVER PAWS (Lighthearted Press)

"This truly is a book for animal lovers of all ages. Its prose literally brings tears to one's eyes with its beauty and tells of our bond with companion animals in words that superbly honor this relationship."

Sandy Robins/FOR THE LOVE OF CATS, Don Gulbrandsen, Editor (Triumph Books)

V.6 – Poetry

No Entries



(continued on the next page)

2012 Muse Medallion™ Awards *(continued)*

V.7 – Other

***Jeanne Adlon & Susan Logan/CAT CALLS, Joanne Abrams, Editor (Square One Publishers)**

"This book is the whole flawless package. It is well written and sensitively edited with first-person stories that inform and entertain without preaching or condescending. It is written in a unique voice. The book is well-designed and thoroughly indexed."

Susan Bulanda/FAITHFUL FRIENDS: HOLOCAUST SURVIVORS STORIES AND THE PETS WHO GAVE THEM COMFORT, SUFFERED ALONGSIDE THEM AND WAITED FOR THEIR RETURN, Christina Slike, Editor (Ladach Publishing)

Allie Phillips/DEFENDING THE DEFENSELESS: A GUIDE TO PROTECTING AND ADVOCATING FOR PETS (Bowen & Littlefield)

VI.1 – Video, DVD or TV Production

***Allie Phillips/King Street Cats' What about Me?"™ Adoption Campaign (Allie Phillips)**

"This simple video is a nice way to promote the adoption of older and overlooked cats. The video does a great job reaching it's audience and sending a clear message."

VI.2 – Radio, Podcast, or Other Audio Presentation – Mixed Format

***Kristen Levine/Bring Out the Inner Kitty in Your Cat (Radio Beastro)**

"The style is even, clear, educational, informational and lets the listening audience know how to enrich their indoor cat's environment."

Allie Phillips/Pets that Pass On / What Pets Teach Us, Part 1 – What Pets Teach Us, Part 2 – Energy Healing for Pets (All Paws Pet Talk Radio)

Sandy Robins/Pawsitively Pets Radio: The True Nature of Cats, Learning about Cat Behavior from the Experts, Contributor Matilda the Algonquin Cat Reports from New York, Gary W. Keith, Producer (High 4 Productions)

VII.1 – Online Magazine, Newsletter

No Winner

VII.2 – Website

***Ingrid King/www.consciouscat.net**

"This is an attractive, well-presented blog. It nicely balanced layout and enjoyable blog entries with interaction from readers through comments, etc. An interesting site that is enjoyable to visit. This is an engaging site with a clean, easy flow from article to article."

VII.3 – Online Article – Health & General Care

*** Amy Shojai – "10 Tips to Keep Your Cat's Brain Forever Young" (www.VetStreet.com)**

Ingrid King/Stomatitis: Painful for Cats, Frustrating for Guardians and Veterinarians (www.consciouscat.net)

Ingrid King/High-tech Medicine for Your Cat: MRI's (www.consciouscat.net)

Kristen Levine/The Fat Cat's Guide to Getting Fit

(www.Petside.com)

Kristen Levine/Go Green with Your Litter (www.Petside.com)

Amy Shojai/Pet Health: How to Keep Pets Safe through the Cold (The Huffington Post)

Debbie Swanson/Feline Stomatitis (www.Petfinder.com)

VII.4 – Online Article – Behavior & Training

*** Sandy Robins/Ask the Cat Expert: Answers behind Crazy Cat Behaviors (www.PawNation.com)**

"The question-and-answer format is used very effectively, and the information is very useful. It is authoritative with a good use of sources."

Ingrid King/Redirected Aggression: When Good Cats Attack (www.consciouscat.net)

Marilyn Krieger/Zen of Cat Greeting (www.Petside.com)

Arden Moore/How Can I Tell If My Cats Are Just Playing or Actually Fighting? (www.Vetstreet.com)

Arden Moore/4 Games that Tap into Your Cat's Animal Instincts (www.Vetstreet.com)

Sandy Robins/Making Pet Introductions Easier with Tricks (www.PawNation.com)

Amy Shojai/Applause for Claws: 7 Scratch-Training Tips" (www.VetStreet.com)

Amy Shojai/Help! My Pet Hates My Boy Friend (www.PawNation.com)

Layla Morgan Wilde/Cats Are Hardwired to Hunt in 6 Steps (www.Catwisdom101.com)

VII.5 – Online Article – Rescue

*** Stacey Ritz/Seniors to Seniors Programs Bringing Joy to Pets and Humans (www.Examiner.com)**

"A group of furr-fabulous writers making it difficult to choose."

Deborah Barnes/The Japan Disasters and the Surviving Cats (www.zeezoey.com/blog)

Deborah Barnes/Mainstreaming Feral Cats (www.zeezoey.com/blog)

Christine Church/Toto the Tornado Kitten (www.Examiner.com)

Jane Denny/What Do You Do When You Inherit +/- 18 Cats (www.Care2.com)

Bernadette Kazmarski/An Angel Named Penny (www.thecreativecat.net)

Bernadette Kazmarski/The Tails of Nine Orphaned Kittens (Life with Cats.tv)

Robin Olson/It Had to Be You (<http://coveredincathair.com>)

Stacey Ritz/The Journey from Rescue to Adoption (www.Examiner.com)

Stacey Ritz/Holding onto Hope (www.Examiner.com)

TO EVERY
CWA HONOREE:
GOOD JOB!!



2012 Muse Medallion™ Awards (continued)

VII.6 – Online Article – Any Other Topic

*** Angie Bailey/Cosmic Love (www.Catladyland.com)**

"This was funny and sweet. It's a true love note to this kitty I feel like I got to know so well. It was consistently moving and humorous. A real pleasure to read."

Sally Bahner/Feral Cat Colony Weathers Irene (Branford Eagle online edition)

Angie Bailey/Fanglish: The Secret World of Cat Slang (www.Catladyland.com)

Helen Jablonski/City Kitty – the Cat Flat (www.Catchannel.com)

Bernadette Kazmarski/Litter-ary Cats: T. S. Eliot (www.thecreativecat.net)

Bernadette Kazmarski/The Alchemy of Love (www.thecreativecat.net)

Bernadette Kazmarski/What's the Matter? (www.thecreativecat.net)

Bernadette Kazmarski/Photographs and Memories (www.thecreativecat.com)

Bernadette Kazmarski/A Therapy Cat for Visitors as Much as Residents (www.thecreative.com)

JaneA Kelley/I Went on a Weekend Road Trip and I Came Home with a Cat (www.Catster.com)

Marilyn Krieger/6 Tips to Adopting a Shelter Cat (www.Catchannel.com)

Arden Moore/Small Apartment, Big Ideas (www.Vetstreet.com)

Arden Moore/Vetstreet's Insider's Guide to Cat Shows (www.Vetstreet.com)

Sandy Robins/Men Are Cat People, Too (www.PawNation.com)

Amy Shojai/Kitty Falls – How Cats Land on Their Feet (www.PawNation.com)

Amy Shojai/Cats throughout History: Tales of Good, Bad and Just Plain Kooky Feline Legends (www.Vetstreet.com)

Lynn Thompson/The Final Act of Love (<http://oldmaidcatlady.blogspot.com>)

VII.7 – Online Column

*** Arden Moore/Paws Up for Pets, The Coastal Star (online edition)**

"Fantastic columns from all of the entrants. The winner was incredibly compelling and unique. I want to read more."

Angie Bailey/Feline Wisdom (www.EdgeMagazine.net)

Marilyn Krieger/Catchannel.com Behavior Column (www.CatChannel.com)

Dusty Rainbolt/Ask Einstein (www.adoptashelter.com)

Layla Morgan Wilde/Mondays with Merlin: Mewsings of an Old Meezer (www.Catwisdom101.com)

VII.8 – Blog: Educational

*** Robin Olson/Coveredincathair**

(www.coveredincathair.com)

"The author is personable and most likely to develop a following based on not just her knowledge of cat health and behavior but also on her online persona as a compassionate cat rescuer who is still learning and still growing. Her blog is supported by large,

relevant photographs, videos, and live links. With a photo and bio on the site, the reader can really relate to her."

VII.9 – Blog: Entertainment

No winner

VIII.1 – Black & White Photograph (Single)

*** Layla Morgan Wilde/Portrait of Gris Gris (www.Catwisdom101.com)**

"There is an effective contrast between soft cat fur, wood shutter, window blinds, and plants. The viewer is intrigued as to what has captivated the cat's attention. This cat is the picture of curiosity."

Bernadette Kazmarski/Mimi in the Mirror (www.thecreativecat.com)

VIII.2 – Black & White Photograph (Series)

No Winner

VIII.3 – Color Photograph (Single)

*** Marci Kladnik/The Tragedy of Overpopulation (CATALYST FOR CATS)**

"This is a stunning shot. It has excellent composition and is an effective portrayal of the subject. It immediately engaged me."

Lyn Garson/Olivia (OUR COMPANIONS)

Janiss Garza/Bathroom Counter Basking (FITCAT ENTERPRISES, INC.)

Janiss Garza/Thru the Doorway (FITCAT ENTERPRISES, INC.)

Bernadette Kazmarski/Parsley Eyes (www.thecreativecat.com)

Mary Kolencik/Deb and Bo, the Bombay (CatTALK)

Betsy Stowe/Bigfoot Summer (VINNIE VIDI VICI)

Nancy White/Special People/Pets (NEWS & MESSENGER)

Layla Morgan Wilde/Friend or Foe?

(www.Catwisdom101.com)

VIII.4 – Color Photograph (Series)

*** Brigitte McMinn/Bengals Illustrated Calendar (Award Winning Publications)**

Doug Bolton/CFA National Show (CatTALK)

Janiss Garza/Sparkle the Cat 2012 Wall Calendar (Fitcat Enterprises, Inc.)

