



# Meow

The Award-Winning Newsletter of the Cat Writers' Association ♦ Spring 2014

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

## **MeowWorld Presented by Cat Writers' Association Is Seeking Speakers**

**Thursday, October 30 - Saturday, November 1, 2014, at the Westin Buckhead Atlanta**

The Cat Writers' Association (CWA) is proud to partner with prestigious BarkWorld for our 2014 conference in Atlanta, GA. MeowWorld Presented by CWA needs engaging speakers to provide solid information to experienced pet journalists, aspiring writers, cat bloggers, and cat lovers.

The primary focus of the CWA conference is writing-related topics, such as getting published, working with an editor and/or an agent, broadcasting, journalism, editing, and self-publishing. We are also interested in fun and practical cat-related lifestyle presentations.

All panels and seminars are included in full registration. We will not entertain proposals that require participants to pay an additional fee. No sales pitches, please. Presenters must be available Friday, October 31, and Saturday, November 1, 2014. Having a pet as part of the presentation is not a requirement, though the conference and hotel are pet-friendly, and animal demonstrations are welcome.

While we can't pay a stipend, or travel or hotel expenses, **speakers receive two complimentary passes** that include all open BarkWorld/MeowWorld functions (presentations, parties and social events), all conference meals, the CWA awards banquet, participation in the CWA book signing, and free editor/agent appointments.

If you'd like to join us as a presenter, please fill out the speaker proposal form. Proposal deadline is April 28, 2014. When complete, the survey will automatically take you to Twitter and a pre-written tweet is ready for you to send to announce your submission. (Sending a tweet is not required.)

Topics we are interested in include (but are not limited to) the following:

- Writing Nonfiction
- Applying Journalism Ethics to Blogging
- Writing Queries
- Book Proposals
- E-book Publishing

- Finding the Most Authoritative Information Sources
- Writing a Winning Book Proposal
- The Balancing Act: Writing and Marketing
- Writing Engaging Articles
- Verbs Rule: Action Verbs vs. Adjectives
- WP for Writers
- Show, Don't Tell
- Strategies for Revision
- Fiction Writing Techniques
- Feel the Love: Appealing to All the Senses
- Creating Believable Characters
- Stimulating Creativity
- Setting the Scene
- Writing Believable Dialogue
- Cat-Related Topics
- Like Cats & Dogs: Feline Behavior vs. Canine
- Like Cats & Dogs: Feline Health, Safety, and Nutrition vs. Canine
- Like Cats & Dogs: Are Cat Blogging and Dog Blogging Different?
- Feline Myths
- Origin of Species, Feline Edition
- Parasites and Pets — Toxoplasmosis
- Cat Photography/Photojournalism
- Cat Rescue
- Psychology of a Lost Cat
- Increasing Adoptions through Social Media
- Feline Behavior: Q & A
- Writing Irresistible Pet Descriptions

— **DUSTY RAINBOLT, CWA COFERENCE CO-CHAIR**

### **INSIDE THIS ISSUE:**

**Complete CWA Contest information, more about the 2014 CWA Conference, articles, poems and news! Details on page 3.**



## President's Message

By CWA President  
Lorie M. Huston, DVM, CVJ

**Let's make this our year!**

Hi, Fellow CWA Members!

For many of us, it looks like winter is (hopefully) making its last stand and spring is fast approaching. As we move into the new season, lots of exciting things are happening in CWA, too.

Planning for our upcoming conference is in full swing, and both the Conference Committee and the Contest Committee are hard at work to make this the best event yet. The conference will take place in Atlanta from October 30-November 1. As most of you already know, this year we are partnering with BarkWorld to bring you a joint effort, BarkWorld/MeowWorld Presented by CWA.

Lots of you have had questions about our partnership with BarkWorld. I'd like to try to answer some of the more common of those questions for you. Though the conferences are taking place at the same time and same location, they are two separate conferences. This means CWA and BarkWorld are each responsible for the planning and execution of our own respective conferences.

Registration provides full access to all sessions and events at both conferences. So, as a CWA member, you are welcome to attend any of the social media learning sessions or events provided by BarkWorld. Naturally, you are also welcome to attend any of the CWA-provided sessions and events as well. The exception to this is our annual CWA Awards Banquet. As a CWA member, your registration will allow you entry to the banquet at no additional fee. Non-CWA members are welcome as well and we sincerely hope that many of the non-CWA members at BarkWorld choose to attend. Non-CWA members, however, will be required to pay an additional fee to attend.

Some of you have asked about what the schedule for the conference will look like. Currently, scheduling is still a work in progress. As soon as that information is available, our Conference Committee will provide more details.

On a different front, our social media outreach efforts continue. One of the things we would like to be able to accomplish is to help promote our talented members. To that end, our latest addition is a CWA Member Spotlight Contest. Each month, we will choose one lucky CWA member to feature on our blog. The member will be chosen through a random drawing. More detailed information is available on page 3 of this issue of *MEOW* and on our CWA blog ([http://catwriters.com/wp\\_meow/?p=1524](http://catwriters.com/wp_meow/?p=1524)). Good luck to all!

Also on the social media front, once our new membership directory is finalized, we will be starting a new private Facebook group open only to CWA members. (Facebook was the overwhelming winner in the poll that you completed, with Google Plus finishing a distant second.) Look for more details about that soon. Once the page is established, we will send all members an invitation to join. The previously established Facebook group will disappear. Its membership includes far too many non-CWA members. The more recently established public Facebook page will remain so that we can reach out to non-CWA members from there.

For those of you who enjoy the Pro-List, that's staying as well. So, you'll have two options that will allow you to converse in private with fellow CWA members.

Finally, I'd like to personally invite each of you to follow us on all of our social media channels. Like us on Facebook (<https://www.facebook.com/CatWriters>), tweet with us on Twitter (<http://www.twitter.com/CatWriters>), and receive updates directly to your email inbox when a new blog post is published by subscribing to the blog (<http://feedburner.google.com/fb/a/mailverify?uri=CatWritersAssociation>).

Thank you for being a CWA member. You're a great bunch of people and I'm so pleased to be part of this wonderful organization. Together, we're going to take CWA to new heights that will benefit each one of our members as well as the cats we all love.

Your President, Lorie Huston, DVM, CVJ



## Cat Writers' Association

([www.catwriters.com](http://www.catwriters.com))

### Officers

**LORIE HUSTON, DVM, CVJ, President**

Phone: 401-921-6369

306 Bellman Ave, Warwick, RI 02889

Email: [loriehuston@pet-health-care-gazette.com](mailto:loriehuston@pet-health-care-gazette.com)

**DUSTY RAINBOLT, Vice President**

Phone: 972-724-0032 \* Fax: 214-632-9367

PO Box 293413, Lewisville, TX 75029-3413

Email: [dustycatwriter@pobox.com](mailto:dustycatwriter@pobox.com)

**WENDY CHRISTENSEN, Secretary**

Phone: 603-878-1000

256 Timbertop Road, New Ipswich, NH 03071

Email: [wendy@wendycats.com](mailto:wendy@wendycats.com)

**LYNN MILLER, Treasurer**

Phone: 609-306-7018

14 Patrick Henry Court, Monroe NJ 08831

Email: [lynnmiller325@gmail.com](mailto:lynnmiller325@gmail.com)

### Council of Directors

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**ANGIE BAILEY**

**JOAN MILLER**

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### Co-Founder/Lifetime Director

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### Immediate-Past President

**SUSAN M. EWING**

### MEOW Editor Emeritus

**BETSY STOWE**

### Newsletter Editor

**KAREN PAYNE**

Phone 305-665-1639 \* Fax: 305-665-1639

PO Box 430784, Miami, FL 33243-0784

Email: [karen90new@gmail.com](mailto:karen90new@gmail.com)

### Webmistresses

**LORIE HUSTON, DVM, CVJ**

Email: [loriehuston@pet-health-care-gazette.com](mailto:loriehuston@pet-health-care-gazette.com)

**LAYLA MORGAN WILDE**

Email: [layla@laylamorganwilde.com](mailto:layla@laylamorganwilde.com)

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## Make Reservations Now!

Plans are taking shape for the first joint conference in partnership with BarkWorld! MeowWorld Presented by CWA be an amazing conference that you won't want to miss.

The Westin Buckhead hotel, our CWA conference headquarters, is now taking reservations. Just mention BarkWorld or CWA or Cat Writer's Association when you make your reservation to get the conference rate. Call 404-365-0065 or 800-253-1397.

## Register Now for BarkWorld/MeowWorld Presented by CWA

If you haven't already registered for our upcoming joint conference with BarkWorld, now is the time. Tickets are going fast and we're anticipating a big event. Don't miss out!

Register now at ([http://catwriters.com/wp\\_meow/?page\\_id=1201](http://catwriters.com/wp_meow/?page_id=1201))

## New: CWA Member Spotlight Contest

We have many talented writers, bloggers, journalists, broadcasters, artists, photographers, poets, and other professionals involved in CWA. One of the things our Social Media Committee would like to be able to accomplish is to help promote all of our talented members. To that end, we have created a CWA Member Spotlight Contest. Each month, we will choose one CWA member to feature on our blog. The member will be chosen through a random drawing. The chosen member will be able to promote any work, awards, achievements, affiliations, or other cat-related news through a featured blog post. We will promote each post through our other social media channels (Facebook, Twitter, etc.) and encourage all members to join us in helping to promote our colleagues and friends. More detailed information is available on the blog ([http://catwriters.com/wp\\_meow/?p=1524](http://catwriters.com/wp_meow/?p=1524)). Good luck to all! — **CWA President Lorie Huston, DVM, CVJ**



**Cat Writers' Association Conference**  
**EARLY BIRD SPONSORS for 2014**

Each year, we rely heavily on the generosity of our sponsors to provide you with a fun and educational conference experience. From sponsoring awards that highlight the talents of our members to defraying the cost of special events and general conference costs, these sponsors are invaluable to CWA. Please join me in thanking the following companies for stepping forward early to renew their sponsorships for our 2014 conference.

**AMERICAN ASSOCIATION OF FELINE PRACTITIONERS (AAFP)**

**AdoptAShelter.com**

**CAT FANCIERS' ASSOCIATION**

**CEVA**

**CORNELL FELINE HEALTH CENTER**

**HARTZ MOUNTAIN CORPORATION**

**JACAT CATTERY**

**LITTER-LIFTER® (new sponsor for 2014)**

**PETSAFE® (now includes Premier Pet Products)**

**PIONEER PET®/STICKY PAWS®**

**PRECIOUS CAT, INC.**

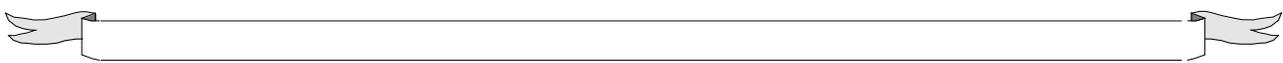
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**THE INTERNATIONAL CAT ASSOCIATION (TICA)**

**WORLD'S BEST CAT LITTER®**



*Thank You So Much!*

# A Note from Our New Contest Chair: New Rules, New Category, New Special Award, and a Call for Judges!

By CWA Contest Chair Marci Kladnik

The CWA 2014 Writers' Contest is rapidly approaching. This is the time we recognize the best of the best when it comes to heralding cats. The contest year runs from June 16, 2013 to June 15, 2014, so you still have time to produce and gather your best published writings, artwork, photographs, and/or radio/TV work and enter it! The deadline for entries is July 1, 2014. No ifs, ands, or buts. Your entry MUST be postmarked on or before this date to be considered.

A lot of work went into rewriting the contest rules and updating the Regular Category list and all the forms in time for this year's contest. Huge thanks go to my fellow Contest Committee members – Deb Barnes, Janiss Garza, JaneA Kelley, Nancy Marano, Dusty Rainbolt, Jodell Raymond, and Barbara Stretton – for all their help and advice. Be sure to read everything carefully.

**New Contest Entry Forms:** All of the forms have been revised to make them interactive PDFs. This will eliminate the need to handwrite the entries and make it much easier on the Contest Chair to read them. They are being uploaded to the CWA website and to use them, DOWNLOAD them to your computer prior to attempting to fill them out.

**Judging:** All of our Professional members need to step up and offer to judge. Without judges there is no contest. We have 200+ Professional members, more than enough to fill all the judging slots and still have a few people left to serve as backups. Please email your Regular Category preferences to Marci Kladnik at [mkauthor@verizon.net](mailto:mkauthor@verizon.net). She will do her best to accommodate your wishes, but it is on a first-come, first-served basis. When picking your categories, please remember that you cannot judge a category you plan to enter. Please refer to the full list of our Regular Categories on page 9 of this issue of MEOW.

**Regular Category Entries:** Everyone who judges or volunteers to assist the contest committee gets a discount on his/her own Regular Category entries as indicated on the entry form. If you are submitting a Regular Category entry and one or more Special Award entries, you must send all fees along with the entries to Marci Kladnik at PO Box 592, Los Alamos, CA 93440. A single check is fine. The appropriate fees must accompany their respective entries.

**Entry Fees:** Checks should be made out to the Cat Writers' Association. You may also pay your entry fee(s) using PayPal; please include a copy of your receipt with your entry.

**Category/Rule Changes:** A new category, Photographic Art, has been added, and "Advocacy" has been added to the Rescue categories. The Rules as a whole have been GREATLY UPDATED, but especially regarding the blog categories, so be sure to read ALL of them. If you have any questions, contact Marci Kladnik at [mkauthor@verizon.net](mailto:mkauthor@verizon.net) prior to entering the contest.

**E-books:** It is important to remember, if the entrant wishes to enter an e-book version of his or her book, the entrant must make sure the category judges can download the book without cost and can read the e-book without difficulty on their computer or other device.

**Special Awards:** A new award has been added this year, the Litter-Lifter<sup>®</sup> Litter Box Awareness Award. More good news is that all of our former award sponsors have renewed their sponsorships. Our sponsors make the CWA fun and affordable, and we owe them a great deal of thanks.

**Special Award Judges Needed:** Please submit the names of people who might serve as Special Award judges along with a brief statement of their expertise. A Special Award judge cannot be a CWA member. When submitting a name, include a valid email address and phone number. If at all possible, please ask the person whether he/she would be interested in judging. You don't have to explain the contest; we'll take care of the explanations, but we would like to contact candidates who are interested. And remember, our Regular Category judging slots are open and waiting for your name. Sign up today! Ω

## YES! I WANT TO BE A 2014 CONTEST JUDGE!

*(Please type or print legibly.)*

Please sign up now to judge the 2014 CWA Contest. It's easy.  
You can fill out this form OR simply send an email to Marci Kladnik.

◆  I am a Professional member and volunteer to judge in the 2014 CWA Communication Contest.

◆  I am an Associate member and volunteer to assist the 2014 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)

(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

Send to CWA Contest Chair Marci Kladnik at PO Box 592, Los Alamos, CA 93440, or email [mkauthor@verizon.net](mailto:mkauthor@verizon.net).