Brigitte McMinn/Savannahs Illustrated Calendar (Award Winning Publications)

Brigitte McMinn/Ragdolls Illustrated Calendar (Award Winning Publications)

VIII.5 – Cartoon

*** Stephanie Piro/Woof! (King Features)**

"This cartoon told a full story of the relationship between cat and owner in thee short panels."

Bernadette Kazmarski/Being Used as a Fort (www.thecreativecat.com)

Stephanie Piro/Cat Christmas (King Features)

Stephanie Piro/Furry Alarm (King Features)



(continued on the next page)

2012 Muse Medallion™ Awards *(continued)*

VIII.6 – Illustration (Single)

*Bernadette Kazmarski/Purple Cats, Red Blanket notecards (Bernadette Kazmarski)

"Graceful, easy brush strokes flow together perfectly to form two cozy kitties nuzzling side by side. This is real art by a real artist. Very lovely."



FIRST LIGHT by Bernadette Kazmarski

Brush pen and watercolor, 7" x 9", © B.E. Kazmarski

MIMI on the bathroom windowsill,
watching the birds and the leaves

READ the backstory at <http://thecreativecat.net/daily-sketch-first-light/#.UPXvYmebHlc>.



MEOW-MORIES:

Amy Shojai's presentation about CWA's first 20 years evoked tears and cheers from the audience at the Friday night dinner. At right, CWA founders. Far right, CWA President Su Ewing sheds a tear.

— Photos by BJ Bangs

VIII.7 – Illustration (Series)

*Jane Denny/The Twelve Cats of Christmas

(www.Zazzle.com)

"These cards are just plain adorable."

Bernadette Kazmarski/Daily Sketches

(www.thecreativecat.com)

**TO EVERY
CWA HONOREE:
PAWS UP!!**

Attention CWA Award Winners: Stickers for Your Work

By Nancy Marano, Contest Chair

Anyone who has won a certificate of excellence, a Muse Medallion™ or a Special Award can use one of these stickers on your work (books, websites, CDs, DVDs, etc.). It is a nice way to publicize your win and to get CWA's name out to the general public. To get the sticker, follow the directions below.

Go to <http://www.catwriters.org/winner-logon.html>

The LOG ON is winners

The PASSWORD is yahoo

Follow instructions on the page. You'll also find a label-maker website where you'll find labels of the right size to print these high-quality logos. We designed one for Muse Medallion™ winners and a different one for Special Award and Certificate of Excellence winners. And, there is a link to a banner and button for CWA members to use on their own websites, downloadable at <http://www.catwriters.org/link-banners.html>.



Cat Writers' Association
MUSE MEDALLION™ WINNER



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CWA's First 20 Years Remembered at the Conference



CWA Founders
L-R: Suzanne Stowe, Debbie Phillips-Donaldson, Amy Shojai, Michael Brim



*At one of my early CWA conferences, I talked with a writer who confided to me that every year she re-reads *The Elements of Style* by Strunk and White. She seemed a little shy about this, as if sharing a secret. Then I said, "I do that, too!" I knew then that I was in the right place — with people obsessed about cats AND writing. — Paul Glassner*

CALL FOR VOLUNTEERS: **HELP!!!!**

By CWA President Su Ewing

We need some volunteers to help make 2013 as good a year as 2012 was!

Nancy Marano, after many years of distinguished service, has resigned as CWA Contest chair. Nancy, you did an absolutely wonderful job and huge thanks for all your hard work.

If you'd like to take charge of our terrific contest, please let me or Nancy know. Nancy has offered to help the new chair in any way she can. Also, this position carries a cash stipend.

We also urgently need a person to chair the nominating committee. This year, 2013, will be Allene Tartaglia's last year as treasurer, so we'll need someone for that job, as well as for president and vice-president and any vacancies on the Council of Directors. The nominating committee chair should appoint two or three other CWA members to help with the search. It's not too early to start!

And, it's not too early to start thinking about the conference. Sharon Melnyk has agreed to take reservations again, but may not be able to attend the conference, so, if you'd like to help with registration in Dallas, let me know.

For any and all of this, my email is dogwriter@windstream.net. ♥

Thanks to Central Garden & Pet/Comfort Zone® with Feliway®

Dusty Rainbolt was the winner of the Central Garden & Pet/Comfort Zone® with Feliway® Membership Bounty Prize! The \$500 prize is awarded to the CWA member who recruits the most new members during the year. The award was graciously provided by Central Garden & Pet /Comfort Zone® with Feliway®. Everybody, get busy recruiting! Help yourself and CWA!

BARBARA STRETTON WINS 2013 PREMIER SCHOLARSHIP!

Premier Pet Products sponsors an annual scholarship to help a CWA member attend the next CWA conference. The winner's name is drawn at the conference and, if the person attends the next year, the \$500 check is awarded to help defray conference expenses.

The name drawn for the 2013 conference was Barbara Stretton. If Barbara is unable to attend the 2013 conference, then the scholarship will go to the runner-up, Suzanne Stowe.

If you'd like to be in the running for next year's scholarship, just send your name to Barbara Florio Graham at BFG@SimonTeakettle.com. Barbara has agreed to continue gathering names for the scholarship, and she will also continue to head the CWA Mentoring Committee.

Congratulations, Barbara Stretton, and thank you, Premier Pet Products!

— Susan M. Ewing, CWA President

CWA NEWS



CWA Election Results

Officers

President – Susan M. Ewing

Vice President – Dusty Rainbolt

Treasurer – Allene Tartaglia

Secretary – JaneA Kelley

Council of Directors,

Class of 2014

Angie Bailey

Joan Miller

Allia Zobel Nolan

Robin A.F. Olson



THANKS TO CONFERENCE VOLUNTEERS by Susan M. Ewing, CWA President

Huge thanks to everyone who volunteered before, after and during the conference. There's an old saying that "there are no small parts, only small actors." The same goes for volunteer jobs. There are no "small" jobs. We need each and every volunteer, from those who do larger jobs like registration and designing our conference program, to those who just agree to sit for an hour at the registration table. The conference wouldn't happen without each and every volunteer. Thank you.

And speaking of thank you's...our thank you notes to sponsors DO count! I was recently part of the Dog Writers' board meeting conference call, and the comment was made that they had received several thank-you notes from CWA members and that those notes were very much appreciated and made them want to continue to support us with a sponsorship. The DWAA board thinks it's great, and they are going to encourage their group to also send thank-you notes to their award banquet sponsors. ***So, keep writing those notes!***

NEWS ABOUT DUES: *Renew your membership right away*

Your \$30.00 2013 renewal dues are overdue NOW. There are two ways to pay:

1. PayPal: via your own PayPal account or a major credit card. Go to <http://www.catwriters.org/renewal.html>.
2. Write a check for US \$30.00, payable to the CWA, and snail-mail it to the CWA Treasurer:

Allene Tartaglia

9024 SW 91st Circle

Ocala FL 34481

3. Questions? Contact CWA Secretary JaneA Kelley at janea@paws-and-effect.com.

Special Thanks for Two Very Special CWA Volunteers

By Susan M. Ewing, CWA President

Volunteers make CWA work. While I can't list everyone (because I KNOW I'll leave someone out) I truly appreciate everyone who helps make our conference run smoothly. I do want to thank Marci Kladnik for the lovely awards program and the conference events listing.

Those who volunteer year after year are a special joy. Sharon Melnyk continues to handle conference registration. Heike Hagenguth has promised to schedule editor appointments until she dies, and we're holding her to that. Fran Shaw is always there. And, we wouldn't have a conference without Dusty Rainbolt. (Really. I'd just cancel it.)

Sometimes, though, a volunteer goes above and beyond what anyone has a right to expect. Two of those volunteers have officially retired. Nancy Marano has run our writing contest with an ease that hides all the hard work and coordination necessary. A standing ovation to Nancy for her dedication. We'll miss you as contest chair.



**TO WENDY CHRISTENSEN
FROM THE CWA COUNCIL OF DIRECTORS**

Hi Wendy,

I was so very disappointed that you were not able to attend the 20th anniversary of CWA events, especially since you are a Charter Member and outgoing longtime officer.

CWA has a "retirement gift" that was presented in your honor at the Awards Banquet Saturday night, and I have put that in the mail to you. I know you have very specific tastes in jewelry, being an artist and designer yourself, and I hope the CWA Logo lapel pin will be a cherished piece you'll wear with the CWA's grateful thanks for your service above and beyond to the organization as Secretary since 2000.

I've copied this message to ProList and to newsletter editor Karen Payne for publication in the next *MEOW*, so that all can congratulate and thank you on your tireless contributions to the CWA achieving our 20th year milestone.

With purrs, sincere thanks and best wishes,
Amy

Amy Shojai, CWA Co-Founder

On behalf of CWA Council of Directors

**CWA'S 2013 CONFERENCE
WILL BE AT THE SHERATON
DFW AIRPORT HOTEL
IN IRVING, TEXAS.
MAKE RESERVATIONS NOW!
Oct. 31-Nov. 2, 2013**

4440 John Carpenter Freeway, Irving, TX 75063

Wendy Christensen is the second long-time volunteer who has decided to "let someone else have the fun." Wendy one of eight charter members who is still with CWA. Twelve years ago, in 2000, she became secretary, a job she has made look effortless. On top of secretarial duties, she has put together the conference booklet and the awards program for several years. At the awards ceremony this past November, CWA presented Wendy with a pin featuring the CWA logo, and set with three diamonds.

For some of us, Wendy is the only secretary we've ever known. As treasurer, and as president, of CWA, I've relied on Wendy's calm manner and her willingness to do whatever would benefit CWA. I am so glad I had the opportunity to work with her.

JaneA Kelley, our new secretary, will do a terrific job, but we'll never forget Wendy's years of work on behalf of CWA. Thank you so much, Wendy. Head butts and purrs for everything you've done. ♥

CWA's Annual General Membership Meeting and Membership Breakfast

The CWA Membership Breakfast was graciously sponsored by Hartz Mountain Corporation. The Membership Bounty prize was awarded to Dusty Rainbolt, the CWA member who sponsored the most new members in 2012.

There are no official minutes for the annual meeting, held in Los Angeles, on Saturday, November 3, 2012. It was a short meeting. The major business conducted was the voting in of the slate of officers.

Our officers are

Susan Ewing, president

Dusty Rainbolt, vice president

JaneA Kelley, secretary

Allene Tartaglia, treasurer

The full treasurer's report is found on page 26 in this issue.

CWA: BREAKING NEWS!

All the plans are not yet in place for our 2013 CWA conference, but we do have a hotel, thanks to onsite visits by CWA's Vice President Dusty Rainbolt and Deb Waller. The conference will be at the Sheraton DFW Airport Hotel in Irving, Texas, October 31-November 2.

There is a shuttle between the hotel and the airport. There is free wi-fi in the rooms. Rooms will be \$109 a night. Free parking. Pet friendly. They will allow us to bring in our own food and drink for the TNT party, which will help our budget. No charge for meeting rooms.

There'll be more information on our website (I hope by mid-February) once we have all the details arranged, including reservation number and the code needed for our block of rooms. Since the TNT party will be Halloween night, I think costumes are appropriate (and will make our vice president deliriously happy). So, start planning your wardrobe! — *Susan M. Ewing, CWA President*

Cat Writers' Association 2013 Conference Ideas Questionnaire

CWA Vice President Dusty Rainbolt needs to know which speakers and agents and what topics will make you say "I have to be there for the 2013 CWA Conference!" Also, please let Dusty know if you have any suggestions for potential speakers, editors, or agents in the Dallas-Fort Worth area, or if you would like to speak at the conference.

Send to Dusty at P.O. Box 293413, Lewisville, TX 75029-3413; dustycatwriter@pobox.com.

You can also fill out the form online at <https://www.surveymonkey.com/s/CWA2013>.

PLEASE CHECK THE TOPICS YOU'D LIKE TO SEE COVERED AT THE CONFERENCE.

GENERAL QUESTIONS

What do you want to learn about social media?

Are you more interested in improving your

- ☐ Marketing
- ☐ Social media
- ☐ Finding work?
- ☐ Self publishing
- ☐ Poetry
- ☐ Fiction — what kind?
 - ☐ SF/Fantasy/Horror
 - ☐ Mystery
 - ☐ Thriller
 - ☐ Romance
 - ☐ Humor
 - ☐ Poetry
 - ☐ Children's Lit
 - ☐ YA

Other Issues

- ☐ Feline Behavior/Veterinary Issues?
- ☐ Photography?
- ☐ Artists' Issues?

Would you be willing to pay for interactive workshops? (\$10 to \$20, which would go to the instructor editor/agent. You would get much more personal attention to help you address specific issues.)

☐ Yes ☐ No

Would you like to attend Author Readings? ☐ Yes ☐ No

Would you like to attend an author signing? ☐ Yes ☐ No

INTERNET / SOCIAL MEDIA

- ☐ Writing for the Internet
- ☐ Book Promotion Bootcamp
- ☐ Social media: what's next (the upcoming platforms)
- ☐ Writing for Pet Websites
- ☐ Corporate Blogging
- ☐ Reviewing Pet Products
- ☐ Monetization of Your Blog or Website
- ☐ Getting Corporate Sponsorship and Advertisers
- ☐ What Can Twitter Do for Writers?
- ☐ What is Search Engine Optimization & What Can It Do For You?
- ☐ Creating a Blog Strategy
- ☐ How Important Are Facebook Fans? How to Get Them?
- ☐ Creative Social Media
- ☐ Building a Facebook Fan Following – Fast
- ☐ Dos and Don'ts to Promoting Your Book (& Business) on Your Blog
- ☐ Building Your Brand via Social Media
- ☐ Converting Your Content into Cash
- ☐ WordPress for Beginners/ Building Your Website in 24 Hours
- ☐ What Every Effective Writer's Website Must Have

**RETURN
THIS
FORM
TODAY!
CWA
NEEDS
YOUR
INPUT!!**

- ☐ Social Media Time Management: How Much of Your Time Is Too Much?
- ☐ Shooting Compelling YouTube Videos
- ☐ Marketing Out of the Gate: Promoting Your Book before & after Publication
- ☐ Facebook, Google+, Linked In, Twitter, Etal – Pros and Cons
- ☐ Blogging or Podcasting 101
- ☐ Conducting Interviews for Your Video Audience
- ☐ Making Every Post Meaningful
- ☐ Creating Book Trailers
- ☐ Recycling 102: Out-of-print Books and Kindle
- ☐ Editing Your Video
- ☐ Increasing Your Visibility to Book Buyers
- ☐ Growing Your Social Media Audience
- ☐ What's a Hashtag?: Twitter: Marketing in <130> Words
- ☐ Dealing with Bad Online Reviews
- ☐ Book Promotions for the 21st Century: Using Social Media to Maximize Your Publicity
- ☐ Ensnaring Web Readers: What Every Writer's Website Must Have
- ☐ Blogging for Beginners
- ☐ YouTube for Writers
- ☐ Designing Your Own Web Page/Benefits of a Web Page
- ☐ Podcasting
- ☐ Other Publishing Venues: Apps, eBooks and Web Writing

WRITING ISSUES

- ☐ Pitching to Editors and Agents
- ☐ Recycling 101: Reusing Article Ideas for Different Publications
- ☐ Book Proposals
- ☐ Breaking into Other Genres (travel, food, health, etc.)
- ☐ Selling Cartoons and Illustrations
- ☐ The Differences Between Writing and Selling Fiction and Nonfiction
- ☐ Query Letters That Sell
- ☐ Query Letter Workshops
- ☐ Getting Your Book Published
- ☐ Surviving the New Era of Publishing
- ☐ Working with an Editor – When Creative Minds Clash
- ☐ Is There a Difference?: Fiction vs. Nonfiction
- ☐ Listening to the (Character's) Voices in Your Head
- ☐ Surviving Deadlines
- ☐ Putting a Project to Bed – When should you stop researching and start writing? When is a book or story finished?
- ☐ Translating Your Book to Script
- ☐ What Literary Agents Want
- ☐ Mistakes that Doom Your Project
- ☐ Using Story-telling Techniques to Improve Your Writing
- ☐ Writing for Young Adults
- ☐ The Serious Business of Writing Humor
- ☐ Getting Work as a Script Writer
- ☐ Screenwriter Techniques
- ☐ Behavior Issues/Hot Topics Panel
- ☐ Veterinary Issues
- ☐ Research for Fiction and Nonfiction (sources, organization, and how to use research in your work)

(continued on next page)

CWA 2013 Conference Ideas Questionnaire *(continued)*

FICTION

- ☐ Write a Novel in a Month: Dare to be Bad!
- ☐ Writing Riveting Opening Pages / Writing a Killer First Chapter
- ☐ Fiction Secrets No One Ever Told You
- ☐ Writing Science Fiction, Fantasy, and Horror
- ☐ Real to Reel: Screenwriting for Novelists
- ☐ Making Your Fantasies come to Life: Science Fiction and Fantasy
- ☐ Moving from Nonfiction to Fiction
- ☐ Fiction: Small-group Manuscript Critiques
- ☐ Creating Lifelike Characters
- ☐ Writing Dialogue that Sings
- ☐ Creating Compelling Characters
- ☐ Up All Night: Keep 'Em Reading by Developing Conflict & Suspense
- ☐ The Art of Writing Believable Dialogue
- ☐ Manuscript Makeover Critique – Workshop
- ☐ Writing Flash Fiction
- ☐ Constructing Settings for All Your Readers' Senses
- ☐ Writing in a Historical Setting
- ☐ Using Screenwriting Techniques to Improve Pacing in Your Book
- ☐ Know Your Characters
- ☐ LIGHTS! CAMERA! ACTION! Selling Your Book to the Movies

NONFICTION

- ☐ Writing a Nonfiction Proposal
- ☐ Making Your Nonfiction More Dramatic
- ☐ Writing a Synopsis
- ☐ Query Critique Workshop

- ☐ Building Your Nonfiction Proposal – Workshop
- ☐ Writing Memoirs That Someone besides Your Mom Will Enjoy
- ☐ Reporting Breaking News
- ☐ Panel about Veterinary Issues
- ☐ Panel about Behavior Issues
- ☐ Writing about Multiple Species
- ☐ Query Letter Critiques – Workshop
- ☐ Writing Biographies
- ☐ Travel Writing

KIDS

- ☐ Writing for Children and Teens
- ☐ The Art of Writing YA

THE BUSINESS OF WRITING

- ☐ Contracts, Foreign Rights, E-Books
- ☐ Legal Issues for Self-published Authors & Bloggers
- ☐ Tax Issues Every Writer Needs to Understand
- ☐ Libel and Slander: Legal Issues in Social Media

SELF-PUBLISHING

- ☐ Your Publishing Options Today
- ☐ Self Publishing for Fiction Writers

POETRY

- ☐ Strategies for Writing Compelling Poetry

“As every cat owner knows, nobody owns a cat.”

The Story Behind the Quotation ~ by Ellen Perry Berkeley

I was delighted to see, in the Fall 2012 issue of *Meow*, my quote “As every cat owner knows, nobody owns a cat.” Someone unknown to me had put this quote online 15 or 20 years ago. It had opened my article “Feral Cats” in the February 1985 issue of *Country Journal*.