NAME \_\_\_\_\_ EMAIL OR PHONE \_\_\_\_\_

# 2014 CWA COMMUNICATION CONTEST RULES

**Read carefully. The General Rules (1-21) apply to all contestants. Read ALL of them and the Category-Specific Rules that apply to your category. If, after reading the rules, you have any questions, please contact the Contest Chair for clarification PRIOR to sending in your entry.**

## GENERAL RULES:

1. **THE ENTRANT MUST COMPLY WITH ALL RULES.** Deviation from the rules will result in rejection of an entry and loss of the entry fee. Entrants will be notified of disqualification in as timely a manner as possible. However, CWA is not responsible for disputed entries. Entries will be disposed of or returned at the entrant's expense.
2. ALL REGULAR CATEGORY AND SPECIAL AWARD ENTRIES MUST BE POSTMARKED BY JULY 1, 2014, to qualify for the contest. Mail all entries to CWA Contest Chair Marci Kladnik, PO Box 592, Los Alamos, CA 93440. Emailed entries will not be accepted.
3. All entries must be sent in such a manner that they can be reasonably expected to arrive within 7 days of the July 1 postmark deadline. Regardless of the delivery method you choose, you **MUST** specify that the recipient need not be present in person to sign for the material. It is the entrant's responsibility to package the entry carefully, so that it will not be damaged in transit. Posters and other large items should be packaged in tubes. CWA will not assume responsibility for items that arrive damaged or do not arrive at all.
4. If you wish acknowledgment of receipt of your entry, do **NOT** contact the Contest Chair via email or phone, but include a stamped, self-addressed postcard with the entry or send via "confirmation receipt" mail (**NOT** "registered" which requires a signature confirmation).
5. NOTE: All checks are held until mid-July before being sent to the Treasurer for depositing, and therefore may not be cashed until weeks after sending your entry in.
6. The contest is open to anyone whose work qualifies in any CWA contest category and was first published or broadcast between June 16, 2013, and June 15, 2014 (with the exception of Online Magazine or Newsletter, and Website, which will be judged live between August 1 and August 31, 2014).
7. Entries must not have been published before in any medium. To qualify, previously published work must have been rewritten with at least 20 percent new content to qualify.
8. Publication date is the published date cited on the entry. When there is a question regarding eligibility, it is the entrant's responsibility to clarify the issue, that is, to include with the entry a signed letter from the publication's editor or publisher clarifying the date of publication.
9. All contest entries must be published work. "Vanity" publications are not eligible. However, quality self-published professional work is eligible and will be judged based on the same criteria as all the other entries in a given category. It is the entrant's responsibility to provide supporting documents with self-published entries to clarify that the work does, indeed, qualify under this rule. For example, self-published work **MUST** be offered for sale by professional outlets (that is, book stores, commercial websites, and other venues not owned by the author/artist).
10. Entries in all categories should devote one-third or more space to cats. If an entry is not feline-specific, the work must at least relate to them or it will be rejected.
11. Foreign language entries will be accepted, but they must be accompanied by a complete English translation. Entrants must provide three copies of the original that clearly show the date and name of the publication, and three copies of the translation. Bear in mind that the judges cannot judge the quality of the translation; they will base their decision solely on the English language content. Entries in graphic arts categories are the exception, as they need no translation.

*(continued)*

# 2014 CWA COMMUNICATION CONTEST RULES *(continued)*

12. An entry must be entered in a Regular Category to be considered for a Special Award. Send **one additional copy of the piece along with a Special Awards entry form** to the Contest Chair for each Special Award entry (Exceptions: For the Shojai Mentor Award and the Michael Brim Distinguished Service Award, submit three copies of each nomination form. No additional entry form or copies are needed for consideration for the President's Award; the winner of the President's Award is chosen from among the Muse Medallion™ winners, and all Muse Medallion™ winners are automatically considered.)
13. An individual person or entity may submit an unlimited number of entries, but each individual work can be entered only one time in one Regular contest category. In other words, the same individual work may not be entered in more than one category. (See Graphic Art exceptions below under **Category-Specific Rules**.)
14. Anyone may submit an entry on behalf of an author/artist, but the award will be presented solely to the author/artist of the entry.
15. A volunteer discount is available to current CWA members only. CWA professional members who volunteer to judge in the contest and CWA associate members who volunteer to assist the Contest Committee will receive a discount on their Regular entry fee as specified on the entry form.
16. All judges are chosen by the Contest Chair and the Contest Committee. Entries in the Regular Categories are reviewed and judged independently by three professional CWA members and their scores are averaged by the Contest Chair to determine the winner. Winners of Special Awards are selected by judges who are not CWA members and are not affiliated with the award's sponsor; each Special Award category is judged by one judge. Special Awards sponsors may be shown the winning entry before the award is given, but that decision is at the discretion of the Contest Committee.
17. Entries will not be returned. Judges' decisions are final. Situations not specifically addressed in these rules may arise from time to time and shall be adjudicated by the Contest Chair and the Contest Committee.
18. The Contest Chair has the right to make category changes as deemed necessary. The Contest Chair may also delete or combine categories if there are not sufficient entries. What constitutes sufficient entries is decided by the Contest Chair, but there is no absolute minimum number of entries for any category to be judged. If, in the opinion of the judges, no entry represents excellence within a category, no award will be given.
19. Regular Category award finalists receive a CWA Certificate of Excellence and shall be notified in October. In order to earn a certificate, the individual must score an average of 90 or higher based on the scores submitted by the three judges for each category. The winner in each Regular contest category shall receive the CWA Muse Medallion™. Special Award winners shall receive recognition as specified in the Special Awards list.
20. Contest results will be announced at the Annual CWA Awards Banquet and published in the Winter 2014 *MEOW* newsletter and on the CWA website at [www.catwriters.com](http://www.catwriters.com). Please do not call the Contest Chair or anyone on the Contest Committee to ask if you have won. Those who do not have access to the Internet or the CWA newsletter may enclose an SASE for a list of winners. Please mark on the back of the envelope "CWA Contest Winners."

## **CATEGORY-SPECIFIC RULES:**

**Submit each Regular Category entry with a SINGLE ENTRY FORM and THREE HARD COPIES of the piece.**

The CWA Entry Form, with category and subcategory noted, must accompany each entry and must be sent to the Contest Chair along with the total entry fee at the time of entry. An entry that is missing any element (required number of copies, entry form, non-working URL, entry fee...) will be considered incomplete and will not be judged. **ALL ENTRIES MUST BE COLLATED and ENTRY FORMS MUST BE LEGIBLE.** Illegible entries will be disqualified. (If possible, please download the interactive PDF from the CWA website and keyboard directly onto it.) If entry fees are paid online via PayPal, include a copy of the receipt with your submission.

Provide **THREE** clean photocopies of the entry in a large enough format to be read. If the judge has difficulty reading an entry, it may be disqualified. Online articles, columns, and blog posts must be submitted in hard copy along with the original URL and publication date included so that entries may also be viewed online at the judges' discretion. The exceptions are the categories Online Magazine or Newsletter, and Website, which will be judged live on the Internet during the judging period as specified below. For these categories only, submit an entry form with the URL included.

*(continued)*

# 2014 CWA COMMUNICATION CONTEST RULES *(continued)*

1. **Audio/Visual** entries must be submitted in their original form; that is, a transcript of a radio or television program is not acceptable — an actual audio or video recording must be entered. Video entries must be submitted as a DVD that plays in a standard DVD player or, if published online, as a URL link. If an entire radio or television program is less than 10 minutes long, the entrant may select his/her three best short programs and enter them as a single entry. Entries must be submitted in the name of the program host; guests are not eligible to win.

2. **Blog** entries may be posted either on corporate or nonprofit sites, or as an individual. Submit your three best blog posts in hard copy with the original URLs and publication dates included so that entries may be viewed online. Judging will take into consideration the overall look and feel of the blog as a whole in addition to the three best posts. No other single blog entry within the contest year may be entered as a single article in any other category. The exception is that DIFFERENT individual posts may be entered, but only in the Editorial or Humor categories.

To qualify for these categories, personal blogs must 1) have been posted one or more times weekly for at least one year, with the first blog post dated on or before the first day of the current contest year specified in General Rule #6 (this will be verified by judges); 2) include proof of the past month's traffic to the blog site via a copy of the first page of an online stat counter such as Google Analytics, StatCounter, or another traffic counter that shows visits and page views to the blog; 3) state how the blog is being monetized — through ads, sponsored posts, or use as an author's platform to sell or promote books, speaking engagements, or education. The judges assigned to the category will check to make sure this monetization is on the blog; otherwise the blog will be disqualified.

Blogs on corporate or nonprofit sites automatically qualify and do not require the above qualifications. However, if you are blogging on a corporate, nonprofit site or on a monetized blog that posts less than once a week, you should consider entering your blog in one of the "Online Article" categories.

3. In the **Books** categories, e-books will be accepted. The author is responsible for providing the Contest Chair some means of enabling judges to read the e-book for free, such as an Amazon.com gift card or coupon code. The submitter of self-published books must also provide supporting documents containing sales figures and commercial sales venues not owned by the author.

4. **Columnists** (magazine, newspaper, newsletter, and online categories) must choose only their three best columns and submit them as a single entry. None of these three best may be entered as a single article in any other category. The exception is that DIFFERENT column installments may be entered, but only in the Editorial or Humor categories. (A column appears regularly in the same publication[s] with the same column title, byline, slug, URL, and/or artwork. If the same column appears in both print and online media, only one triplicate entry can be made.)

5. All **Graphic Arts** category photos or illustrations may appear again as a part of a writing entry (for example, as part of a magazine article or a book). All entries will be judged solely in the original published form (either printed or online), NOT by art or photographic prints, which may be of higher quality. Submissions should only include three copies of the best published printed piece or URL for online work.

6. For the **Newsletter** categories, a newsletter is distinguished from a magazine in that the newsletter does not take paid advertising and is sold only to subscribers (that is, it is not sold on newsstands). Single cat breed newsletters and nonprofit/charitable newsletters are the exception in that they may take paid advertising.

7. In the **Newspaper** categories, when an entry first appeared as a syndicated article, in those specific cases where a syndicated writer is not able to obtain actual copies of the published newspaper articles, the entrant may provide a copy of the original article and a letter of authentication from the syndicate editor.

8. **Online articles/columns** must be submitted in hard copy along with the original online URL with publication date included so that online entries may also be viewed online at the judges' discretion. Online columnists must comply with Category-Specific Rule #4 above.

9. The categories **Online Magazine or Newsletter, and Website** will be judged directly from the entrant's website between August 1 and August 31, 2014. For these categories only, submit an entry form with the URL included.

10. **Category IX.5 Photographic Art** is defined as any photo that has been altered in any way, either digitally or manually. Ω

# 2014 CWA COMMUNICATION CONTEST REGULAR CATEGORIES

- I.1 Monthly Magazine: National
- I.2 Magazine Article: Health & General Care
- I.3 Magazine Article: Behavior & Training
- I.4 Magazine Article: Rescue/Advocacy
- I.5 Magazine Article: Any Other Topic
- I.6 Magazine Column

- II.1 Newspaper Article: Health & General Care
- II.2 Newspaper Article: Behavior & Training
- II.3 Newspaper Article: Rescue/Advocacy
- II.4 Newspaper Article: Any Other Topic
- II.5 Newspaper Column

- III.1 Newsletter: Breed Specific
- III.2 Newsletter: National Circulation
- III.3 Newsletter: Regional or Membership Circulation
- III.4 Newsletter Article: Health & General Care
- III.5 Newsletter Article: Behavior & Training
- III.6 Newsletter Article: Rescue/Advocacy
- III.7 Newsletter Article: Any Other Topic
- III.8 Newsletter Column

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

- V.1 Books: Fiction
- V.2 Books: For Children
- V.3 Books: Health & General Care
- V.4 Books: Behavior & Training
- V.5 Books: Gift
- V.6 Books: Poetry
- V.7 Books: Other

- VI.1 Video, DVD, or TV Production

- VI.2 Broadcast, Audio -- Any Format

- VII.1 Online Magazine or Newsletter
- VII.2 Online Article: Health & General Care
- VII.3 Online Article: Behavior & Training
- VII.4 Online Article: Rescue/Advocacy
- VII.5 Online Article: Any Other Topic
- VII.6 Online Column

- VIII.1 Blog: Health & General Care  
(URL plus 3 blog posts)
- VIII.2 Blog: Behavior & Training  
(URL plus 3 blog posts)
- VIII.3 Blog: Rescue/Advocacy  
(URL plus 3 blog posts)
- VIII.4 Blog: Entertainment  
(URL plus 3 blog posts)
- VIII.5 Blog: Any Other Topic  
(URL plus 3 blog posts)
- VIII.6 Website

- IX.1 Black & White Photograph (Single)
- IX.2 Black & White Photography (Series)
- IX.3 Color Photograph (Single)
- IX.4 Color Photograph (Series)
- IX.5 Photographic Art
- IX.6 Cartoon
- IX.7 Illustration (Single)
- IX.8 Illustration (Series)



*The Muse Medallion™*

# ***2014 CWA COMMUNICATION CONTEST SPECIAL AWARDS***

**NOTE: If you have questions about any of the Special Awards, please contact Contest Chair Marci Kladnik at [mkauthor@verizon.net](mailto:mkauthor@verizon.net).**

**AWARD #1:** The **AAFP CAT FRIENDLY AWARD**, sponsored by the American Association of Feline Practitioners (AAFP), is presented to the entry that best educates cat owners about the benefits of going to a Cat Friendly Practice. Appropriate topics include why it is beneficial to the cat and owner to visit a practice that is cat friendly, including, but not limited to, staff understanding of feline friendly handling, decreased stress associated with the visit, increase in the quality of care and medicine provided, and communication to cat owners of the importance of routine veterinary care. Qualifying entries include newspaper or magazine articles or columns, or a series of articles or columns (print or online), and radio or television broadcasts. This award consists of \$500 and a commemorative framed certificate.

**AWARD #2:** The **AdoptAShelter.com ADOPT A HOMELESS CAT AWARD**, sponsored by AdoptAShelter.com, is presented to the entry that best describes the plight of homeless or feral cats and/or the joy of cat adoption and/or improving the quality of life of cats in a shelter environment. Entries will be judged for quality as well as the ability to persuade the reader. Qualified *online only* entries include single articles, features, columns, series of articles, short stories, websites, blogs, videos, photos, or any other accepted online venue. The award consists of a \$500 Amazon.com gift card and inclusion in the AdoptAShelter.com online library.

**AWARD #3:** The **CEVA HUMAN-ANIMAL BOND AWARD**, sponsored by CEVA, is presented to the entry that best reflects and promotes the strengthening of the human-animal bond, highlighting the bond between a cat and owner, as well as their relationship with their veterinarian as another direct caregiver. Entries will be judged for exceptional quality and on the ability to convey this concept and connect with the reader. Qualified entries include single articles (print or online), features, columns, short stories, books, and poetry. This award consists of \$1000 award and commemorative certificate.

**AWARD #4:** The **DR. JIM RICHARDS CORNELL FELINE HEALTH CENTER VETERINARY ISSUES AWARD**, sponsored by Cornell University's Feline Health Center, is presented to the highest-quality entry on the topic of technological advances, research, new medical developments, or innovations in feline veterinary medicine. Qualifying entries include single newspaper, magazine, or newsletter articles; columns or series of articles (print or online); blogs, a website, single books, or radio/television broadcasts, designed to educate the general cat-owning public about new developments. This award consists of \$500.

**AWARD #5:** The **FANCY FEAST® LOVE STORY AWARD**, sponsored by Purina, is presented to the entrant whose work best captures the magic of the loving relationship between cats and their owners. Highest consideration goes to those works that are skillfully written/produced, and technically accurate. Qualified entries include single books, articles (print or online), features, columns, short stories, poems, blogs, radio or television submissions. This award consists of \$500 and a commemorative award.