In that article, I had continued: “This is folk wisdom, perhaps even true. But it is literally true that nobody owns a *feral* cat.” And on I went, with some of the research I had included in my book *Maverick Cats: Encounters with Feral Cats*, first published in 1982, then “expanded and updated” in 2001. (The encounters in that book were partly my own, on our land in Vermont, and partly the observations and studies of scientists around the world.)

Looking back at that article, I see that I even reported on the method of population control just starting to be done in Europe — which I called “neutering whole colonies and returning them to their original sites.” It’s now known as Trap-Neuter-Return (TNR) and is done throughout the United States, thanks to Alley Cat Allies and to many committed individuals across the country.

So this quote from *Country Journal* is from 27 years ago, a long time ago in the life of this writer, and in the efforts to treat feral cats humanely. Thanks for giving my words new life in the pages of *Meow*. ♥

~ Ellen Perry Berkeley is an award-winning writer and editor and a member of the Alley Cat Allies Board of Advisors since the start of ACA.

**TNR
WORKS!**

Quarterly Quotes

A man is ethical only when life, as such, is sacred to him, that of plants and animals as that of his fellow men, and when he devotes himself helpfully to all life that is in need of help. ~ Albert Schweitzer





Thanks to Our 2012 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. Please write those all-important notes today!

PLEASE express your thanks to our generous conference and award sponsor representatives:

ASPCA: Friday reception, Saturday luncheon
Jacque Schultz (jacques@aspca.org)
520 8th Avenue, 7th Floor, New York, NY 10018

ADOPT-A-SHELTER.COM: Special Award starting in 2013, general sponsorship
Chris Ruben (chris@adoptashelter.com)
Dusty Rainbolt (dust@adoptashelter.com)
P.O. Box 293413, Lewisville, TX 75029-3413

CAT FANCIERS' ASSOCIATION: CWA President's Award and general sponsor
Rachel Anger, Corporate Secretary (RAnger@dykema.com)
The CFA Foundation, Inc., P.O. Box 2155, 260 East Main Street, Alliance, OH 44601

CENTRAL GARDEN & PET/COMFORT ZONE® WITH FELIWAY®:
Membership Bounty Prize and co-sponsor Friday dinner
Sonny Singh, Director of Marketing – Animal Health (ssingh@central.com)
1340 Treat Blvd., Ste. 600, Walnut Creek, CA 94597

CEVA ANIMAL HEALTH
Craig Wallace, CEO and North America Zone Director
Steve Hoffman, Director of Marketing (steve.hoffman@ceva.com)
8735 Rosehill Road, Suite 300
Lenexa, KS 66215

CORNELL FELINE HEALTH CENTER: Cornell Special Award
Dr. Bruce Kornreich, Associate Director of Education and Outreach (bgk2@cornell.edu)
Cornell Feline Health Center, S3111 Schurmann Hall, College of Veterinary Medicine, Cornell University, Ithaca, NY 14853

DOG WRITERS ASSOCIATION OF AMERICA: General sponsor
Pat Santi, Secretary, 173 Union Road, Coatesville, PA 19320 (Rhydowen@aol.com)
Marcia Pugh (mmpugh@crosslink.com)
5509 State Rte 145, Cobleskill, NY 12043

HARTZ MOUNTAIN CORPORATION: Saturday membership breakfast, 3 Hartz® Special Awards, Saturday reception, and general sponsor
Bob Shipley, Marketing Department (bshipley@hartz.com)
Kim Cassar, Director of Animal Health (KCassar@hartz.com)
Jennifer Dombkowski, Integrated Marketing Manager (JDombkowski@hartz.com)
400 Plaza Drive, Secaucus, NJ 07094

JACAT CATTERY: In the Spotlight Award
Carolyn Vella (jacat@epix.net)
P.O. Box 199, Blandon, PA 19510

MORRIS ANIMAL FOUNDATION: General conference sponsor
Tina Martinez, Integrated Marketing Manager (tmartinez@morrisinganimalfoundation.org)
10200 East Girard Avenue, Suite B430, Denver, CO 80231

NESTLÉ-PURINA PETCARE COMPANY: Awards banquet and 7 Special Awards (Fancy Feast®, Friskies®, Pro Plan®, Purina®, and Tidy Cats®)
Daniel Koehler, Marketing Public Relations

Daniel.Koehler@ckmk.com)
Nestlé Purina PetCare Company, 1034 Danforth Drive, St. Louis, MO 63102

PETCO FOUNDATION: General sponsor
Paul Jolly, Executive Director (PaulJ@PETCO.com)
7262 N. Rosemead Boulevard, San Gabriel, CA 91775

PETFINDER.COM: General sponsor
Sara Lippincott, Manager of Shelter Outreach (sara@petfinder.com)
Susan Green, Specialist, Shelter Outreach (susan@petfinder.com)
P.O. Box 394, Spencer, NY 14883

PET SITTERS INTERNATIONAL: Networking sponsor
Ellen Price, Academic Manager and Editor, PET SITTER'S WORLD (EllenPrice@petsit.com)
201 East King Street, King, NC 27021

PIONEER PET PRODUCTS/STICKY PAWS®: (Sticky Paws® Special Award)
Jon Supanich, Sales Manager (jsupanich@pioneerpet.com)
Pioneer Pet Products, LLC, N144 W5660 Pioneer Road, Cedarburg, WI 53012

PRECIOUS CAT, INC.: General sponsor
Gina Zaro, Marketing Director (gina@preciouscat.com)
4201 South Navajo, Unit 1, Englewood, CO 80110

PREMIER PET PRODUCTS: Scholarship sponsor
Michelle Mullins (mmullins@premier.com) 14201 Sommerville Court, Midlothian, VA 23113

SERGEANT'S PET CARE PRODUCTS: General sponsor
Kelly Lytle, Marketing Communications Manager (klytle@sergeants.com)
Sergeant's Pet Care Products, Inc., 2625 South 158th Plaza, Omaha, NE 68130-1703

SHERPA PET GROUP™: General sponsor
Nicola Plevin (nikki@quakerpetgroup.com)
Sherpa Pet Group, LLC, 300 Roundhill Drive, Suite 1, Rockaway, NJ 07866

AMY D. SHOJAI: Shojai Mentor Award
Amy D. Shojai, CWA Founder (shojai@verizon.net)
P.O. Box 1904, Sherman, TX 75091-1904

THE INTERNATIONAL CAT ASSOCIATION (TICA): Kari Winters Special Award
Vickie Fisher, President (coonquest@gmail.com)
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Despite the poor economy, many of our 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 what you can to promote their products. — Nancy Peterson, CWA Past President

* = Raffle Prize
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Mike.sick@kittyagogo.com
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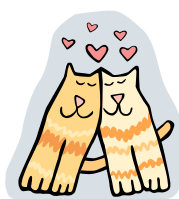
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cristen@quakerpetgroup.com
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www.facebook.com/quakerpetgroup
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(Freeze-dried beef flavor dinner patties)

Stretch and Scratch

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www.stretchandscratch.com
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The Cat Fanciers' Association, Inc

Donna Jean Thompson
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(continued on next page)

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(Naturally Fresh Deodorant Crystal™)

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PET MAGAZINE MARKETS: Editors, Addresses, and Website URLs for Writers' Guidelines (Updated October 2012) By Fran Pennock Shaw

BowTie Publications

FEBRUARY 2012 update: It was announced that the company was sold to I-5 Publishing, a newly formed joint venture between Mark Harris, co-owner of National Publisher Services, and David Fry, chairman of NPI Ventures LLC, and headquartered in Irvine, CA. An article on the sale is found at <http://www.ocregister.com/articles/bowtie-414242-fancy-company.html>. Writers with claims can contact claims@managementprotem.com, (949) 494-7160. Future plans for the publications, which include those listed below, are unknown at press time.
P.O. Box 6050, Mission Viejo, CA 92690
Web site: <http://www.bowtieinc.com/bowtieinc/home.aspx>

All email addresses use first initial and last name@bowtieinc.com (e.g. slogan@bowtieinc.com).
Phone for all magazines: (949) 855-8822. Fax: (949) 855-3045

Monthly/Bimonthly Publications:

Cat Fancy: Susan Logan, Editor; Annie Shirreffs, Managing Editor
Dog Fancy: Ernie Slone, Editor
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: Sherri Collins, Editor
Veterinary Practice News: Marilyn Iturri, Editor; Elisa Jordan, Managing Editor; Ken Niedziela, News Editor
Birds USA: Mary Lou Zarbock, Editor
Cats USA: Jackie Brown, Editor
Dogs USA: Jackie Brown, Editor
Kittens USA: Susan Logan, Editor; Annie Shirreffs, Managing Editor

Popular Pets series: breed-specific annuals for individual dog and cat breeds, and other titles

- * Susan Logan, Editor: Popular Cats
- * Amy Hooper, Editor: Popular Dogs

Animal Network (Online magazines of BowTie, Inc.) at PetChannel.com

* Melissa Kauffman, Website Editorial Director, <http://www.bowtieinc.com/bowtieinc/detail.aspx?aid=18359&sts=all&gobtn=&cid=4177>

* Cat Channel.com (www.catchannel.com):

Anastasia Thrift, Managing Web Editor
See also: Dog Channel.com, etc.