**AWARD #6:** The **FRISKIES® WRITER OF THE YEAR AWARD**, sponsored by Purina, is for the writer who has done the most during the contest year to promote the welfare, health, and proper care of cats, which includes providing sensory stimulation to keep cats healthy and happy. This award is for "a body of work" and can include different publications during the contest period. Single entries do not qualify; therefore, multiple books, newsletters, print articles, online articles, columns, stories, blogs, websites, and series in any pet or non-pet consumer publication qualify. The award honors writing excellence and the ability to communicate technical information in a clear and creative manner to better educate cat owners and help improve the lives of cats. A maximum of 10 articles or items published within the contest period may be submitted. Choose only your best work! This award consists of \$500 and a cat figurine.

**AWARD #7:** The **HARTZ® EVERY DAY CHEWABLE VITAMIN AWARD**, sponsored by Hartz Mountain Corporation, is given to the highest-quality entry on the topic of older cats. Topics can include, but are not limited to, adoption, health, innovative care, and senior-for-senior programs. Qualifying entries include a single book, article (print or online), brochure,

*(continued)*

## ***2014 CWA COMMUNICATION CONTEST SPECIAL AWARDS***

newsletter, editorial, blog, photograph, or commercial radio/TV tape. This award consists of \$500 and a commemorative plaque.

**AWARD #8:** The **HARTZ® GLAMOUR-PUSS AWARD**, sponsored by Hartz Mountain Corporation, honors the best single entry on the topic of feline skin and coat care. Qualifying topics include, but are not limited to, coverage of home and professional grooming, parasite control, nail care, teeth and ear care, and feline skin/coat disorders. Written and pictorial works in all media are acceptable, including articles, books, blogs, websites, online magazine, online newsletters, and videotape broadcasts. This award consists of \$500 and a commemorative plaque.

**AWARD #9:** The **HARTZ® MILK REPLACEMENT FOR KITTENS AWARD**, sponsored by Hartz Mountain Corporation, is awarded to the best single article (published in a newspaper, magazine, newsletter, or professional online venue), or single radio or television broadcast on the topic of rescuing kittens. Appropriate topics include “how to” articles, stories about feral kitten rescue, early spay and neuter, orphaned kittens, and kitten adoption. This award consists of \$500 and a commemorative plaque.

**AWARD #10:** The **“IN THE SPOTLIGHT” AWARD**, sponsored by the Jacat Cattery, home of award-winning, pedigreed Japanese Bobtail Cats, is presented to the entry that best advances the protection, preservation, and promotion of pedigreed cats and/or the pedigreed cat fancy. This includes breed rescue as well. Qualifying entries include all media. This award consists of \$500, a certificate, and a Maneki Neko.

**AWARD #11:** The **KARI WINTERS RESCUE AND REHABILITATION AWARD**, sponsored by TICA, is awarded to the best single article or column (published in a newspaper, magazine, newsletter, or professional online venue) or single radio or television broadcast on the rescue and rehabilitation of cats or kittens from shelters or rescue groups for the purpose of adoption to forever homes. Entries are judged on compelling personal accounts and the education of readers on the need for rescue. This commemorative award consists of a \$500 and a plaque.

**AWARD #12 (NEW!):** The **LITTER-LIFTER® LITTER BOX AWARENESS AWARD** is given to the entry showing the importance of litter box awareness in regards to a cat’s physical and emotional health. Eligible entries include blogs, online and print columns and articles, videos, radio broadcasts, and podcasts. Special consideration will be given to articles aiding cat owners in caring for their cat’s litter box, and articles that have the potential to save cats’ lives. The award is \$750 and a commemorative item.

**AWARD #13:** The **PRO PLAN® PEDIGREED CATS AWARD**, sponsored by Purina, is presented to the writer or creator of the best entry of the year that focuses on cat breeds, pedigreed cats, and professional breeder issues including, but not limited to, health, care, nutrition, and showing cats. Qualifying entries include entire publications, such as breed or breed club newsletters, magazines, articles, stories, blogs, photographs, or illustrations in any professional venue, featuring purebred cats. This award consists of \$500 and a commemorative bowl.

**AWARD #14:** The **PURINA® CAT CHOW® NUTRITION AWARD**, sponsored by Purina, is presented to the best column or article (print or professionally published online), blog, or book entry on the subject of feline nutrition. Highest consideration goes to those works that are both skillfully written and technically accurate. The recipient cannot be an employee of or associated with a pet food company at the time that the entry is judged. This award consists of \$500 and a commemorative pewter bowl.

**AWARD #15:** The **PURINA® ONE® HEALTH AWARD**, sponsored by Purina, is presented to the outstanding single article (print or professionally published online) or blog reporting on feline health issues. Articles are judged on excellence of writing and technical accuracy; significance of the topic and public education impact on feline health are also considered. This award consists of \$500 and a commemorative pewter bowl.

**AWARD #16:** The **PURINA® KITTEN CHOW® KITTEN AWARD**, sponsored by Purina, is presented to the author of the outstanding entry on caring for kittens. Qualified entries include single books, articles, labeled series, columns, short stories, blogs, and websites. Entries will be judged on writing excellence and content accuracy. This award consists of \$500 and a commemorative pewter bowl.

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## ***2014 CWA COMMUNICATION CONTEST SPECIAL AWARDS***

**AWARD #17:** The **STICKY PAWS® TRAINING AWARD**, sponsored by Pioneer Pets/Sticky Paws®, is presented for the best article or tape entry on training techniques. Entries should have a “how-to” focus. Appropriate entries are labeled series or single articles (print or professionally published online), columns, blogs, websites, online newsletters, and television/radio broadcast tapes on topics such as (but not limited to) litter box training, proper scratching behavior, trick training, or training cats to stay off countertops, tables, or other forbidden places. This award consists of \$1000 and a commemorative certificate.

**AWARD #18:** The **TIDY CATS® FELINE BEHAVIOR AWARD**, sponsored by Purina, is presented for the best entry on the subject of feline behavior. Highest consideration goes to those works that are both skillfully written and technically accurate. Qualified entries include single books, articles, features, columns, blogs, websites, online magazines, or online newsletters and should educate readers while promoting a positive approach to understanding and dealing with feline behavior. This award consists of \$500 and a commemorative pewter bowl.

**AWARD #19:** The **WORLD’S BEST CAT LITTER-ARY AWARD**, sponsored by World’s Best Cat Litter®, is presented for the outstanding novel, short story, poem, or radio/television dramatic script which portrays cats and cat ownership in a positive way. All fiction genres are eligible. Highest consideration goes to those entries that include cats as an intrinsic part of the plot. Works will be judged for the exceptional, individual quality (“voice” or “vision”) of the writer/creator. Eligible works may be published in print or electronic media; any scripts or videos must also provide proof of production. This award consists of \$500 and a commemorative pewter bowl.

**AWARD #20:** The **SHOJAI MENTOR AWARD**, sponsored by CWA Founder and 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. Qualifying mentor experiences are limited to those occurring within the past three contest periods (approximately the last three years). The recipient shall exemplify the highest ideals of the CWA vision, that is, to promote communal support, networking, and mutual respect between colleagues. Only CWA members are eligible for this award. This award consists of \$500 and a commemorative item.

**AWARD #21:** The **MICHAEL BRIM DISTINGUISHED SERVICE AWARD**, sponsored by CWA, honors extraordinary achievement and communications excellence. It recognizes the person who, by word, deed, public communication, and professional excellence, best promotes the ideals, mission, and best interest of the Cat Writers Association. 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. The honoree shall receive \$500 and his or her name engraved on a permanent commemorative plaque (at the offices of the Cat Fanciers’ Association Foundation).

**AWARD #22:** The **KUYKENDALL IMAGE AWARD** is sponsored by CWA, and is presented to the outstanding “image” entry featuring cats – whether photography, illustration, or graphic art. This may be a single piece or series entry, including, but not limited to, photos/artwork published in a magazine, newspaper, newsletter, book, pamphlet, calendar, poster, greeting card, or commercial online publication. This award consists of \$250 and a commemorative item.

**AWARD #23:** 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 “Best of the Best” requires no additional copies be submitted of entries. Muse Medallion™ winners shall be automatically entered and considered for the honor. This award consists of \$250 and a commemorative item.

***Good luck to everyone!***

**2014 Cat Writers' Association Communication Contest**  
**Regular Categories Entry Form**  
**THERE IS A SEPARATE FORM FOR SPECIAL AWARD ENTRIES.**  
**DO NOT USE THIS FORM FOR SPECIAL AWARD ENTRIES.**

PLEASE READ THE COMPLETE RULES on our website at [www.catwriters.com](http://www.catwriters.com) or in the current CWA newsletter posted online.

**Entries must be postmarked no later than July 1, 2014.**  
NO LATE ENTRIES ACCEPTED. NO EXCEPTIONS.

**The contest entry fee** is \$15 per entry. A volunteer discount is available to CWA members only. CWA Professional members who volunteer to judge in the contest and CWA Associate members who volunteer to assist the Contest Committee may pay \$8.50 per entry.

Please make your check payable to Cat Writers' Association; payments must be in U.S. funds. You may also pay using PayPal at [http://catwriters.com/wp\\_meow/?page\\_id=1581](http://catwriters.com/wp_meow/?page_id=1581).

Submit THREE copies of each entry, along with ONE copy of this entry form per entry and your check (or payment receipt) to Contest Chair Marci Kladnik, PO Box 592, Los Alamos, CA 93440.

**I am an associate member and volunteer to assist the 2014 Contest Committee.**

**I am a professional member and volunteer to judge in the 2014 CWA Communication Contest.**

NAME OF AUTHOR OR ARTIST \_\_\_\_\_

CWA MEMBER IDENTIFICATION # \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE (day) \_\_\_\_\_ (evening) \_\_\_\_\_ EMAIL \_\_\_\_\_

Name, Address, Phone of Submitter (if different from Author/Artist)

\_\_\_\_\_

CATEGORY NAME AND NUMBER (Example: I.3 – Magazine Article – Behavior and Training)

\_\_\_\_\_

TITLE OF ENTRY \_\_\_\_\_

NAME OF PUBLICATION OR PUBLISHER \_\_\_\_\_ Issue/Publication Date(s) \_\_\_\_\_

**I certify that this entry was first published or broadcast between June 16, 2013, and June 15, 2014, and that it meets all the requirements as stated in the Rules.**

Entrant or Submitter's Signature \_\_\_\_\_

### ENTRY CHECKLIST

- Each entry is submitted in triplicate with **one** entry form per entry.
- My fee is enclosed, payable to the Cat Writers' Association in U.S. funds.
- My fee was paid via PayPal and the receipt is enclosed.
- A self-addressed, postage-paid postcard is included for acknowledgment of receipt of entry (optional).
- Questions? Email Regular Categories Chair Marci Kladnik at [mkauthor@verizon.net](mailto:mkauthor@verizon.net).

### MAIL ENTRIES TO

**Contest Chair Marci Kladnik, PO Box 592, Los Alamos, CA 93440.**

**This entry form is available online at [www.catwriters.com](http://www.catwriters.com) in interactive PDF format.**  
**Please use the online form if possible.**

**2014 Cat Writers' Association Communication Contest  
Special Award Entry Form**

**THERE IS A SEPARATE FORM FOR REGULAR CATEGORY ENTRIES.  
DO NOT USE THIS FORM FOR REGULAR CATEGORY ENTRIES.**

PLEASE READ THE COMPLETE RULES on our website at [www.catwriters.com](http://www.catwriters.com) or in the current CWA newsletter posted online.

**Entries must be postmarked no later than July 1, 2014.**  
NO LATE ENTRIES ACCEPTED. NO EXCEPTIONS.

**The fee is \$5 per Special Award entry** (in addition to the fee that accompanies Regular Category entries). Please make your check payable to Cat Writers' Association; payments must be in U.S. funds. You may also pay using PayPal at [http://catwriters.com/wp\\_meow/?page\\_id=1581](http://catwriters.com/wp_meow/?page_id=1581).

ALL ENTRIES FOR SPECIAL AWARDS MUST ALSO BE ENTERED IN A REGULAR CATEGORY (with the exception of FRISKIES® WRITER OF THE YEAR AWARD).

Submit ONE copy of each Special Award entry, along with ONE copy of this entry form and your check (or payment receipt), to Contest Chair Marci Kladnik, PO Box 592, Los Alamos, CA 93440.

NAME OF AUTHOR OR ARTIST \_\_\_\_\_

CWA MEMBER IDENTIFICATION # \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE (day) \_\_\_\_\_ (evening) \_\_\_\_\_ EMAIL \_\_\_\_\_

Name, Address, Phone of Submitter (if different from Author/Artist)

REGULAR CATEGORY NAME AND NUMBER in which entry is entered (Example: I.3 – Magazine Article – Behavior and Training)

SPECIAL AWARD for which entry is entered \_\_\_\_\_

TITLE OF ENTRY \_\_\_\_\_

NAME OF PUBLICATION OR PUBLISHER \_\_\_\_\_ Issue/Publication Date(s) \_\_\_\_\_

**I certify that this entry was first published or broadcast between June 16, 2013, and June 15, 2014, and that it meets all the requirements as stated in the Rules.**

Entrant or Submitter's Signature \_\_\_\_\_

**ENTRY CHECKLIST**

- All entries have also been entered in a Regular Category (with the exception of Friskies® Writer of the Year Award).
- For each entry, one copy is submitted along with one copy of this entry form, for each award.
- My fee is enclosed, payable to the Cat Writers' Association in U.S. funds.
- A self-addressed, postage-paid postcard is included for acknowledgment of receipt of entry (optional).
- Questions? Email the Contest Chair at [mkauthor@verizon.net](mailto:mkauthor@verizon.net).

**MAIL ENTRIES TO**

**Contest Chair Marci Kladnik, PO Box 592, Los Alamos, CA 93440.**

**This entry form is available online at [www.catwriters.com](http://www.catwriters.com) in interactive PDF format.  
Please use the online form if possible.**

## 2014 Cat Writers' Association Communication Contest Shojai Mentor Award Nomination Form

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. Qualifying mentor experiences are limited to those occurring within the past three contest periods (approximately the last three years). The recipient shall exemplify the highest ideals of the CWA vision, that is, to promote communal support, networking, and mutual respect between colleagues. Only CWA members are eligible for the award. The honoree shall receive \$500 and a commemorative award.

Nominations of any CWA member may be submitted by any individual (member or nonmember). The "Submitter" must be the direct beneficiary in the mentor relationship. Multiple nominations of one individual by several different people are allowed. (Impact of individual mentor experiences weighs most heavily and a "group vote/campaign" for an individual is strongly discouraged. It shall not influence the judging one way or another.) The "Nominee" contribution must go beyond that individual's required duties as defined by his/her employment – in other words he or she cannot be "paid" to act as a mentor (i.e., an editor's routine purchase, editing, or publishing of a Submitter's work does not qualify, nor does a book doctor's revision, nor an agent's sale. To qualify, the mentoring must reach above and beyond the "normal or routine" business relationship one would expect the agent, book doctor, editor, or other professional to extend to any of his/her other clients). You may not nominate yourself. Nominations shall be reviewed and a recipient selected by the contest committee. There is no entry fee required to nominate someone for this award.

*(Please type or print legibly.)*

NAME OF NOMINEE \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE (day) \_\_\_\_\_ (evening) \_\_\_\_\_ EMAIL \_\_\_\_\_

NAME OF SUBMITTER \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE (day) \_\_\_\_\_ (evening) \_\_\_\_\_ EMAIL \_\_\_\_\_

Please provide a brief summary of your mentor experience, including direct, positive professional results of the relationship. (Please keep the summary to one single-spaced page.)

**ENTRIES MUST BE POSTMARKED NO LATER THAN JULY 1, 2014.**

**Send this completed form and all attachments in triplicate to**

**Contest Chair Marci Kladnik  
PO Box 592  
Los Alamos, CA 93440**

Email questions to [mkauthor@verizon.net](mailto:mkauthor@verizon.net)

**This entry form is available online at [www.catwriters.com](http://www.catwriters.com) in interactive PDF format.  
Please use the online form if possible.**

## 2014 Cat Writers' Association Communication Contest Michael Brim Distinguished Service Award Nomination Form

The **MICHAEL BRIM DISTINGUISHED SERVICE AWARD**, sponsored by CWA, honors extraordinary achievement and communications excellence. It recognizes the person who, by word, deed, public communication, and professional excellence best promotes the ideals, mission, and best interest of the Cat Writers' Association. 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. 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).

CWA members and non-members are eligible for this award. Nominations must be made by a CWA member in good standing. You cannot nominate yourself. The submitter must explain his or her reasons for nominating the person, i.e., explain how the nominee has published and/or performed in some extraordinary fashion to benefit cats or cat writers. This should include a detailed description of what the nominee has done, whether a one-time accomplishment or a listing of publications and activities over time, for example. Referral to specific publications, articles, websites etc., is not required, but can help the judges in making their decision.

Michael Brim was instrumental in his lifetime by promoting many things that benefited cats – increasing the awareness, education, and responsibility of owners and improving the lives of cats overall (as advertising director of *Cats Magazine*); publicizing the value of purebred cats, responsible breeding, and the showing of cats (as the Cat Fanciers' Association's first public relations and marketing manager); and facilitating writers' and illustrators' professional growth (in co-founding the Cat Writers' Association). Our goal is to honor others whose writing and deeds share and reflect Michael's varied accomplishments.

*(Please type or print legibly.)*

NAME OF NOMINEE \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE (day) \_\_\_\_\_ (evening) \_\_\_\_\_ EMAIL \_\_\_\_\_

NAME OF SUBMITTER \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE (day) \_\_\_\_\_ (evening) \_\_\_\_\_ EMAIL \_\_\_\_\_

Please provide a brief summary of your nominee's accomplishments.  
(Please keep the summary to one single-spaced page.)

**ENTRIES MUST BE POSTMARKED NO LATER THAN JULY 1, 2014.**

**Send this completed form and all attachments in triplicate to**

**Contest Chair Marci Kladnik**

**PO Box 592**

**Los Alamos, CA 93440**

**Email questions to [mkauthor@verizon.net](mailto:mkauthor@verizon.net)**

**This entry form is available online at [www.catwriters.com](http://www.catwriters.com) in interactive PDF format.  
Please use the online form if possible.**

# Remembering Marion

By Audrey Pavia

On March 3, my life changed forever. It was the day Marion Lane, my friend and mentor, abruptly and unexpectedly left this world.

I first met Marion in New York City in August 1987. Only three years out of college, I was desperate to leave the small publishing company where I worked and get onto a consumer magazine. Pigeonholed as a trade magazine editorial assistant, I couldn't even get interviews at any of the newsstand publications where I had applied. But I later found out that Marion, who was executive editor of the *AKC Gazette*, liked "something" about my resume, and decided to interview me.

My love for animals and my knowledge of the horse world led Marion to give me a chance, even though I'd never even owned a purebred dog. The day I walked into the *Gazette* offices to begin my job as assistant editor, my career—and my life—would never be the same.

During the three years Marion was my boss, I learned how to be an editor. Not just how to copyedit manuscripts and choose photos for articles, but what it's like to embrace a magazine and make it your own. I watched as Marion took her profound passion for dogs and developed the *Gazette* into more than just a listing of dog show results and AKC regulations. She put her heart and soul into every issue, always finding a way to give voice to topics important to her: rescue, anti-dog legislation, and the human-animal bond. I also watched her fight for what she believed in. I was in awe of her ethics, both as an editor and as an animal advocate, and her willingness to take on anyone who tried to pressure her into doing something she didn't think was right.

After Marion left the *Gazette*, she did a short stint as an editor at Scholastic, then landed at the ASPCA. Taking over as the editor of *Animal Watch*, she was finally living her dream of managing a publication devoted entirely to animal welfare.

Through the years, Marion went from being my mentor to one of my dearest friends. Though I left New York City and moved to California in 1992, we never lost touch, always making a point to visit each other whenever possible, and

exchanging long, deep emails about what was going on in our lives.

As I rose through the editorial ranks in my career in animal magazines, Marion's influence over me was profound. I too fought for what I believed in, and sometimes suffered the consequences that come with taking on authority. I always knew that whatever crisis I was enduring in my life, whether professional or personal, Marion would be there for me, asking all the right questions, analyzing the situation, and giving me priceless advice.

This past November, Marion and I made a pact to both attend the CWA conference in Houston so we could see each other. It had been a couple of years, and as she pointed out to me in an email, "I'm turning 69 this year." She seemed to be saying, "We need to do this—I'm getting up there." I heard her loud and clear, and made it my business to go. Yet when I saw her in November, I was amazed by her youthfulness.

Her energy, her silly sense of humor, her ability to stay up half the night laughing with me yet still get up bright and early so

she wouldn't miss the sponsored breakfast of the day.

Those three days were the last I would spend with Marion. As I try to cope with this sudden loss, I remind myself of what she told me one night as we sat in our room at the Sheraton. "I've lost so many pets," she said. "I can't take the grief anymore."

It's comforting to know she is with them now.

*Marion is survived by her husband Larry White; their three cats, Charlie, Ginger, and LeRoy; and their hen, Aunt Dolores. Per the family's request, donations in her memory can be made to the Schoharie Valley Animal Shelter in Howe's Cave, N.Y., [www.schoharieanimalshelter.org](http://www.schoharieanimalshelter.org).*

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*AUDREY PAVIA is a former editor of Horse Illustrated magazine and an award-winning freelance writer specializing in equine subjects. She has authored articles on various equine topics and has authored six books about horses. Audrey is also a former managing editor of Dog Fancy magazine and a former Senior Editor of the American Kennel Club Gazette. She has authored more than a thousand articles about animals and has written 17 books on various kinds of pets.*



Marion Lane with Charlie

Photo by Jack Deutsch, originally for the 2008 ASPCA Calendar. Charlie was an FIV+ cat that Marion had adopted through the ASPCA.

# The Advantages of Self-Publishing for Non-Fiction

By Amy Shojai, CABC

*First published on the Alliance of Independent Authors "Self Publishing Advice" Blog (<http://selfpublishingadvice.org/blog/the-advantages-of-indie-publishing-for-non-fiction>)*

In *the time before*, I had a high-powered agent. Together we published more than a dozen non-fiction pet care titles with New York publishers, from Ballantine and Penguin/Putnam to Rodale Press.

In *the time before*, a book on "new century pet care" slated to publish in late 1999 was delayed until late 2001. The information was no longer "breaking news" and also had been eclipsed by world events when the Towers came down.

In *the time before*, my agent trusted me to know my subject and my audience, and editors offered contracts based on credentials, expertise, and track record. But pet books meant to be revised and updated and live nine lives instead were dropped, and my editor declined a project she loved when Marketing complained I wasn't a veterinarian. That same marketing team tried (and failed, God bless my agent!) to replace my name on a book cover with the "veterinary advisor" who had not written a word of the text. I hadn't changed—publishing changed.

## Self-Publishing and Non-Fiction

After feeling sorry for myself for far too long, I embraced *the time after*. Thank goodness my agent got my out-of-print book rights reverted, and that launched my indie career. Today, I'm proud to be a hybrid author, choosing the best path for each title.

Today is the best time to be an author, particularly for non-fiction writers. Here are my top reasons—and please add yours to the comments, as well.

**Timing for Publication.** Every author must polish, edit, and best prepare their work to be professional quality. And while some fiction has timeliness factors, such as a Christmas-themed work requiring holiday publishing dates, non-fiction more often demands specific scheduling for best effect. Tying a non-fiction book's publication to a calendar event that is important to that work can impact marketability. With indie publishing, the author has control and can plan the book release and promotions for the ideal time. My "cutting edge" book lost the traction it might have garnered had its coverage of cloned pets coincided with in-the-news hand-waving publicity, for example. Anniversaries of historical events can be tied to non-fiction books on these subjects.

**Updates/Revisions.** Yes, any indie author can update book's digital file quickly to correct a typo or improve an edit. Non-fiction authors benefit even more from the ability to revise and release updated versions of informational and prescriptive works. Several of my non-fiction pet care books offer prescriptive medical and behavioral advice, and as veterinary medicine constantly evolves, they require updates. These can be done easily and quickly, while books published traditionally cannot be revised until/unless a set number of sales demands a new edition. Having books with outdated information can hurt the non-fiction author's reputation and platform, so self-published non-fiction has great advantages.

**Platform and Reputation.** Niche non-fiction sales have dropped or gone away entirely in traditional publishing. That makes sense, because the book must sell enough to "feed" the agent, the editor and the publishing house staff, and expenses. For the self-published author who has the reputation, expertise, and audience, niche non-fiction books sell steadily and well and can be a renewable resource. They also increase the author's expertise, offer credentials for speaking engagements and endorsements, and can lead to many other opportunities. Non-fiction is much easier to market—every TV and radio show wants to speak to an "expert" on the subject.

**Pricing.** All self-published authors have the ability to price books as they see fit, and change that price as needed. Non-fiction books can be priced higher than fiction, and generally sell better at a higher price

point. I price my e-book non-fiction at \$5.99 each, a deep discount compared to trade paperback but still much higher than many fiction books.

**Control.** This for me is the biggest advantage of all, and covers everything else. The non-fiction author knows what appeals to his or her audience, and has the ability to choose the cover of the book, timing of the release, pricing, revisions, and more to best leverage the book's launch.

Today my non-fiction expertise also colors my fiction work, so I'm able to leverage the existing non-fiction audience to build on for the dog-viewpoint thrillers. Indie authors shouldn't overlook the advantages of non-fiction publishing. It's value-added to your publishing toolkit. Ω



Amy & Magic & Serenlores

*Amy is one of the founders of CWA and the author of more than two dozen pet care books (including Thrillers With Bite!).*

# Social Media Time Management Tactics

By Mary Shafer

Social media for authors and journalists is usually anchored by your long-form format, blogging at your website. Traffic tends to be funneled to this outlet through Facebook (medium-form business-to-consumer or consumer-to-consumer); LinkedIn (medium-form business-to-business); and Twitter (short-form B-to-C and B-to-B). Many of us know we need to do this, but shy away for fear that it's too much of a time commitment.

Overall, you can get a handle on your social media and keep it from becoming a demanding time sink by

- ◆ Planning your presence
- ◆ Considering synergy between platforms
- ◆ Developing a regular schedule/production habit.

## Planning

Planning your social media presence simply means thinking logically about what makes sense for you to be blogging, Facebooking, Linking In, or Tweeting about, and when that content would be most effective in each channel. The lovely thing about planning your posts is that it not only allows you to avoid Blank Page (or Screen) Syndrome, in which you sit there in a panic, wasting time drowning in a pool of angst when it's completely unnecessary, it also allows you to proactively introduce, encourage, and benefit from the creation of synergy between your feeds.

The best way to do this is to

1. Consider the needs and interests of your target audience (and there should be just one primary — all others are secondary with the exception that your audiences may take turns being primary according to different activity and sales cycles) at different times of the year and write to those needs.
2. Become aware of important recurring annual dates related to your industry and incorporate those into your topical schedule.
3. Do the same to incorporate industry or related events and news items.

Use these points to develop an “editorial schedule” for your posts, much like a magazine editor would for any publication. This also helps you plan content by being aware of what's coming up so you can collect and gather tidbits that will be of interest to your audience.

## Consider Synergy

When going through your planning exercise, make sure you're getting the most effect for your social media investment of time and energy by being intelligent about how you use your content. In other words, make sure you construct your posts in such a way that you can use Twitter to drive eyes to the medium-form Facebook and

LinkedIn, which in turn should drive readers to your blog. In other words, let the immediacy of your short-form Tweets push colleagues and clients to LinkedIn and customers/readers to Facebook, while both of those refer them on to your long-form blog, where you can really get pithy.

## Make It A Habit

The best way to make sure you stay on track with social media is to create a schedule for creating and sending out your content, and then stick to it. You'll be a bit slower at first, but once you've got your editorial calendar down and refer to it religiously, you SHOULD eventually be able to have a pretty good idea of how long it will take you each day to fulfill this task.

After being fairly regular at it, I find it takes me about 15-30 minutes each morning to check IMPORTANT/ WORK-RELATED new content from connections on Facebook and make a few pithy remarks, then to write and post my own original material. Granted, this does depend on busy/slack cycles in my industries; some times will naturally require more and others less time, but this is a good average to shoot for. I also check my FB and LI accounts in the afternoon, either at lunch or at the end of the day, for another 15-30 minutes.

Generally, I do my blogging in the evening when I've had a chance to be stimulated by info and events during the day. This virtually ensures I'll have an interesting and timely topic to post about, which eliminates one of the scarier aspects of trying to keep content fresh. A single blog post usually takes about half an hour, depending how much research I need to do on the topic. Once I have that posted, I'll have something to Tweet about and post to FB and LI the next morning.

I tweet throughout the day, finding it both an easy way to stay informed of trending issues, as well as a nice break between projects to clear my mind. Generally, I won't allow myself to take more than 5 minutes to do this, or I could be on it all day. Again, there are news times that are busier than others and I'll spend more than that if it seems worth it.

I'd say my overall approach could be classified as loosely structured. I think the important thing to decide before you get involved is just how much time and interest you have to devote to social marketing, then stick to those limits as closely as possible. If you find yourself making lots of exceptions on a regular basis, then it's time to reevaluate your policy. I allow myself an hour in the morning, an hour in the evening, and up to half-hour at lunch. This may be too much or too little for you — needs vary widely from industry to industry and topic to topic. →

*(continued)*

## Social Media Time Management Tactics (continued)

Don't be slavish about it, but do be firm with yourself in demanding a commitment. Like any other work, that which has no deadline drifts quickly to the bottom of the work pile.

But what makes sense for you? The measuring stick should be whether the time you spend and how you allocate it are helping your bottom line, or simply proving to be a distraction. It does take some self-discipline not to allow the Web to lure you off into a wasted day.

### Tools That Help

I long ago moved off the built-in Twitter interface to a stream management app that will accommodate all your feeds in one place. Early last year I switched from the Tweetdeck Twitter platform to Tweetbot (good on all major operating systems), which offers a feature for onscreen notification of new Tweets as they come in; you can scan them quickly to see if there's anything worthy of your immediate time and attention, such as HARO ([helpareporter.com](http://helpareporter.com)) interview requests on your areas of expertise. These often have very short deadlines, and if the potential payoff is big enough, it's worth shifting your time allocation priorities. If something presents a good opportunity, I can almost always break away from what I'm doing to respond. Your mileage may vary.