Animal Fair

Wendy Diamond, Editor & Founder
Samantha Abernathy, Managing Editor
Animal Fair Media, Inc.
545 8th Avenue, Ste. #401, New York, NY 10018
(212) 629-0392
Email: editor@animalfair.com
Website: www.animalfair.com

The Animal Print Magazine

Stephanie Georgia, Editor
P.O. Box 16002
Rumford, RI 02916
(401) 465-2653. Fax: (866) 864-6904
Email: wag@animalprintmagazine.com
Website: 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
(866) 764-1212

www.animalwellnessmagazine.com

www.felinewellness.com

Guidelines Web site: <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
(510) 704-0827; Fax: (510) 704-0933
(Email submissions and queries not accepted- must mail)
Web site: <http://www.thebark.com>
Guidelines: <http://www.thebark.com/content/submission-guidelines>
submissions@thebark.com; editor@thebark.com;
bark@thebark.com

Barkleigh Publications

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Vicky Walker, Managing Ed.: vwalker@saymedia.com
Keith Bowers, Assoc. Ed.: kbowers@saymedia.com

Cat Talk

(Cat Talk is a CFA print publication which has replaced the Cat Fanciers Almanac/CFA Journal)
Mary Kolencik, Editor
Email: mdsiamese@yahoo.com
Website: www.cfa.org
(*not a paying market)

CatWatch

DogWatch

(Under auspices of Cornell University)
Betty Liddick, Editor
Seashore Media
2346 Bent Tree Road, Ste. 1918,
Palm Harbor, FL 34683
catwatcheditor@cornell.edu
dogwatcheditor@cornell.edu
Website: <http://www.catwatchnewsletter.com/>

CityDog Magazine

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(206) 762-0643; Fax: (206) 374-2654
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Website: www.citydogmagazine.com

Dogs in Canada (*online only)

(owned by The Canadian Kennel Club)
Beth Farley, Editor
200 Ronson Drive, Suite 401,
Etobicoke, Ontario M9W 5Z9, Canada
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Doug Drew, Chief Executive Officer and Publisher
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Toll free at (877) 596-1919
Email info@healthypetmagazine.com for information kit
Website: <http://www.healthypetmagazine.com>

HealthyPet.com (*online only)

American Animal Hospital Association
Kate Spencer, Associate Public Relations Manager
12575 W. Bayaud Ave.
Lakewood, CO 80228
Email: kate.spencer@aahanet.org
303/986-2800
303/986-1700 FAX
Web site: <http://healthypet.com/>

I Love Cats Magazine

Lisa Allmendinger, Editor
200 Middlesex Essex Tpk., Suite 201, Iselin, NJ 08830
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Manuscript guidelines: <http://www.iluvcats.com/writguidfori.html>
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Modern Dog

Connie Wilson, Editor-in-Chief
Modern Dog, Inc.
Suite 202-343 Railway St.,
Vancouver, BC V6A 1A4, Canada
(604) 734-3131 or toll-free (866) 734-3131
Fax: (604) 734-3031
<http://www.moderndogmagazine.com>
Email: editorial@moderndogmagazine.com
Guidelines: <http://www.moderndogmagazine.com/submissions>

New York Tails Magazine

Diane West, Publisher
Web Site: 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
732-246-5709 (office) Fax: 732-846-0421
Craig M. Rexford, Vice President and Publisher: craigr@journalmultimedia.com
Michelle Maskaly, Editor in Chief, (732) 24605722, michellem@journalmultimedia.com
Website: www.petage.com

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
(336) 983-9222, Ext. 316, Fax: (336) 985-5673
Website: www.petsit.com
Writer's Guidelines: <http://www.petsit.com/content134.html>

PetsMatter

(Bimonthly e-newsletter for pet owners from American Animal Hospital Association)
Ann Everhart, Editor
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Read the latest issue: <http://www.aahanet.org/petsmatter/petsmatter.htm>
Back issues review: <http://www.aahanet.org/petsmatter/>

Trends

American Animal Hospital Association
Ben Williams, Editor
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12575 W. Bayaud Avenue, Lakewood, CO 80228
(720) 963-4467, Fax 303-986-1700
Web site: <https://www.aahanet.org/Library/Trends.aspx>
(*Business management publication for vets; requires business writing resume)

Whole Dog Journal

(Belvoir Media Group LLC)
Nancy Kerns, Editor-in-Chief
Editorial Offices:
1655 Robinson Street, Oroville, CA 95965
Email: wholedogj@aol.com OR click on "editorial offices" link through website at <http://www.whole-dog-journal.com/contact>

"Cat writers have nine lines."
-- B. Cat Stone (Barbara Stein)





CAT WRITERS' ASSOCIATION, INC. FINANCIAL STATEMENT for JANUARY 1, 2012 - DECEMBER 31, 2012

Prepared by Allene Tartaglia, CWA Treasurer, 1/25/2012



INCOME

GRANTS, GIFTS, CONTRIBUTIONS

Awards for Writing Contest

(Amy Shojai award income received in 2011, yearly award-\$500.)¹

Carolyn Vella	\$ 500.00
Cat Fanciers' Association	\$ 250.00
Central Garden & Pet	\$ 500.00
CEVA	\$ 1,000.00
Hartz Mountain Corp.	\$ 3,000.00
Nestle-Purina Pet Care Co.	\$ 3,500.00
Premier Pet Products	\$ 500.00
The International Cat Association (TICA)	\$ 500.00
World's Best Cat Litter	\$ 500.00

Subtotal Awards **\$10,250.00**

Corporate Grants for Conference

ASPCA	\$ 3,500.00
Carolyn Vella	\$ 250.00
Cat Fanciers' Association	\$ 750.00
Central Garden & Pet	\$ 1,000.00
Dog Writers Association	\$ 1,000.00
Hartz Mountain Corp.	\$ 8,500.00
Morris Animal Foundation	\$ 500.00
Nestle-Purina PetCare Co.	\$ 5,000.00
PetCo Foundation	\$ 500.00
Pet Sitters International	\$ 250.00
Petfinder.com	\$ 2,000.00
Precious Cat, Inc.	\$ 500.00
Premier Pet Products Inc.	\$ 1,500.00
Sergeant's Pet Products	\$ 1,000.00
The International Cat Association (TICA)	\$ 250.00
World's Best Cat Litter	\$ 250.00

Subtotal Corporate Sponsors **\$26,750.00**

TOTAL SPONSORSHIPS **\$37,000.00**

DUES²

New members 2012 (22)	\$ 880.00
Renewals 2012 (45)	\$ 1,350.00
New members for 2013 (2)	\$ 80.00
Renewals 2013 (169)	\$ 5,070.00

Subtotal Dues 2012 & 2013 **\$7,380.00**

REVENUES CONTEST/CONFERENCE

Writing contest fees	\$4,180.71
Conference registrations	\$4,480.00

Subtotal Contest/Conference **\$8,660.71**

MISCELLANEOUS

Member Pins	\$ 10.00
CD Interest Income	\$ 123.05

Subtotal Miscellaneous **\$ 133.05**

TOTAL ALL OTHER INCOME **\$16,173.76**

EXPENSES

CONFERENCE & CONTEST

Awards for writing contest ³	\$11,500.00
Membership Bounty (Central Garden & Pet)	\$ 500.00
Conference scholarship (Premier)	\$ 500.00
Renaissance LAX Hotel (catering & rooms)	\$27,877.85
Muse Medallions™	\$ 1,119.13
Contest certificates	\$ 339.49
Contest plaques	\$ 228.46
Contest chair stipend	\$ 1,000.00
Contest mailing & supplies 2012	\$ 926.66
Contest mailing & supplies 2011	\$ 84.89
Booklet & awards programs 2012	\$ 517.56
Booklet & awards programs 2011	\$ 390.00
Conference supplies	\$ 147.35
Registration materials	\$ 197.64
Miscellaneous 2012	\$ 128.67
Miscellaneous 2011	\$ 94.22

Subtotal Contest/Conference **\$45,551.92**

OTHER EXPENSES

Three issues MEOW published 2012	\$ 1,210.28
Newsletter editor stipend (3 issues)	\$ 625.00
Webmistress stipend	\$ 800.00
Website Renewal (DataRealm)	\$ 89.55
Directory (publishing/mailling)	\$ 717.14
Membership cards (mailed w/directories)	\$ 14.70
New Membership Packets 2011	\$ 164.73
New Membership Packets 2012	\$ 134.43
Secretary (postage, phone, etc.)	\$ 205.29
President stipend	\$ 500.00
Vice president stipend	\$ 500.00
Service Pin (secretary retired)	\$ 363.45
Projector	\$ 349.00
PayPal fees contest, conference & dues	\$ 358.26
Bank fees (stop payment)	\$ 57.50

Subtotal Other Expenses **\$6,089.33**

TOTAL ALL EXPENSES (to date) **\$51,641.25**

NET GAIN (or LOSS) **\$ 1,532.51**

CURRENT OPERATING CAPITAL

Wells Fargo checking account⁴

(includes matured CD principal of \$24,482.37) **\$64,016.88**

TOTAL CWA FUNDS **\$64,016.88**

NOTES:

1. Amy Shojai grant income received in 2011 and designated for future years (2012-\$500, 2013-\$500, 2014-\$500, 2015-\$100).

2. Income from dues, writing contest entries, and registrations are based on amounts paid by check and PayPal and reflect full amount. PayPal fees (averaging 3.5%) were deducted in the final transfers from PayPal to the CWA bank account, and those fees are listed separately under expenses. Dues still being received for 2013.

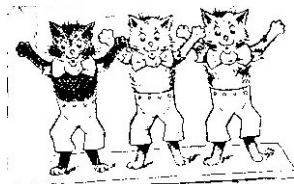
3. The writing contest awards include \$750 in CWA-sponsored awards (Kuyendall Image Award and Michael Brim Distinguished Service Award).

4. Checking account balance reflects all checks and/or deposits as of 12/31/2012, even if not cleared. CD matured November 2012.