Many of these stream managers will also handle your FB and LI accounts as well as Twitter and even other streams such as Reddit, Instagram, and Digg.

The key really is to have a framework through which you'll engage in social media, allowing you to structure content creation, replies, etc. I strongly believe social media is one area in which the old adage applies: Failure to plan is planning to fail. So decide you'll be one who plans to win, and I think you'll be amazed at how much easier and more effective it is for you to make the most of your social media presence. Ω



*Mary Shafer has been writing since she can remember, growing up in her dad's ad agency and occupying a permanent position on her school newspapers. These days, she splits her time between magazine and Web journalism, book writing and publishing, and marketing consultation. As former president of the MidAtlantic Book Publishers*

*Association with more than 20 years in the industry, she provides guidance for authors considering self-publishing and for indie publishers seeking greater success, as the Indie Navigator. Find her at [IndieNavigator.com](http://IndieNavigator.com).*

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### Quarterly Quote

*"Books. Cats. Life is good."*

*— Edward Gorey, Illustrator & Writer*



## Plenty of Paws and a Flurry of Feathers: Simon Teakettle's Virtual MEWSical Society

By Barbara Florio Graham

Blame it on the parrot.

When Simon Teakettle III (Terzo) was a kitten, he formed a small band with his pal, Jazz, a Maine Coon, on piano, and Mrs. Doyle, a grey parrot who was born the same week as Terzo. But when the parrot refused to sing, preferring instead to drum on his water dish, the only solution was to recruit other singers. Soon Simon Teakettle's Virtual MEWSical Society was born.

Named *Plenty of Paws and Flurry of Feathers*, it quickly grew to 33 cats and a parrot. They come from all over the world, from the island of Karpathos in Greece, from New York City, Chicago, California, Georgia, Massachusetts, and Pennsylvania, from the Northwest Territories and four Canadian provinces, from London (England), Cairo (Egypt), Israel, New Zealand, and Malaysia.

As word spread via his own Facebook page and the CWA list, Terzo soon had a fan club. Members' photos are posted on the Fan Club page, with their names, locations, and links to their owners' websites. Many CWA members are represented there as well.

How did Simon Teakettle become so famous?

Simon Teakettle, The Classy Cat in the Black Fur Tuxedo, launched his career in 1972, when he began to write a column for a small Canadian newspaper. Often quoted on a local CBC radio program, Simon became so popular that when the paper was sold to a larger weekly, his column was one of the few retained.

In 1975, his first piece was published in *CATS* magazine, and he was asked to review a book about cats for *The Ottawa Citizen*.

In 1981, Simon became a regular contributor to a CBC network radio program. When the host moved to a new show, he included Simon. Soon Simon was contributing to other CBC radio shows, and was asked to exchange letters with another host's cat on a summer program.

Meanwhile, he continued writing his column for a local paper and became a columnist for a Canadian children's magazine, and for a U.S. national newsletter.

His letters appeared in several Canadian national newspapers, and he was quoted in *The Bedside Book of Celebrity Gossip*, published by Crown, as well as in the Canadian book, *Purring is My Business*.

When Simon came to the end of his nine lives, it was necessary to find a replacement -- one who could fit the already famous mug shot.

Simon Teakettle the Younger carried on the tradition,

was profiled in *The Ottawa Citizen*, mentioned in an article in *Cat Fancy* magazine, and contributed several humor articles to *CATS* magazine.

In 2002, *Animal Planet TV* sent a videographer to film a segment for that year's awards show.

Meanwhile a selection of his humor pieces was included in the book he and I co-wrote. *Mewsings/Musings* won a Certificate of Excellence at the 2002 CWA conference.

An entire chapter of *Great Cat Tales*, published by Altitude Press in the fall of 2004, was devoted to Simon Teakettle, and he also had a contribution in *The Magic of Animals: Living Happier & Healthier with Pets*, written by a psychotherapist.

When I adopted Simon Teakettle III (Terzo) in the fall of 2006, he quickly took over the company and the website.

Terzo's blog has been picked up by the famous Canadian musical group, NEXUS, whose all percussion recordings are among Terzo's favorite music to listen to. It's also been linked to the blog of a teenage girl in Norway and featured on many websites around the world.

In October 2007, Simon Teakettle was the topic of an hour-long interview on WGN radio in Chicago, hosted by CWA's own Steve Dale.

In recent years, Simon was mentioned in an article in *U.S. Business Week*, on MSNBC's *Today Show* (on NBC websites in 9 major cities), in the November 2008 issue of *Cat Fancy*, and on *salon.com*.

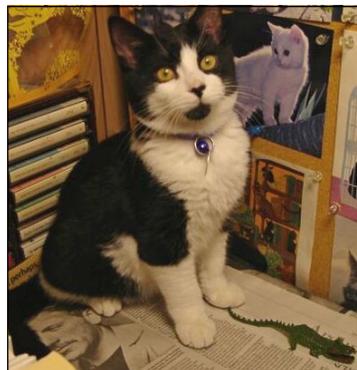
I've been a featured guest on radio shows, discussing my award-winning article, *Training Your Cat Like a Dog*, which won a CWA Sticky Paws® Special Award. The article is available free on the website at <http://SimonTeakettle.com/training.htm>.

Meanwhile, any pet can join Terzo's Fan Club. Just email a JPEG photo to me with the pet's name and your location. See the current members at <http://SimonTeakettle.com/fan.htm>. Ω

**Barbara (Bobbi) Florio Graham is an award-winning author and publishing consultant. A volunteer for CWA in several capacities, she won the Shojai Mentoring Award in 2012.**



**TERZO at the Computer:  
A Real Cat Writer at Work!**



Photos © Barbara Florio Graham

**UPDATE:** In February, Bobbi's beloved Terzo was diagnosed with a serious health problem that Bobbi is addressing. All CWA members are requested to send prayers and positive thoughts their way. — MEOW Editor

# Eight Things I've Learned from My Cats about Writing Haiku

By Lee Wardlaw

## 1. There is no yesterday; there is no tomorrow. There is only you, scratching me under my chin *right now*.

The best haiku emerge from a right-this-instant experience – or from a memory of that experience. Always use present tense to heighten immediacy and authenticity in your poems.

## 2. When poised at a hole, remain still – and use your ears, eyes, nose, whiskers, and mouth to detect a lurking gopher.

Observation is crucial to haiku. One must quiet the mind and use all five (or more!) senses to absorb, appreciate, and anchor the moment.

## 3. Be patient. Then, when least expected – pounce!

Haiku captures a moment in time, revealing a surprise or evoking a response of *a-ha!* or *ahhh*. This pounce helps the reader awaken and experience the ordinary in an extraordinary way.

## 4. Most cats have 18 toes – unless we're polydactyl; then we might have 20, 22, even 28 toes!

Japanese haiku feature a total of 17 beats or sound units: five in the first line, seven in the second, five again in the third. This 5-7-5 form doesn't apply to American haiku, however, because of differences in English phonics, vocabulary, grammar, and syntax. Forcing an unnecessary adjective or adverb into a haiku simply to meet the 17-beats rule can ruin the flow, brevity, and meaning of your poem. So feel free to experiment with any pattern you prefer (i.e., 2-3-2, 5-6-4, 4-7-3) – provided the structure remains two short lines separated by a longer one. Remember: What's most important here is not syllables, but the essence of a chosen moment.

## 5. When I'm out, I want in; when I'm in, I want out. Mostly, I want out. That's where the rats, gophers, lizards, snakes, bugs, and birds are.

Traditional haiku focus on themes of nature, and always include a *kigo* or 'season' word. This doesn't mean you must be explicit about the weather or time of year. A sensorial hint (i.e., a green leaf versus one that is russet-colored) is all that's needed.



Lee Wardlaw & One of Her Haiku Teachers

## 6. What part of meow don't you understand?

Tease a cat and it won't bother to holler – it will bite and scratch. It shows its annoyance rather than tells. Good haiku follows suit. Instead of explaining, haiku illustrates a meaning or emotion through vivid imagery. Your poem should create a mental picture that captures the resulting feeling it evokes.

## 7. If you refuse to play with me, I will snooze on your keyboard, flick pens off your desk, and gleefully shed into your printer.

Yes, haiku has 'rules', but remember to play! Use words as toys, and frolic with them in new ways to portray images, emotions, themes, conflicts, and character.

## 8. When in doubt, nap.

Good writing comes from revising. Set aside your poems and allow them to 'nap' for a few days. Then revise them with rested eyes, alert ears, and a fresh mind. And if too much rewriting causes the weary, bleary blues, well, there's always that comfy looking couch....

Lee Wardlaw claims that her first spoken word was 'kitty'. Since then, she's shared her life with 30 cats (not all at the same time!), and published close to 30 award-winning books for young readers. Her picture book *WON TON – A CAT TALE TOLD IN HAIKU* (Holt, 2011) won the 2012 Lee Bennett Hopkins Children's Poetry Award, the 2012 Myra Cohn Livingston Poetry Award, the 2012 Muse Medallion™, and the Fancy Feast/Purina Love Story Award. A companion title, *WON TON AND CHOPSTICK*, will be published by Holt in 2015.

# Harvey and His Harem of Ducks

By Mary Lu Warstler

Harvey – a name I gave to my neighbor’s white drake – lived down the hill and across the road from our home in rural Guernsey County, Ohio. One spring morning Harvey and his harem of five white females decided the grass was greener on our lawn. And so, they quacked and waddled their way from the neighbor’s yard to ours – a strenuous walk for short duck legs down a dusty road and up a very steep hill.

They spent the next two and a half months in our yard, building nests and laying eggs. They never saw any ducklings because when night began to fall, they went home leaving the nests unattended. Early the following morning, they would faithfully quack their way up our driveway and start all over.

These unusual visitors taught me many lessons that summer. You see, they were like a family, or a group of close friends. They took care of one another. If one laid an egg, they all ran quacking to celebrate with her. One of the females was lame. She tried her best, but was constantly tripping over the lame foot. Repeatedly I saw her stumble as she started up the hill. Each time she fell, the others would ALL go back and wait for her, quacking their encouragement to her.

Once when we were backing the car out of the garage, they were in our driveway. Not a one of them would move out of our way until the injured one was away from harm.

Harvey and his family, provided insight into my writing habits that I want to share with you today.

## Ten Lessons for Writers from Harvey and His Harem

1. Don’t be afraid of new territory. Try something new.
2. Set your goal and go for it even if it is down the road and over a hill.
3. Travel together. As writers, we need each other.
4. Help one another. Encourage one another.
5. Check out the resources. Who knows where the next idea might waddle in from?
6. Rest periodically. The ducks worked a while, ate a while, then just sat with their heads tucked under a wing for a short rest.
7. Build your nest with care. Keep your workspace workable.
8. Be persistent. When the ducks first came to visit, my husband tried to chase them home. Before he could get back into the house, they had returned. After a dozen or so tries, someone gave up – and it wasn’t the ducks! Don’t let disappointment and rejection chase you away from your appointed tasks and goals.
9. Get out of the way of danger, but don’t run away. The fear of failure presses me to run. All I really need to do is move aside for a time.
10. Sing your song of a job well done. Once the ducks built their nests and laid their eggs, they waddled down the hill and across the dusty road, quacking all the way home, pleased with their day’s work. When we finish a day’s work, do we sing a song of contentment or grumble because we didn’t do more?

### A Writer’s Fear

When writers place words upon a page,  
Our greatest fear is not rejection,  
Nor even ridicule and scorn.  
Our greatest fear is that the words we write  
Will not touch the hearts of our readers:  
Give them joy and new experiences;  
Introduce them to new friends;  
Or show them God at work in our world.

— Mary Lu Warstler

*Mary Lu Warstler was born in the hills of southern West Virginia, where she lived with her parents and four sisters. She has always enjoyed creating things – sewing doll clothes when she was three, designing paper doll clothes, making up stories, and escaping to foreign countries and even fantasy lands through numerous books. Now she is an accomplished author with many awards and writings to her credit. When she is not writing (or editing), she enjoys painting, reading, needlework, and music. She loves cats and after the death of Sugar Plum, Nicholas, and Michael, she has adopted Katy (a 4-year-old part Siamese) and Charlie (a 1-year-old gray female). She and her husband of 57 years, Rodney, enjoy living at Copeland Oaks Retirement Community in Ohio and volunteering and taking trips to see family. Find out more at <http://maryluwarstler.com>.*



## SUDDENLY . . . SERIES!

by Carole Nelson Douglas

Writing series, especially long-running series, is a tricky business.

My first two novels were long, stand-alone historical novels, but I realized (with some surprise) that I could easily do sequels to both. In character-driven writing, there are always more layers to the major characters' onion-skin entities than one novel can, or should, peel back. It's more satisfying to bid adieu to characters well-rounded enough that we can imagine them alive and well beyond their book's final pages.

I succumbed to the seduction of the sequel when my third novel, a high fantasy, became a "surprise" bestseller. So did the sequel. Suddenly Series. I didn't know if I knew what I was doing back then; luckily, my characters did.

Series may have commercial advantages, but my fascination with doing them was the epic opportunities they offer to explore character and create a detailed universe of settings and secondary characters. This is common in fantasy and science fiction, but not so familiar in the mystery tradition, especially in plot-driven mysteries that demand a certain stability of their solvers and the detecting environment. Sherlock Holmes in Baker Street, for instance.

I'd written a five-book fantasy series when I started the first two novels that became the eight-book Irene Adler Sherlockian suspense series, the first time a woman from the Canon had been used as a protagonist. At that point, Midnight Louie, Las Vegas feline PI, had been introduced in the first limited series in the romance field: a quartet of novels that mixed in mystery long before the current romantic suspense thriller crossover became popular.

Once I decided Louie would be better off in mystery, I knew two things: I loved the politically incorrect tomcat as a voice and a vehicle of social satire, and I wanted his new series to last for a long time, so I needed human characters that would last as long as Louie. While I started the Louie series with Louie and his roommate (nobody "owns" Midnight Louie), female amateur sleuth Temple Barr, I added secondary characters capable of becoming leads in their own right: a female homicide lieutenant, C. R. Molina, a somewhat reclusive hotline counselor, Matt Devine; and Temple's missing boyfriend, a magician known as the Mystifying Max. (The setting is Las Vegas, after all.)

I hoped to fashion each of these four humans into a viewpoint character, so we'd see how each of them viewed the others and find our opinions of them all changing as we learned more. All through the medium of mysteries and murders to be solved.

After *Catnap* and *Pussyfoot*, the publisher suggested a title pattern was needed. I came up with a cat and a color: *Cat on a Blue Monday*. I noticed that B is for Blue. Since I wanted the series to last for a long time and I wanted to the characters to grow the entire way, I decided to play on the internal alphabet and go all the way to Z is for Zapped. (By the way, Sue Grafton is not the first alphabet mystery writer; I stumbled across reference to an *A as in ...* series in the '50s.)

This was the plan. That I wouldn't fail in invention or simply go gaga writing so many books of the same sort was the hope. Even Sue Grafton, with the carrot of success a 24-carat gold one, has expressed intimidation at the 26-book path before her for a long, long time. My total will be 28, thanks to "B" being the third book in the series and my recent rechristening of the new ebooks of *Catnap* and *Pussyfoot* as *Cat in an Alphabet Soup* and *Cat in an Aqua Storm*. That means that after *Cat in a Yellow Spotlight* comes out August 26, there will be a **Z** book and then a final book, *Cat in an Alphabet Endgame*. (Any, no, all my readers who are phobic about Louie reaching the **Z** book, he's not hanging up his fedora just because the alphabet has run out.)