"There is something about the presence of a cat...that seems to take the bite out of being alone." ~ Louis J. Camuti, DVM

WELCOME MAT



NEW MEMBERS [member numbers in brackets]

Glorimar Anibarro [P708-12], 2172 Coalfax Court, Thousand Oaks, CA 91362; 805-493-2959 (home), 787-502-3461 (business); Email: ganibarro@gmail.com; Website: www.gatos.about.com. Glorimar is a writer, graphic designer, and illustrator. She writes the About.com column about cats in Spanish. Her sponsor is Wendy Christensen.

Pamela Haines [P705-12], 2256 Huber Drive, Manheim, PA 17545; 717-239-0490; Email: pam@lifereloaded.com; Website: www.lifereloaded.com, www.mookittyfindsahome.com. Pamela is a book publisher and acquisitions editor. Her company is LifeReloaded Specialty Publishing, LLC. She's the publisher of *Moo Kitty Finds a Home* (Life Reloaded Specialty Publishing, 2011). Her sponsor is Dusty Rainbolt.

David Michie [P710-12], 97 Barker Road, Subiaco, WA 6008, AUSTRALIA; +61 8 9381 4494; Email: david.mosaic@gmail.com; Website: www.davidmichie.com. David is an internationally published author and meditation coach whose books include his recent novel *The Dalai Lama's Cat* and the nonfiction bestsellers *Buddhism for Busy People* and *Hurry Up and Meditate*.

Paris Permenter [P706-12], P.O. Box 1389, Cedar Park, TX 78530; 512-250-1599; Email: parisandjohn@parisandjohn.com; Website: www.cattipper.com. Paris specializes in rescue and adoption as well as the economic side of pet guardianship. She is the publisher of CatTipper.com, an online magazine celebrating felines and forever homes. She was a professional travel writer for over 20 years. Paris Permenter's sponsor is Dusty Rainbolt.

Gael J. Ross [P707-12], 7250 NC Highway 751, #1209, Durham, NC 27702; 919-237-2351; Email: Gjross08@gmail.com; Website: www.petlossguide.net. Gael specializes in pet loss, pet animal rescue, and shelters. She's a member of the DWAA (and a Maxwell winner). Her sponsor is Lorie Houston, DVM.

Mary Lu Warstler [P709-12], 800 S. 15th Street, #1704, Sebring, OH 44672-2069; 330-938-7731; Email: marylu@maryluwarstler.com; Website: www.maryluwarstler.com. Mary Lu's specialty is writing cozy mystery novels with a Christian base. She's the author of the "Laura Kenzel" cat mysteries. Her sponsor is Karen Lawrence. ♥



Bits & Bytes



Parker Francis (aka CWA's Vic DiGenti) has been conducting quarterly "Novel in a Day" workshops at the University of North Florida to teach aspiring writers the necessary techniques for completing a novel. The full day workshop packs a year's worth of learning into a day! This year the workshop is being carried to a different area of Florida. Parker Francis also conducted a Blog Tour in January with 26 stops along the way. During the Tour, 26 bloggers were to either post interviews, reviews and excerpts of *Bring Down the Furies* or allow Parker (Vic) to add a guest post about his characters.

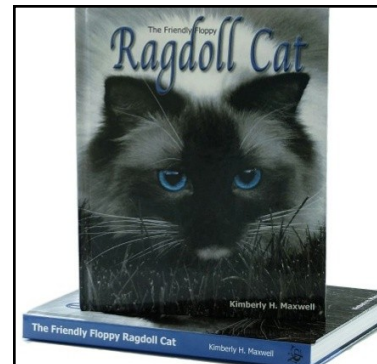


Barbara Florio Graham's Simon Teakettle III (Terzo) has his own calendar, for the third year in a row. See it at www.OttawaPhoto.com. His very first video is now available at http://youtu.be/ZfYO1Z_DU2U. Bobbi asks fellow members to send out the link, mention it on Facebook, Twitter, and any other social media, and link to it if you have a website. You can also find it by going to YouTube and searching for Simon Teakettle. And be sure to read Terzo's blog at www.SimonTeakettle.com/blogterzo.htm.

Catherine Holm's memoir *Driving with Cats: Ours for a Short Time* will be published (in print and in e-format) by North Star Press of St. Cloud in June 2013. The memoir incorporates the themes of love, loss, letting go, becoming a better person, and the bond between ourselves and our companion cats. For more information, go to www.catherineholm.com, where you can also check out the cat-themed gift booklets. Catherine also was awarded a Minnesota State Arts Board Artist Initiative Grant for Prose for FY 2013. During the grant period, Catherine will complete a first draft of her novel *The Vast Land*, and hire a mentor to critique and edit the novel. Congratulations, Catherine!

Kimberley Maxwell's book on Ragdolls, published last March, made it to Amazon's top 100 "Best Sellers: in Cat Breed books."

Inspired by her two Ragdoll rescues, Mr. Tarheel Tyler and Ms. Trinity Paige (also her kids and muses), *The Friendly Floppy Ragdoll Cat* has plenty of photos and specific information about the delightful breed. Several CWA members are in the Resources and Reference section of Kimberley's book. For more info, check out www.KimberlyMaxwell.com, and see www.TheFriendlyFloppyRagdollCat.com. Find the book on Amazon at <http://tinyurl.com/RagdollBookNowAvailable>.



Mr. Tarheel Tyler
and Ms. Trinity Paige

(Bits & Bytes continued on the next page)

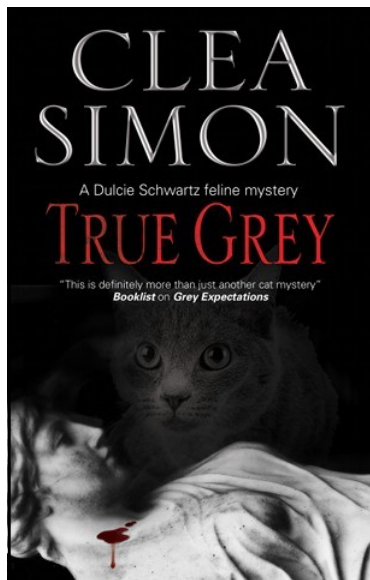
Bits & Bytes (continued)

Linda Mohr sends thanks to Rita Reynolds, editor of the quarterly magazine *laJoie, The Journal in Appreciation of All Animals*; and author of *Blessing the Bridge: What Animals Teach Us about Death, Dying, and Beyond* (new edition), for publishing her award-winning Pen Women essay "Out of Sight" in the winter issue of *laJoie*. See Reynolds' book is at <http://www.newsagepress.com/blessingthebridge.html>.

Shirley Rousseau Murphy's eighteenth Joe Grey mystery, *Cat Bearing Gifts*, came was published in November 2012 by Morrow Avon. The paperback edition of last year's *Cat Telling Tales* hit the shelves at the end of November also and is out with AudioGo in a charming reading by Susan Boise. AudioGo has contracted for the 18-book series.

Bonnie Pemberton, author of *The Lizard Returns* and inventor of Sticky Paws® for Furniture™ announces that *The Lizard Returns*, a sequel to her 2007 fantasy fiction book *The Cat Master*, is now online and available through print on demand or Kindle. *The Lizard Returns* has lots of cat characters with an emphasis on declawing issues (as the inventor of Sticky Paws®, she says she will never drop that campaign!); it also deals with the illegal animal trade, which Bonnie detests. Because she's new at self publishing, Bonnie requests your suggestions for blogs and marketing ideas. Contact her at kittichik@aol.com.

Clea Simon has lots of good news! Following the December 2012 release of *True Grey*, her fifth Dulcie Schwartz feline mystery, Clea's publisher (Severn House) contracted for two more Dulcie Schwartz books. And Clea has put the finishing touches on her third Pru Marlowe pet noir, *Parrots Prove Deadly* (for Poisoned Pen Press) and is starting on the next book in that series. Check it all out at <http://www.cleasimon.com>. Way to go, Clea!



Author **Valerie Lee Veltre** has just been honored as a Mom's Choice Awards® Gold Recipient for her book *Moo Kitty Finds A Home* (Squidgy Press ISBN 978-1-60800-010-4). This national award recognizes her children's book as "Among the best in Family Friendly Products!" *Moo Kitty Finds a Home* is a heartwarming

story about a cat who finds himself on his own in search of a new home. After leaving his rose garden, he meets new human and cat friends who help him have courage, strength and faith that he'll soon find a new forever home. Book image, author photo, and reviews are available for download at <http://www.MookittyFindsAHome.com/news.html>.

CONGRATULATIONS TO LEA-ANN GERMINDER!

CWA's **Lea-Ann Germinder**, APR, Fellow PRSA, President, **Germinder & Associates**, is the new president of the Public Relations Society of America New York Chapter (PRSA-NY).

The election last December came on the heels of a record membership increase for the chapter, which is the third largest in the country with more than 750 members.



MARKET NEWS

Alley Cat Rescue's Free Feral Cat Spay Day Is April 27! Join the Effort to Increase Use of TNR & Save Cats' Lives

On April 27, 2012, Alley Cat Rescue (ACR) will host its Fourth Annual Free Feral Cat Spay Day to encourage the veterinary community and the public to end cat homelessness and to decrease shelters' euthanasia rates by practicing trap-neuter-return (TNR).

Alley Cat Rescue President, Louise Holton, who was also the co-founder of Alley Cat Allies, is once again encouraging the veterinary community to participate on this important day by offering at least two free spays or neuters of feral cats to the public.

"Cat rescue organizations cannot tackle this problem alone; we need the support of the veterinary community," she says. "By establishing long-term relationships between vets and rescuers, together we can help each town's stray cat population."

NOTE THIS DATE: April 27

Last year, more than 300 veterinary clinics from 42 states joined ACR in the fight to prevent cat homelessness. Together, more than 1,600 community cats were spayed or neutered. And thanks to compassionate friends in South Africa and Canada, FFCSD has become an international campaign. Anyone interested in helping community cats, please join ACR on this very important day!

For more information on Free Feral Cat Spay Day and how you can get involved, please visit www.saveacat.org or email Denise Hilton at dhilton@saveacat.org.

URGENT NEWS: BowTie Publications Sold to New Company!!

BowTie, Inc., publisher of *Cat Fancy*, *Cats USA*, *Kittens USA*, and numerous other pet titles, has sold its assets — including magazines, book publishing division, and online products — to I-5 Publishing, a newly formed joint venture between Mark Harris, co-owner of National Publisher Services, and David Fry, chairman of NPI Ventures LLC, and headquartered in Irvine, CA. The news is still developing as *MEOW* goes to press. An article on the sale is at <http://www.ocregister.com/articles/bowtie-414242-fancy-company.html>. Writers with claims can contact claims@managementprotem.com, (949) 494-7160. Future plans for the publications and for compensation owed to contributors are not known as of press time. Follow all the news on CWA's Prolist, and check out this article by Amy Shojai about the sale: <http://www.amyshojai.com/2013/02/08/feral-cats-tnr-cat-fancy-magazine>.

CWA Sponsor Ceva Animal Health Has a New COO

Ceva Animal Health announced that Dr. Karen Padgett would join the Companion Animal Group as Chief Operating Officer effective January 1, 2013. Padgett is a 28-year veteran of the animal health industry, most of which has been spent at Hill's Pet Nutrition, a division of Colgate-Palmolive.

HEADS UP, EVERYONE! New studies blaming feral cats for decimation of the bird population are drawing fire from national groups such as HSUS and Alley Cat Allies. While most advocates agree that pet cats ideally should be kept indoors, they sharply criticize the scientific basis of the new studies, pointing out that humans, not free-roaming cats, are primarily responsible for the decline in bird population. Follow all the news on CWA's Prolist.

Keep Writing and Promoting Your Work — Because You Just Never Know!

By Maryjean Ballner and Paul Glassner (Posted on the CWA Prolist)

You just never know....

In 1997, St. Martin's Press published my book, *Cat Massage: A Whiskers-to-Tail Guide to Your Cat's Ultimate Petting Experience*, and then I did a DVD (back then it was a VHS) on the same subject.

I've been an animal shelter volunteer for years, socializing cats and offering presentations and workshops about how Cat Massage benefits felines, especially shelter cats. It was this clip: <http://www.youtube.com/watch?v=TnZhi5gaX8g> that became popular on YouTube with 2.39 million views.

That clip landed me a turn on the *David Letterman Show* and bit pieces on MTV segments and other stuff.

You just never know — had I requested that the group (Everything Is Terrible) take the video down, because I own the copyright, none of this would have happened. So now I've been viewed by 2.39 million people and have been goofed on by about 2.1 million. Oh well, such is life; it certainly taught me to not take things too personally.

And the Cat Massage crazy train keeps rolling along. At a video film festival in LA at the end of August, I was treated very respectfully as a 'guest of honor' and did 20 minutes of Q&A about the making of the video. Yes, it was intended to be educational. No, Champion was not drugged at all.

A few weeks ago, Michelle West posted about Minnesota's Walker Art Center's first cat video festival. The two venues got together and will work in conjunction with each other. My clip received an Honorable mention: <http://www.youtube.com/playlist?list=PL6127A53A27DEE212>. Again, you just never know.

Then there's more — I was contacted by a musician's rep who wanted to license the singing clip "Who's the best cat in the United States? It's you, Champ, it's you."

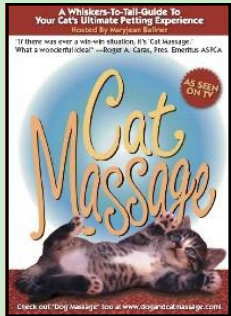
It turns out the musician was Dhani Harrison, the son of BEATLE George Harrison. His band, thenewno2, used the clip on the first track ("Station") of their newly released album, *thefearofmissingout*.

So I recently received this email: "My name is David Zonshine and I manage thenewno2 and Dhani. I wanted to share with you an interview the guys did with *Wall Street Journal* that also got picked up on the front page of AOL.COM. Go to the 1:55 mark. <http://live.wsj.com/video/thenewno2-pals-preview-fear-of-missing-out/D4CA3622-4988-4637-84F7-1B49B92B01A6.html#!D4CA3622-4988-4637-84F7-1B49B92B01A6>. Thanks again for being a part of this album. Meant a lot to the guys! All the best, DZ"

PS — He also offered me complimentary tickets for the group's upcoming concert at the Santa Barbara Bowl.

So — be open minded to what the Universe provides. You just never know!

—By Maryjean Ballner, author of *Cat Massage & Dog Massage*. On Maryjean's excellent website (<http://www.catmassage.com/>), you can view video clips, buy her books, and read about her many kudos from famous animal lovers.



This reminds me of my first encounter with Mordecai Siegal, at (of course) a CWA conference. There was Morty, living legend of the pet-related writing world (and, I judged, somewhere past 45), sweating a bit while rolling a cart of his own books to the authors' table. It was one of my first conferences, I was naive, and I wondered two things. First, why was such a famous person reduced to lugging around a pile of his own books? (He'd flown in, which meant he'd been dealing with these disastrously heavy items throughout his airplane/airport experience.) Plus, how many books could he possibly sell during that weekend, and would he make enough to pay for even half of one night in his hotel room? So I asked him.

He said he'd be lucky to sell a dozen books over the weekend, but that wasn't the point. (My jaw must've dropped even further just then.) Rather, he looked at this occasion — and his whole life as an author — as a long-term investment. Most people he'd encounter that weekend, he guessed, would be those who already had one of his books and probably wouldn't buy another right then. (I thought, "WHAT?!") But they'd recognize his name, come over to meet him and tell him they have one of his books at home. The next time one of those people entered a bookstore, s/he would likely visit the pet section (as s/he had before), scan the shelves, find Mordecai's name, and might think, "Oh, I met him once!" and perhaps purchase a new title of his or maybe buy one of his previous books as a gift. It was all part of building a following.

He'd explained himself, yet I was dumbfounded. Could a less efficient method of marketing exist? Airfare, hotel cost and three days of your life disrupted just to glad hand with a few folks, all in HOPES it MIGHT pay off years down the line? It was absurd (and this was long before the Web, Facebook, YouTube, etc.).

Years later we were both a bit older, and I asked him another impertinent question. I said I found writing difficult; didn't he? Yes — and not just the writing, but the editing and pitching and hassling and negotiating. He shrugged and said his career had enabled him to write about what he loves, to afford to live in Manhattan (where the density of pets as well as people is high, the way he likes it), to provide for his family, and to put three kids through college. A good record, he smiled.

I guess this is my tribute to him, about two years after his passing.

By the way, he paid me the biggest compliment of my career. After I'd published (under my employer's auspices) my first (and only) book (oddly, about dogs), Mordecai called me one day and asked if my employer and I would work with him on a new book. Again my jaw dropped; talk about a golden opportunity. But my employer did not have a long-term perspective and wasn't interested, so the project didn't happen.

Bottom line: It may not follow that because Mr. Siegal "did it" (and without today's techno tools) that you can, too. However, as Maryjean's story confirms, I think the long-term perspective is a healthy one. Keep at it.

—By Paul Glassner, a treasured CWA leader and guru. Paul earned more than 150 awards in his 25 years as editor of *San Francisco's SPCA Magazine* and has been on the governing councils of both the *Cat Writers'* and *Dog Writers* associations.



Mordecai Siegal

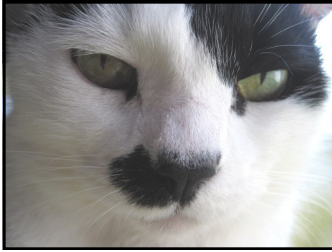
Photo © Amy Shojai

The Cat's MEOW

Love, Sweet Love:

A Kitty Valentine

By Meow Editor Karen Payne



For the first time the winter issue of *MEOW* has been delayed until Valentine's Day. This is not what I wanted, but I intend to use the occasion to say how much I love kitties and how happy I am to have some dear CWA friends and colleagues who share my passion.

This little Valentine is for the kittycats and also for you, my CWA family, the readers of *MEOW*.

My heart is so full when I think of all the kitties I've loved – from childhood, sweet gray Smokey; black Midnight who drank milk from a tiny baby bottle; beautiful Siamese Koko; sassy Rene, who was stolen; and sweet Nemo, my longest-lived childhood kitty.

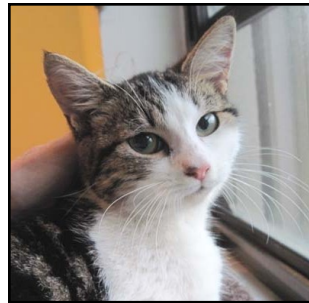
Then came Felix, the last cat I ever allowed to go outside without restraint; he died too young. After that, his sister Sheba stuck to me like glue, and her life is enshrined in a distinguished annual veterinary lecture named for her beloved veterinarian, Dr. Robert P. Knowles of Miami. For 25 years I have kept flowers on Dr. Bob's grave, and I miss him more with every passing year.

Dr. Bob deservedly wore an embroidered "10-1/2" on his medical jacket. He recognized the genius of my unique cat performer and life partner Princess Kitty® from the moment he saw her, and he vetted her for a short time before he died. All I knew was that Princess Kitty was a princess and I was entranced when I

looked into her vibrant aquamarine-turquoise eyes. I loved her most ardently and had no peace after her untimely death at the hands of an incompetent veterinarian.