Louie's literary longevity started with not much of a plan, but continued because my subconscious had been working overtime in the background. In 1998, I discovered something odd had happened. *Cat on a Hyacinth Hunt*, the ninth book, finally saw the last of the four human voices introduce its point of view. The comic cozy-starting series had edged into noir now and again, becoming the cozy-noir series I envisioned in the book proposal, which got "deeper and darker" without losing its sense of humor. But something I hadn't envisioned had also happened.

*Cat on a Hyacinth Hunt*, I realized only as I finished writing the book, is the season-ender for the series' first year of time lapsed. Does this sound like television? Writers who have experimented with teleplays or TV series would not find this a revelation. They are used to talking in terms of story arcs and season-enders, and these are simply good storytelling devices. Had I been inclined that way, I could have plotted this all out at the beginning. But I'm the kind of writer who finds too much advance plotting bloodless. I want the characters to lead me while they drive the book. Form follows function, and works best when it grows organically and unconsciously from that function, that process of creating characters and letting them loose.

And, of course, once set loose, Midnight Louie is determined to live all of his nine lives that he can.

— Adapted from an article for *Mystery Scenes magazine*, 1998

Carole Nelson Douglas is the author of 60 novels in mystery/thriller, romance/women's fiction, fantasy, and science fiction genres. She is best known for her popular mystery series: the Irene Adler Sherlockian suspense novels, the Midnight Louie mystery series, and the Delilah Street, Paranormal Investigator series.

Butterflies fluttering fluttering upward  
Spinning spirally always upward  
Soft puffy snowballs falling upward  
The Lady 'tween wings flying upward  
Atop slender bodies striving upward  
Butterfly floating sailing ever upward

-- Andrea Dorn

*Poem and photo in memory  
of Lady Butterfly (1995-2013).  
© Andrea Dorn*



LADY BUTTERFLY

## Our Mother

By Teresa Harrison-Best

She's not bad for a human  
in fact she's rather cool.  
A diamond in a million,  
a really special jewel.

She loves us absolutely,  
despite what we may do.  
A woman that's forgiving,  
a trooper through and through.

At four o'clock this morning,  
she screamed with such delight.  
The mouse we brought her from outside,  
we think she found alright.

She even joined us in our game  
to find the mouse once more.  
A generous gesture shown by her  
she'd opened the front door.

The food we get is pretty good,  
quite often it is hers.  
We always show our gratitude  
with stacks and stacks of purrs!

Her folded laundry is superb,  
luxuriant and soft.  
We always clamber to the top  
to slumber there aloft.

If the folded laundry pile subsides,  
she doesn't get too mad.  
A little grumble here and there,  
but nothing really bad!

We know she really loves us,  
she tells us all the time.  
She not bad for a human,  
as our mother she's sublime!

## *She remembers the yellow tomcat*

who came to her years ago,  
the day she forced herself  
out of bed to cook for the men  
and put away the baby things,  
the day she went to the hay barn  
after the men left for the fields,  
curled into a corner on the floor,  
and breathed the raw living smells,  
afraid to find hope in them until  
that strange yellow cat walked in,  
a big yowling male who crawled  
right onto her lap and purred,  
what was she to do but pet him  
when he flopped on his back,  
looking into her eyes like cats seldom do,  
so she held him and rocked him, his heft  
felt good in her arms, and for nearly a month  
every morning after the men left for the fields,  
the big yellow tom followed her into the barn,  
flopped on his back in her lap and purred,  
and she held him and rocked him  
while he looked into her eyes  
like cats seldom do, how later  
he would bathe his yellow coat,  
lick away the wet salt of her weeping,  
and when one morning he did not appear,  
she chose not to worry, she chose  
to believe that he simply took himself  
to another woman.

-- Lonnie Hull DuPont

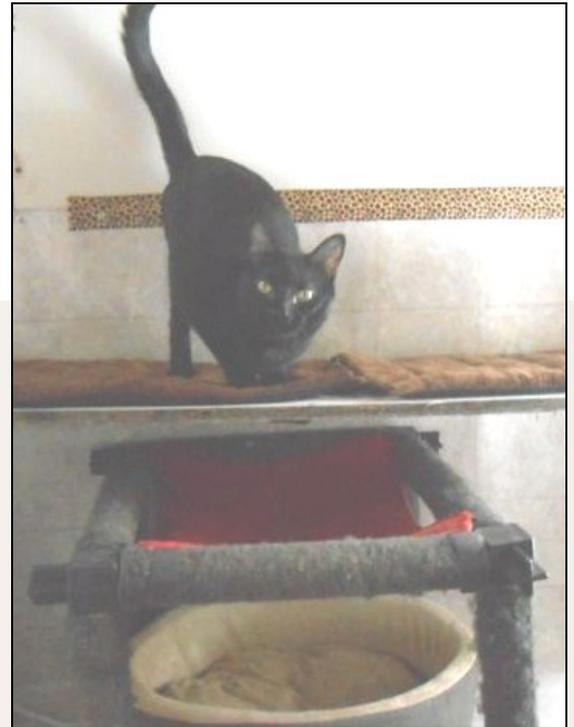


Linda Mohr took this photo of Rosebud, who lives back on the family farm in Missouri. It was a beautiful September day and Rosebud was playing in a tree. Rosebud's sister and brother live in South Florida with Linda. Photo © Linda Mohr.

**Cotton ball snowflakes  
Powder the sleeping garden  
Kitty grave blanket**

**-- Linda Mohr**

*This haiku was published as poem of the week on the National League of American Pen Women website at <http://www.nlapw.org/2014/01/09/poem-of-the-week-haiku-and-the-rope-swing-at-wadleigh-pond/APW>*



## Work in Progress

By Mary Anne Miller

Jedi, a six-month old feline distemper survivor, needed to be cage-bound until her body healed. We had nicknamed her “The Tempest” because after her close brush with death, her activity level rivaled a Category 5 hurricane. Needing to keep her stress level down, we focused on the conundrum facing us: how to put her into a smaller space than she was used to without distressing her further. Placing her in one of our larger dog kennels didn't seem fair. No cat likes to live on top of a litter pan, food, and water bowl. She wasn't physically sick any longer. She didn't need special food and handling. But living within our cat sanctuary, she would daily be snatching up food that wasn't on her diet. My husband, Mike, and I held a long discussion about this special kitty and devised a plan.

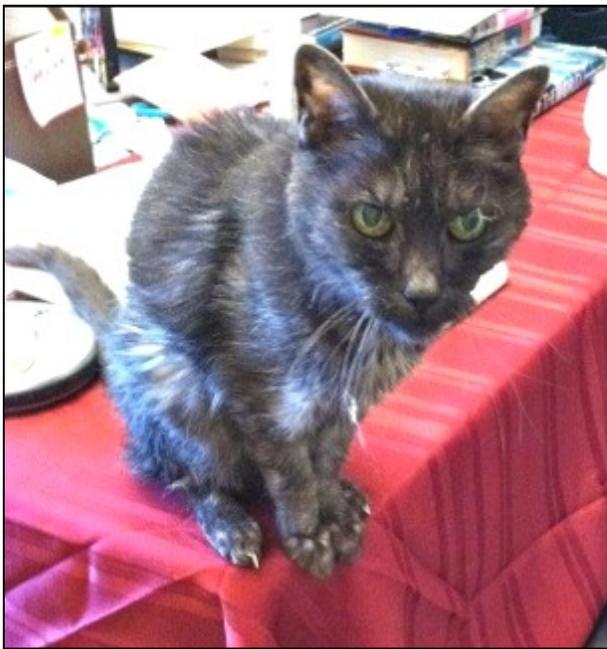
On our back porch sits a long workbench. Before Mike became disabled, this was the central point of his building projects. Now, it simply collects cat litter bags, cat food, and other donated items. We cleared off the workbench and set to work. The plan was to build a large 5' x 6' cage on top of the workbench, with an eventual added access to the outside (on a screened platform porch). The cage we made is three levels high. At the bottom level, the litter pans. The second level held food and water. At the top level, on a heated cat bed, Jedi could rest.

Because the exposure to the feline distemper left Jedi a bit litter pan-challenged, we lined the entire inside of the cage with linoleum to catch any accidents. Water-resistant rugs were essential to keep the interior warm and dry. A brand-new product on the market, the Aqua Rug, turned out to be an answer to our prayer for her needs.

Now, if we could just figure out how to keep Jedi from going stark, raving bonkers in a confined space. As Mike put it “It's a BIG cage, but it's still a cage.” So we turned to safe, interactive toys that would make Jedi feel less stressed. Our choices were Zanies® velvet mice that I hid in the nooks and crannies of her cage. The Cheese Mountain became our second toy since it works with a built-in motion detector. Once those mice popped out of their holes, the game was on.

The purpose of building this cage is to give Jedi time for her body to straighten out. In the meantime, we continue our quest to find a loving home for this Special Needs kitty. She has a safe, large environment where she can grow and play. It's not a purrfect world for such a dynamo, but much like her young body, which is growing and adapting, her cage also is a work in progress.

**UPDATE:** Mary Anne is thrilled that Jedi Night, the kitty in this article, now has a new loving home! The adopters are thinking of calling her Firecracker because of her high activity level. You can find Mary Anne at <http://www.feralcatbehavior.com>.



## Kitten on the Keys

By Mary Turzillo

I meant to email my sister in Iowa  
so why did I get this Mailer Daemon  
saying "r34\*^&T&&&& is not a valid address in this domain?"

And why does my current sonnet end with this line:  
"0y78heeeooooow," when that doesn't even rhyme?

And I seem to have ordered something from Amazon:  
A jar of candied fruit-bat embryos?  
No, sorry, *forty* jars of them.  
And it was a one-click order.

And here! A new character enters a story I'm writing.  
Her name is p0k9ij90p0prrrrt. At least I think it's a she.  
The action is sort of irrational after her entrance.  
In fact I think the story just ended when she waltzed in.

And why isn't Floofy interested in the catnip anymore?

#####

## Lurker Is Teaching Me

By Mary Turzillo

She is teaching me about dying

how if you don't know it's coming  
it's just a bunch of inconveniences  
like throwing up every day  
and then feeling kind of hungry  
except not *that* catfood, Mom

how you look like hell  
you look like a fur coat for a doll  
that has been run through the washer  
or maybe a mud puddle.  
but that's no motive for checking out

how at least an hour a day  
you feel like jumping up on the table  
and ordering your people around

how the sunshine still feels warm  
and you can remember something about birds  
how they darted about and chirped  
though they seem to have gone away

how people seem to glide past you  
how they pick you up, then put you down  
somewhere the vomit stains won't show

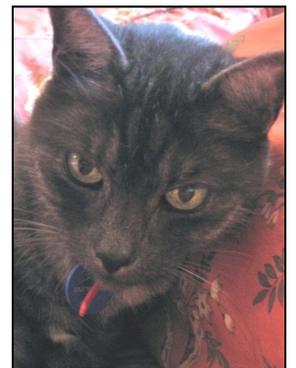
how you hope  
you can still find  
your way home.



Photos © Mary Turzillo

(Above) Azy LeFloof, AKA Floofy. (Top left) Lurker; she is 19 and laughs at death. (Below) Lurker in an earlier, more flattering photo.

Mary Turzillo's Nebula-winner *Mars Is No Place for Children*, and her *Analog* novel *An Old-Fashioned Martian Girl* are recommended reading on the International Space Station. She was been a finalist on the British SFA, Pushcart, Stoker, Dwarf Stars, and Rhysling ballots. Her poetry collection *Lovers & Killers* won the 2013 Elgin Award for Best Collection. She lives in Berea, Ohio, with her scientist-writer husband and Azy LeFloof, Tyrael, Mahasamahtman, Lurker, and the spirits of others now departed.





**Elvira on the bed**

Photo © Kiril Kundurazieff

*Four-year-old Elvira, like her 5-month-old sister Miss Sneakers, is a former street kitty. Elvira is worried about the strays of Houston, who need funds for rescue groups and the city shelter, both working together for the cats. Elvira's dad, Kiril, had just read a prose poem written by Pastor Dietrich Bonhoeffer in his Berlin cell a few days before his death and the end of WWII, when Elvira decided to write this poem.*

## Who Am I?

**By Elvira Mistress of Felinity (2/17/14)**  
**The Opinionated Pussycat**  
<http://www.opinionatedpussycat.com>

*Dedicated to the memory of my mentor, Mr. Nikita (1998-2013), the original Opinionated Pussycat, rescued from a shelter as a kitten by our daddy, Kiril Kundurazieff.*

Who am I? They often tell me  
I would sit on lawns staring  
Wishfully at front doors as if  
I could open one by sheer force of will.

Who Am I? They often tell me  
I would purr loudly and contentedly  
As I nibbled on an open can of tuna anonymously  
Left under the apartment building stairwell.

Who am I? They often tell me  
That being black, a senior, or disabled is  
Nothing to be ashamed of,  
The world just doesn't know what it's missing.

Who am I? They often tell me  
I would bear my difficult daily life  
With tail upright, a bounce in my step and head held high  
Like one accustomed to overcoming all challenges.

Am I then really all that the shelter keepers tell of?  
Or am I only the sum of my personal experiences,  
Abandoned outside the ball park hoping to  
Take a swing at a pitch and hit a home run,  
Starved for love and companionship,  
As I look outside my cage,  
Thirsty for the sound of those words  
That would make me feel as though I'd  
Scampered 100 yards for a touchdown?

“I want THAT ONE!”

Who am I? What they say or what I know?  
Am I one cat today and tomorrow another?  
Am I just another stray cat, discarded  
With the contempt one has for  
Some belonging no longer wanted?  
Or is there something about me, some  
Quality about the way I look, the way  
I react, the way I carry myself, that  
Will someday stir long forgotten  
Creative juices back to life,  
In that one special someone  
Who is inspired to give me  
My release and a Forever Home?

Who am I? These lonely questions fill my  
Head as I hope to avoid the death chamber.

Whoever I am, thou knowest, O Ceiling Cat, I am yours.

(— Kiril Kundurazieff)

# The Optimism of Cats and Writers ☺ By Andrea Dorn

The other day I was lying in bed trying to convince myself to get up (yes, I have a nasty habit of napping in the afternoons). All of a sudden a black and gold blur flew from the cat tree in a high arch across the room to my bed. Just so you know, that tree is at least six feet away from my bed and she landed not on the edge, but in the middle of my bed. Although she is now almost 13 years old, Jabberwocky Glitter thinks she can do anything she wants to do and she usually does.

Cats believe in their own abilities. I mean they *really* believe. Rarely do they have doubts. Of course that's why you'll see so many videos on the 'net of cats or kittens jumping just short of their intended landing. But it's also why they're able to accomplish what sometimes seem like miraculous feats. Glitter only attempted that leap because she believed she could make it.

Our cats also believe in us. Mewdy Blue did so many things simply because I asked him to. He trusted that I wouldn't ask him to do anything he shouldn't or couldn't do. When I placed him in a judging cage and left him alone he never panicked. He knew I'd be back to retrieve him eventually and that I wouldn't allow that judge to hurt him.

When I took him to the Long Term Care facility he trusted that I wouldn't take him near those awful wheelchairs or walkers if I thought they would eat him. He calmly walked through the halls allowing all those strangers to pet him and even hold him. And as an agility cat he didn't hesitate to walk out in front of the spectators. He knew I was there to be sure he was safe.