Fortunately, my precious, almost 17-year-old Countess Catlyn la Minette came along to save my life and help mend my broken heart. A recent cardio workup proved she's incredibly fit despite all our many trips by plane to visit my mother in Texas and all the stress of the life we lead. I love her devotedly. Thank God she – and my mother – have defied the odds to live longer, healthier lives than those of other kitties and people I have loved!!

Thanks to so many cats who've helped me during my lifetime, with so much love going both ways! My current adoption project is Cosette, a super-smart rescued kitten who reminds me of Princess Kitty. The other day Cosette gently patted my cheek and then "kissed" me on the lips; it brought tears to my eyes. How much we earthly creatures do yearn for a little tenderness! So, please, give your friends and family (cats and humans) a big hug, tell them you love them, and let's celebrate St. Valentine's Day all year long. ♥



Three faces of love: Cosette (above) and Princess Kitty (left), and Countess Catlyn (above left)



The Magic of Love

Love is like *magic*
And it always will be,
For love still remains
Life's sweet mystery!

Love works in ways
That are wondrous and strange
And there's *nothing in life*
That *love cannot change!*

Love can transform
The most commonplace
Into beauty and splendor
And sweetness and grace!

Love is unselfish,
Understanding and kind.
For it sees with its *heart*
And not with its mind!

Love is the answer
That everyone seeks –
Love is the language
That every heart speaks –

Love can't be bought,
It is priceless and free,
Love like pure magic
Is a *sweet mystery!*

-- Helen Steiner Rice,
Everyone Needs Someone



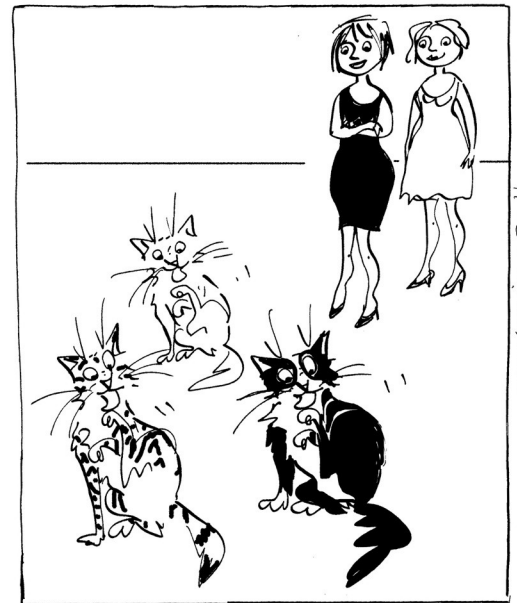
Photo © Toni Eames

CWA's Toni Eames, here in happier times with her guide dog Keebler, husband Ed, and his guide dog Latrell, is scheduled for back surgery later this month. Please send good wishes and healing thoughts to Toni, teames559@gmail.com.



*"If we treated everyone we
meet with the same affection
we bestow upon our favorite
cat, they, too, would purr."*

~ Martin Buxbaum



"Synchronized grooming!"

© Stephanie Piro

~ A Note about the 2013 CWA Contest ~

These Are the Categories ~ We Need a Chair ~ Volunteer to Judge

By Nancy Marano, (ex-)CWA Contest Chair

We are celebrating the 2012 contest winners in this issue – but it's time to start thinking ahead to the 2013 contest as well. We do not have a Contest Chair yet, but if you are willing to serve on the Contest Committee, please send your desire to serve to me at nmarano@aol.com and I will pass it along to the new Contest Chair. Both Professional and Associate CWA members can serve on the Contest Committee.

The success of the contest depends on your participation, not only with your contest entries, but also as judges. Each regular category requires three judges. To be a contest judge, you must be a Professional CWA member. Please study the categories listed below. Currently, they are the same as they were last year. If there are changes in the future, the new Contest Chair will notify everyone and ask for more judges. After you look over the categories, please email me at nmarano@aol.com with a list of the categories you would be willing to judge. I will pass your wishes along. List them in the order of preference. Remember, you cannot judge a category you are likely to enter, so please don't include those categories on your list. I'm also looking for people to be Special Awards judges. If you know someone who is not a member of CWA and would be a good Special Award judge, please send me the name and contact information.

It takes cooperation and help from all of you to make the contest a success! ♥

CWA 2013 COMMUNICATION CONTEST REGULAR CATEGORIES

I. Magazines

- I.1 – Monthly Magazine
- I.2 – Magazine Article – Health and General Care
- I.3 – Magazine Article – Behavior and Training
- I.4 – Magazine Article – Rescue
- I.5 – Magazine Article – Any Other Topic
- I.6 – Magazine – Column

II. Newspapers

- II.1 – Newspaper Article – Health and General Care
- II.2 – Newspaper Article – Behavior and Training
- II.3 – Newspaper Article – Rescue
- II.4 – Newspaper Article – Any Other Topic
- II.5 – Newspaper Column

III. Newsletters

- (Printouts of newsletters distributed by email may be entered.)
- III.1 – Newsletter – Breed Specific
 - III.2 – Newsletter – National Circulation
 - III.3 – Newsletter – Regional or Membership Circulation

- III.4 – Newsletter Article – Health and General Care
- III.5 – Newsletter Article – Behavior and Training
- III.6 – Newsletter Article – Rescue
- III.7 – Newsletter Article – Any Other Topic
- III.8 – Newsletter Column

IV. Miscellaneous

- IV.1 – Short Story
- IV.2 – Poem
- IV.3 – Humor
- IV.4 – Brochure, Pamphlet, Short Publication
- IV.5 – Annual or Long Publication
- IV.6 – Opinion Piece, Essay or Editorial
- IV.7 – PR / Humane Education / Press Kits

V. Books

- V.1 – Books – Fiction
- V.2 – Books for Children
- V.3 – Books – Health and General Care
- V.4 – Books – Training and Behavior
- V.5 – Gift Book
- V.6 – Poetry
- V.7 – Books – Other

VI. Non-Print Media

- VI.1 – Video, DVD, or TV Production
- VI.2 – Radio, Podcast, or Other Audio Presentation – Mixed Format

VII. Internet / Web Sites & Blogs

- VII.1 – Online Magazine, Newsletter
- VII.2 – Website
- VII.3 – Online Article – Health and General Care
- VII.4 – Online Article – Behavior and Training
- VII.5 – Online Article – Rescue
- VII.6 – Online Article – Any Other Topic
- VII.7 – Online - Column
- VII.8 – Blog: Educational
- VII.9 – Blog: Entertainment

VIII. Graphic Arts

- VIII.1 – Black and White Photograph (single)
- VIII.2 – Black and White Photograph (series)
- VIII.3 – Color Photograph (single)
- VIII.4 – Color Photograph (series)
- VIII.5 – Cartoon
- VIII.6 – Illustration (single)
- VIII.7 – Illustration (series)



“YES! I want to be a 2013 contest judge!” Are you in?

(Please type or print legibly.)

Please volunteer now to judge the 2013 CWA Contest. It's easy. Simply fill out this form and send it to Nancy Marano at the address below. **SIGN UP NOW!!**

- ☐ I am a Professional member and volunteer to judge in the 2013 CWA Communications Contest.
- ☐ I am an Associate member and volunteer to assist the 2013 Contest Committee.

Although I understand that no category can be guaranteed to any judge, the categories I would most like to judge are (please list at least three) _____

Send to: Nancy Marano, 7601 Vista del Arroyo NE, Albuquerque, NM 87109
or email her (preferred method) at nmarano@aol.com.

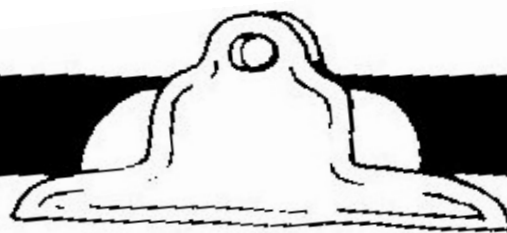
NAME: _____ CONTACT INFO: _____

In order to continue receiving
CWA mailings, please forward all
changes of address or phone number to

JANEA KELLEY
CWA Secretary
53 Sheridan Street #3
Portland ME 04101
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MEOW is the newsletter of the Cat Writers' Association. It is the winner of an APEX® Award of Publication Excellence and the CWA Muse Medallion™. *MEOW* is published four times a year. © 2013 CWA; all rights reserved.



Deadlines!

**Deadline to renew CWA membership:
NOW!!!**

2013 article deadlines for *MEOW*:
Spring issue — March 20
Summer issue — May 20
Fall issue — September 3

2013 CWA Contest Entry Deadline:
Must be postmarked by July 1st
(details on page 31 & in the next *MEOW*)



"Mark" Your Calendars!

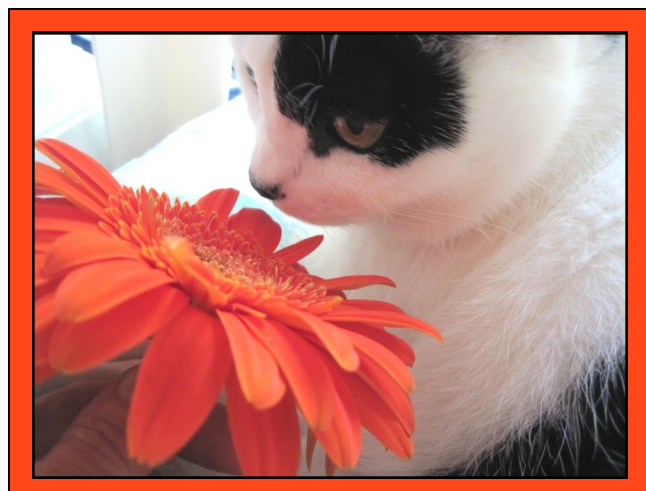
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Winter 2013
Vol. XXI, No. 1

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