Aren't we, as writers also as optimistic as cats? When you write something don't you believe that someone, anyone, wants to read your article, poem, story or book? Aren't you sure it can help someone out there in the real world?

Though I struggle to write these days I still believe that my writing means something. I continue to send out queries for my books, submit articles for magazines, and enter my poems in contests. Even when I feel the world has ended I hold onto the belief that someone still wants to read what I have to say.

I believe that my editors have my best interests in mind when they change things in my articles. That doesn't mean that I accept all of their changes if I believe they are wrong, only that I work with them as a collaborator. And my critique group helps me to write the best children's' books and articles that I can. I trust that they aren't my detractors, but allies in my quest for publication.

What about you? Are you still sending out your queries or submitting articles? After you finish something does it sit on your hard drive while you wonder if it's any good or do you immediately send it out? I hope you do the latter. Do you work with your editors to develop the best piece of writing you can or do you fight them on every suggestion? Remember that it is in their own best interest to put out a quality product. They don't want to rip your pieces apart for no reason, they want to help.

But how do you know if you are truly an optimist? For writers I would say it boils down to this:

- If you write something, then set it aside thinking to yourself they'll never buy it, then you are a pessimist.
- If, on the other hand, you think to yourself they might buy it and then send it out, out you must be an optimist.
- In the middle ground you might wonder what you would be if you doubt anyone would buy it, but you send it out anyway. I say you, too, are an optimist who refuses to let the pessimist in you have the final say!

However, I know for a fact that if you are reading this, then you are an optimist. If you weren't, you wouldn't be a member of the CWA, now would you? We work in a profession that requires optimism and blind faith. The only way your words can help or entertain someone else is if you make that arching leap and believe that you will land on target. Let go of your baby and let it fly into the world of readers. Ω

Andrea Dorn is an Iowa-based writer and editor. Follow her at [www.andreadorn.blogspot.com](http://www.andreadorn.blogspot.com).

## Feral

We never know what the day may bring,  
or what we have in store.  
Each day is taken in our stride,  
just like the one's before.

Some of us have battle scars,  
and wounds that cause us pain.  
Mother nature is our nurse,  
and soothes us back again.

We're loath to trust, it keeps us safe  
the past has taught us well.  
Compassion's shown by very few,  
how many? We can't tell.

The elements can be unkind,  
both old and young may die.  
Life is tough for feral cats,  
for that we won't deny.

Some us are trapped and caught,  
no longer can we breed.  
Others wind up at the pound,  
for them a home they plead!

Our future's never guaranteed,  
the risks for us are great.  
Poison, cars and unkind folk,  
can often seal our fate.

However, we just soldier on,  
we're streetwise, shrewd and smart.  
We'll take our chance in the hostile world,  
and hope it has a heart!

— Teresa Harrison-Best, [Catawall.com](http://Catawall.com)



© Teresa Harrison-Best

**CAT WRITERS' ASSOCIATION, INC.**  
**FINANCIAL STATEMENT for Jan. 1, 2013, to Dec. 31, 2013**

Prepared by Allene Tartaglia, CWA Treasurer, 1/01/2014

**INCOME**

**GRANTS, GIFTS, CONTRIBUTIONS**

Awards for Writing Contest

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

Carolyn Vella	\$ 500.00
Cat Fanciers' Association	\$ 250.00
CEVA	\$1,000.00
Cornell – 2012	\$ 500.00
Cornell – 2013	\$ 500.00
Hartz Mountain Corp	\$2,000.00
Nestle/Purina Pet Care Co	\$3,500.00
Petsafe	\$ 500.00
World's Best Cat Litter	<u>\$ 250.00</u>

**Subtotal Awards** **\$9,000.00**

Corporate Grants for Conference

AAFP	\$ 750.00
ASPCA	\$3,500.00
Carolyn Vella	\$ 250.00
Cat Fanciers' Association	\$ 750.00
Cat Fancy	\$ 500.00
Dog Writers' Association	\$1,000.00
Hartz Mountain Corp.	\$3,000.00
Nestle/Purina PetCare Co.	\$5,000.00
PetCo Foundation	\$ 500.00
Pet Sitters International	\$ 250.00
Pioneer – 2012	\$1,000.00
Pioneer – 2013	\$ 500.00
Precious Cat, Inc.	\$ 500.00
Petsafe	\$1,500.00
Sherpa	\$ 500.00
World's Best Cat Litter	<u>\$ 250.00</u>

**Subtotal Corporate Sponsors****\$19,750.00**

**TOTAL SPONSORSHIPS** **\$28,750.00**

**DUES<sup>2</sup>**

New members 2013 (8)	\$ 320.00
Renewals 2013 (206)	\$6,180.00
Renewals 2014 (173)	<u>\$5,190.00</u>

**Subtotal Dues 2012 & 2013** **\$11,690.00**

**REVENUES CONTEST/CONFERENCE**

Writing contest fees	\$2,702.50
Conference registrations	<u>\$3,000.00</u>

**Subtotal Contest/Conference****\$5,702.50**

**MISCELLANEOUS**

Member Pins	\$ 10.00
<b>Subtotal Miscellaneous</b>	<u><b>\$ 10.00</b></u>

**TOTAL ALL OTHER INCOME** **\$17,402.50**

**GRAND TOTAL INCOME** **\$46,152.50**

**EXPENSES**

**CONFERENCE & CONTEST**

Awards for writing contest <sup>3</sup>	\$13,750.00
Sheraton Hotel (catering & rooms)	\$16,245.71
Muse medallions	\$ 859.26
Contest plaques	\$ 125.57
Contest chair stipend	\$ 800.00
Conference chair expense	\$1,059.51
Conference/Contest supplies, shipping, printing, postage	\$ 1080.65
Conference/Contest expense – 2012	<u>\$ 324.52</u>

**Subtotal Contest/Conference** **\$34,245.22**

**OTHER EXPENSES**

Three issues MEOW published 2013	\$1,282.14
Newsletter editor stipend (3 issues)	\$ 675.00
Webmistress stipend	\$ 800.00
Website Renewal (DataRealm)	\$ 89.55
Service Pin (VP retired)	\$ 433.50
PayPal fees contest, conference & dues	\$ 374.31
Bank fees (stop payment)	<u>\$ 27.50</u>

**Subtotal Other Expenses** **\$3,682.00**

**TOTAL ALL EXPENSES (to date)** **\$ 37,927.22**

**NET GAIN (or LOSS)** **\$8,224.78**

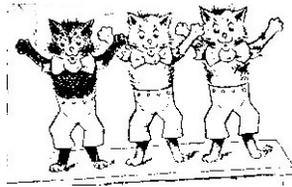
**CURRENT OPERATING CAPITAL**

Wells Fargo checking account <sup>4</sup>	\$68,504.39
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**TOTAL CWA FUNDS** **\$68,504.39**

**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 4.0%) 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 2014.
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 12/31/2013, even if not cleared.



## NEW MEMBERS *[member numbers in brackets]*

**Elaine Faber** [P745-14], 9512 Quaymas Court, Elk Grove, CA 95624; Phone: 916-686-4739; Websites: [Elaine.Faber@mindcandymysteries.com](mailto:Elaine.Faber@mindcandymysteries.com), [www.mindcandymysteries.com](http://www.mindcandymysteries.com). Elaine is a writer of short stories and novels. She's affiliated with Sisters in Crime. Her sponsor is Margie Yee Webb.

**Alana Grelyak** [P743-14], 645 N. Kingsbury #806, Chicago, IL 60654; Phone: 312-404-9898 (home); 312-285-0584 (business); Email: [lanibaby@gmail.com](mailto:lanibaby@gmail.com), [crepes@catinthe fridge.com](mailto:crepes@catinthe fridge.com); Website: <http://www.catinthe fridge.com>. Alana's special interests are special-needs pets and humor. Affiliated with ASCAP, she writes cat-related screenplays. Her sponsors are Layla Morgan Wilde and Janiss Garza.

**Stacy Hackett** [P746-14], 40232 Saddlebrook Street, Murietta, CA 92563; Phone: 714-309-4831; Website: [Snhackett328@hotmail.com](mailto:Snhackett328@hotmail.com). Stacy specializes in cat breeds, and cat care topics. She has worked for or written for *Cat Fancy* magazine (and other I-5 Publishing titles) since 1990. Her sponsor is Susan Logan-McCracken.

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

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

**Elaine Viets** [P742-14], 3100 NE 48<sup>th</sup> Street, Unit 717, Fort Lauderdale FL 33308; Phone: 954-491-0513 (home and business); Email: [eviets@aol.com](mailto:eviets@aol.com); Website: [www.elaineviets.com](http://www.elaineviets.com); Blog: The Femmes Fatales, <http://www.femmesfatales.typepad.com>; Twitter: [@evmysterywriter](https://twitter.com/evmysterywriter); Facebook: <https://www.facebook.com/ElaineVietsMysteryWriter>. Elaine is a mystery writer. She has written 21 novels in two series, the "Dead-End Job" mysteries and the "Josie Marcus, Mystery Shopper" mysteries for Obsidian, an imprint of Penguin. Thumbs, a six-toed cat, is a regular in the Dead-End Job mysteries. Harry, a tabby from the Humane Society, has had regular appearances in four of the Josie Marcus mysteries. Elaine is a member of the Mystery Writers of America and Sisters in Crime, and has served on the national boards of both organizations. She's also the past president of the Florida Chapter of the MWA. Her sponsor is Carole Nelson Douglas.

**Jessie Weatherley** [A744-14], 8 Booyan Crescent, Greensborough, Victoria 3088 AUSTRALIA; Phone: +61 3 94325578, +61 4 12699118; Email: [weathjess@gmail.com](mailto:weathjess@gmail.com); Website: [www.recipesforcatfood.com](http://www.recipesforcatfood.com). Jessie specializes in homemade cat food recipes. She has written an ebook, *Natural Cat Foods*, available at her web site. Her sponsor is Wendy Christensen.

**Susan Willett** [A741-13], 1871 Mountain Top Road, Bridgewater, NJ 08807; Phone: 908-963-3144; Email: [Susan@lifewithdogsandcats.com](mailto:Susan@lifewithdogsandcats.com), [Susan@HaikuByCat.com](mailto:Susan@HaikuByCat.com); Websites: [www.LifeWithDogsAndCats.com](http://www.LifeWithDogsAndCats.com), [www.HaikuByCat.com](http://www.HaikuByCat.com), [www.DogsAndCatsTexting.com](http://www.DogsAndCatsTexting.com); Blog: [www.LifeWithDogsAndCats.com](http://www.LifeWithDogsAndCats.com); Twitter: [WithDogsAndCats](https://twitter.com/WithDogsAndCats). Susan is an author, blogger, and photographer specializing in humor, poetry, and creative nonfiction about life with dogs and cats. Her sponsor is Karen Nichols.



## CWA MENTORING VOLUNTEERS NEEDED

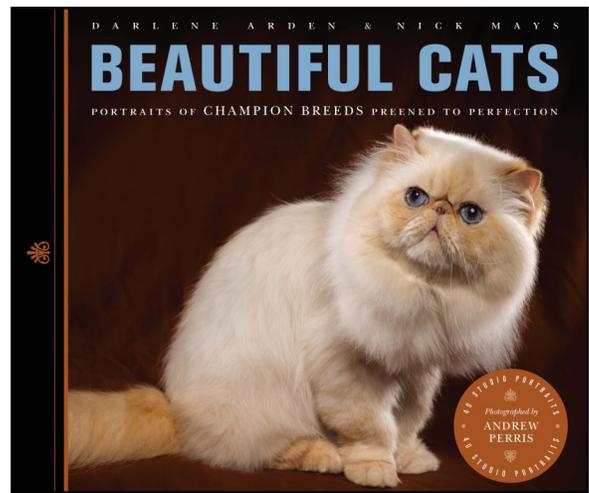
Are you willing to mentor other CWA members? If so, email Barbara (Bobbi) Florio Graham at [BFG@SimonTeakettle.com](mailto:BFG@SimonTeakettle.com). Include the specific area where you have expertise you're willing to share, for example, formatting ebooks, creating your own website, getting started in social media, taking photos of pets, etc. These should be areas where you can offer quick tips and ongoing support, without committing to hours of editing or evaluating a manuscript. Also indicate what kind of time commitment you're willing to make. It's okay to offer just a few tips over a short period of time, or to eliminate periods (like vacations) when you don't want to be contacted. You set your own parameters. We'll then list you on the website, where those who need mentors can select the best fit. Thank you!

-- Lorie Huston, DVM, CVJ, President of the Cat Writers' Association

## Bits & Bytes



Darlene Arden's new book, *Beautiful Cats: Portraits of Champion Breeds Preened to Perfection*, is a gorgeous coffee table book, published by Ivy Press in the United Kingdom. Since it has a U.K. slant in some respects and Darlene didn't know all about cat shows there and some of their breeds, she asked to bring in a U.K. colleague, someone she knew and felt comfortable about working with. The publisher agreed, so his name, Nick Mays, is on the cover as co-author. The book will be published in March. It's quite different from Darlene's most



recent, prize-winning book, *The Complete Cat's Meow*. You'll find more information about it at Amazon.com; see <http://www.amazon.com/Beautiful-Cats-Darlene-Arden/dp/1782401067>.

(continued on next page)

## 2013 Dog Writers Association of America Writing Competition: CWA Members Win Best in Show!

### DWAA 2013 Regular Writing Competition Award Winners

#### Books: Fiction, Mystery or Humor

Sheila Webster Boneham, *Drop Dead on Recall* (Midnight Ink)

#### Internet, Websites or Blogs: Online Article – Health and General Care

Debra M. Eldredge, DVM, "Horse Hoof Trimmings" (*Equimed*)

#### Magazines: Regular Column or Series

Debra M. Eldredge, DVM, "Health Matters" (*Dogs in Review*)

#### Canine or All-Animal Newspapers or Newsletters: Health or Care Article

Susan Ewing, "Study Looks at Tick Diseases" (*Purina Pro Club Cocker Spaniel Update*)

#### Books: Children's

Denise Fleck, *Don't Judge a Book by Its Cover*

#### Club Publications (National, Regional or Local): Regular Column or Series

Florence Scarinci, "A Best Friend in Deed, and Indeed Parts 1 & 2" (*The Corgi Cryer*)

#### Newspapers: Article – Health and General Care

Fran Pennock Shaw, "Just More of Me to Love?" (*Intelligencer Journal/Lancaster New Era*)

#### Humor, Poetry, Short Fiction, Opinions/Editorials: Humorous Art or Writing in Any Medium

Amy Shojai, "Dogs vs. Cats: 10 Reasons Puppies Are Better" ([www.About.com](http://www.About.com))

#### Newspapers: Column

Amy Shojai, "P'Etiquette" (*Herald Democrat*)

### DWAA 2013 Special Award Winners

#### AKC S.T.A.R. Puppy and Canine Good Citizen Award

Joanne Anderson, *Pets, Pets, Pets* Newspaper Column - "Princess Gabby, CGC" (*Massapequa Post*)

#### North Shore Animal League America Award

Kim Campbell Thornton, "The Low-Down on Spay/Neuter" (*PUPPIES USA*)

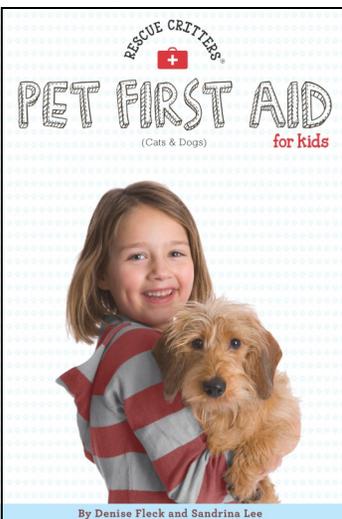
*Congratulations to All!*

# Bits & Bytes

(continued)



**Denise Fleck**, who won the Dog Writers Association award for Best Children's Book of 2013 with *Don't Judge a Book by its Cover*, a book that shares the joy of senior pets and black-coated dogs, announces her next book for children and all family members: *Rescue Critters' Pet First Aid for Kids*. "Although children don't always listen to their parents, parents do listen to their kids," says Animal Care Instructor Denise Fleck on why she collaborated with Rescue Critters® on her new book. "By instilling in the younger generation a passion for animals, it is my hope they will inspire their parents to learn along with them." Her book is a quick reference to teach kids, age 8 and older, what to do should their dog or cat need help. *Pet First Aid for Kids* will be available on [Amazon.com](http://Amazon.com), [www.RescueCritters.com](http://www.RescueCritters.com), [www.SunnyDogInk.com](http://www.SunnyDogInk.com), and other locations.

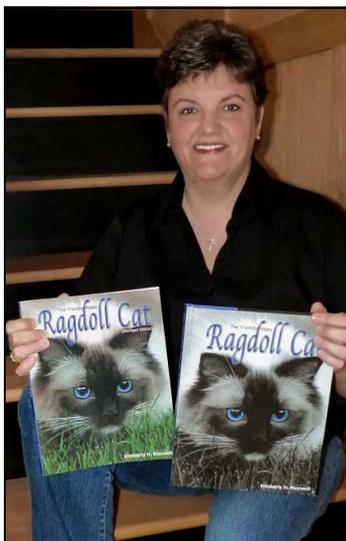


*Pet First Aid for Kids* will be available on [Amazon.com](http://Amazon.com), [www.RescueCritters.com](http://www.RescueCritters.com), [www.SunnyDogInk.com](http://www.SunnyDogInk.com), and other locations.

**Mary E. Lowd's** novel *Otters In Space 2* and two short stories made it to the final ballot for this year's Ursa Major Awards. Here's the site: <http://www.ursamajorawards.org/voting2013/>. She thanks CWA members who helped nominate her work, and she asks for continued help. Voting is open until April 30th. To read her nominated works (two of them star cats!), check out these free Ebooks of the short stories: "Fox in the Hen House": <https://www.smashwords.com/books/view/400569> and "In a Cat's Eyes": <https://www.smashwords.com/books/view/400273>. The code "MQ59X" will get you a free copy of *Otters In Space 2* on Smashwords: <https://www.smashwords.com/books/view/351077>.

**Kimberley H. Maxwell's** new book, *The Friendly Floppy Ragdoll Cat Abridged Edition* became available on January 1.

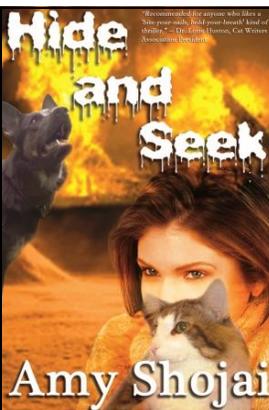
**Kimberley H. Maxwell's** new book, *The Friendly Floppy Ragdoll Cat Abridged Edition* became available on January 1.



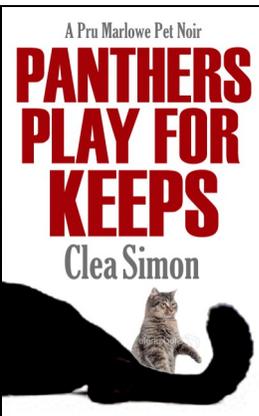
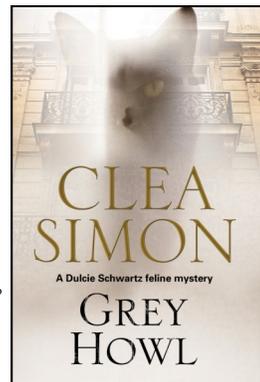
Kimberley and her Ragdoll books

Her website, [www.KimberlyMaxwell.com](http://www.KimberlyMaxwell.com), compares the two editions. *The Friendly Floppy Ragdoll Cat* editions cover topics from Ragdoll characteristics, traits, history, breed standard, and bringing your kitten home, to caring for your elderly cat, grooming care, food, litter, and litter boxes, deterring unwanted behavior, travel, dangers, emergencies, disease, health, vaccinations, tips for finding a veterinarian, and choosing a breeder. Also included is a list of questions to ask before you adopt, plus extensive resources, references, and links. These books present a complete guide to this very popular breed.

*Hide and Seek* is the latest in **Amy Shojai's** "Thrillers With Bite!" series, which has struck a chord with pet lovers and thriller readers alike. This sequel to Shojai's debut thriller *Lost and Found* continues the story that's filled with twists and turns, nonstop action, and a terrifying story of stalking, heartbreak and hope. A stalker hides in plain sight. A victim faces her worst fear. And a dog seeks the missing — and finds hope. Eight years earlier animal behaviorist September Day escaped a sadistic captor who left her terrified. She trusts no one — except her cat Macy and service dog Shadow. Shadow also struggles with trust. A German Shepherd autism service dog who rescued his child partner and then lost him, Shadow's crippling fear of abandonment shakes his faith in humans. They are each other's only chance to survive the stalker's vicious payback. *Hide and Seek*, published by Cool Gus Publishing, is available in Trade Paperback for \$11.99 and all Ebook formats for \$4.99 (for Kindle, Nook, iPad, etc.). You may order the book via online stories such as Amazon.com and Barnes and Noble. Find out more on Amy's [Bling, Bitches & Blood Blog](http://BlingBitchesandBlood.com) at <http://amyshojai.com>.



**Clea Simon's** *Grey Howl*, the seventh Dulcie Schwartz feline mystery, was published by Severn House in March. The next in the series is in production, and Severn, a British publisher, has contracted for two more in the series, which features a Harvard graduate student, her young cat Esmé, and the ghost of her late, great cat Mr. Grey. Advance word was gratifying. Publishers Weekly calls it "charming," and Kirkus notes that "a plethora of suspects keeps [readers] guessing." (Full reviews are up at [http://www.cleasimon.com/Mew\\_press.html](http://www.cleasimon.com/Mew_press.html)). Also, the fourth in Clea's Pru Marlowe pet noir series, *Panthers Play for Keeps*, which features an animal psychic and her curmudgeonly tabby, will be published in April by Poisoned Pen Press. Clea is at <http://www.cleasimon.com>.



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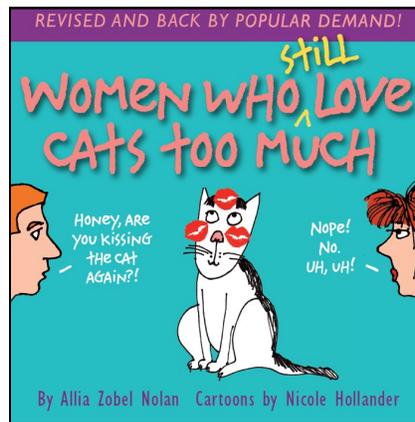
# Bits & Bytes

(continued)



Elaine Viets announces the book trailer for *Catnapped!*, her May Dead-End Job mystery. She sent thanks to Pro-list members who offered help and encouragement. Enjoy! See it at [http://www.youtube.com/watch?v=85cXEez2bvs&feature=em-share\\_video\\_user](http://www.youtube.com/watch?v=85cXEez2bvs&feature=em-share_video_user).

Going from the sublime to the ridiculous, CWAer Allia Zobel Nolan has just handed in her 240-page tome about



angels in the Bible, and is now focused on her new cat book... her first self-pubbed title ever. *Women Who Still Love Cats Too Much* is a reprised version of her bestseller *Women Who Love Cats Too Much*. The book commiserates with women who, like Allia, are still suffering from cat co-dependency, alerting them to the

signs and offering course correction advice, that is... if those addicted can break away or even want to. *WWSLCTM* features cartoons by Nicole Hollander, the well-known creator of "Sylvia" — and it will be available soon. More to come. Ω



**STILL**  
 When I leave you to inhabit another world,  
 Grieve not,  
 Nor speak of me with tears,  
 But laugh and talk of me as if I were beside you still.  
 Please do not let the thought of me be sad....  
 There were so many things I still wanted to do...  
 So many things I still wanted to say...  
 So many animals that still needed help...  
 And remember this - that I did not fear...  
 It was leaving while there was still so much work to do  
 that was the hardest to face...  
 We cannot see beyond...  
 Still, this I know, I worked hard,  
 and tried to do the best that was in me.  
 I hope I still made a difference.

*Paul Jolly*

**Rest in Peace Paul Jolly**  
 Today, we celebrate a compassionate and  
 inspiring friend, who was always thinking of  
 others and of animals in need, even as he  
 prepared for his own departure ...  
**October 8, 1956 - March 8, 2014**

© 2014 Petco Foundation

## Petco Foundation's Paul Jolly: Honoring a Great Pet Advocate

Paul Jolly, former Executive Director of the Petco Foundation, died on March 8, 2014. He was a good friend to the Cat Writers' Association and to so many other organizations dedicated to the welfare of animals, and he will be sorely missed. He will be remembered in a permanent memorial, the new Paul Jolly Center for Pet Adoptions in San Antonio, which received a \$1 million grant from the Petco Foundation and is named for Paul.

Under Paul Jolly's direction, the Petco Foundation raised and donated more than \$100 million to help animals in need across the country. His ongoing legacy supports thousands of local animal-welfare partners.

You can read much more about the Petco

Foundation and Paul Jolly on [the Foundation's website](#). An inspiring tribute to Paul is posted on the [Petco Foundation site](#). It includes the poem and photo reprinted above. CWA Co-Founder and Past President Amy Shojai, CABC, said, "The world is poorer for his loss, but richer for having had him with us." He will be remembered with deepest gratitude.

## CWA Member Stephanie Newman: A Voice for the Animals Is Silenced

she died on September 13, 2013; she resided in Farmington, Michigan. A freelance writer and editor, Stephanie contributed to *Fully Feline* digital magazine, and her work appeared in *Natural Awakenings Pet*, *East Michigan*, *the Oakland Press*, and *Catster*. She wrote *Detroit Cats Examiner* for Examiner.com, and she had her own blog, *The Musings of a Crazy Cat Lady*. She wrote that her blog was "a labor of love" and that she was "happily owned by three little sweethearts (Ataret Lilac, Livia Amie, and Abbi Leala)" who came unexpectedly into her life. "She fervently believes that cats aren't pets -- they're her furry little children and members of the family," says Stephanie's blog bio. "Cats and the people who love them have so much to teach us if we'd just listen." Stephanie wrote and worked tirelessly for the benefit of strays and all animals, and her voice will be missed. We in the Cat Writers' Association, of which she was a proud and valued member, extend sincere condolences to Stephanie's family.

We are sad to inform our members of the death of one of our own. Stephanie Newman was born on July 21, 1967, and

## CWA NEWS




Wow, CWA Members — you are taking our organization (and our CWA newsletter) to a whole new level!

So many CWA members answered the call for submissions to *MEOW* that I had a hard time completing this issue of the newsletter. I was surprised and swamped by your replies. Thank you!

Just in case you don't see your submission in print this time, please be assured that I have many more of your wonderful articles ready to go, and they will appear in forthcoming issues of *MEOW*. Many, many thanks to all of you for sharing your insights, humor, love for cats, and expertise on writing and social media. Please continue to let your voice be heard, and help us make CWA as beneficial as possible for our members. By sharing and learning from each other, we all improve and grow — and become the best, most successful cat writers, artists, and advocates we can possibly be.

I have had some amusing times recently with websites that list helpful information, and I'd like to share them with you. The fun started with a website that features presidential pets. Although President Abraham Lincoln's cats were omitted, the site is fascinating: [http://en.wikipedia.org/wiki/United\\_States\\_presidential\\_pets](http://en.wikipedia.org/wiki/United_States_presidential_pets). Next, I found a delightful website about authors and cats: <http://www.buzzfeed.com/summeranne/30-renowned-authors-inspired-by-cats>. Finally, I discovered a detailed list of animal names while looking for the proper term for several ducks in a group on the ground (not on the wing) and was impressed with this department-store-size list of animal words: <http://www.npwr.usgs.gov/about/faqs/animals/names.htm>.

Lately I have been pursuing another pastime — reading CWA members' blogs. This could easily become a full-time occupation for anyone so inclined. By my estimate, at this time we have well over 100 blogs written by CWA members. The titles include Covered in Cat Hair, Cat Wisdom 101, GLOGIRLY, The Conscious Cat, The Creative Cat, Exclusively Cats, PerPetually Speaking, Pet Health Care Gazette, Paws and Effect, Stephanie Piro's Cartoon Blog, Amy Shojai's Bling, Bitches & Blood, Confessions of a Cat Writer, Femmes Fatales, and Cat in the Fridge, to name a few.

All these blogs contain a treasure trove of information and together provide a gold mine of contacts for anyone (advertisers, advocates, publishers) wanting to get a message out to the universe. Our blog audiences include cat lovers, writers, animal advocates, plus book buyers and consumers of pet-related (and non-pet-related) products. Many CWA



The gardenia is in bloom outside my door.  
"Earth laughs in flowers." — Ralph Waldo Emerson

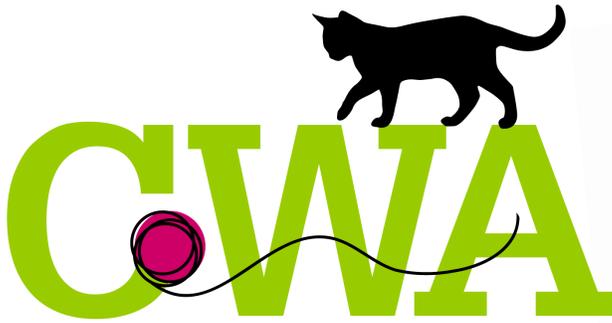
members already cooperate with each other for blog tours, book reviews, interviews, and cross-links. As CWAers pursue their interconnections and CWA grows its presence in social media and digital publishing, this will augur well for our members' continued writing success and CWA's future.

In a forthcoming *MEOW*, we plan to highlight our CWA sponsors and encourage members to become more cognizant of the companies and individuals who help us. Without them, we would have no CWA writing contest, and no CWA conference! When possible, please remember to thank them and support the good work our sponsors do on behalf of cats, cat writers, and everyone who loves our feline friends.

Now is the time for you to start planning for your entries in the 2014 CWA Communication Contest; the deadline for entries is July 1. Volunteer for judging, too. And by all means start preparations now for your attendance at the fabulous 2014 MeowWorld Conference Presented by CWA in conjunction with BarkWorld in Atlanta, Georgia.

It feels like springtime for CWA, with new projects sprouting, our new website and blog starting to bloom, and both new and old members feeling the excitement of this time of organizational growth and renewal. I hope you are experiencing springtime, or at least a promise of spring to come, wherever you may be. Thank you for bringing renewed life and new voices to our CWA newsletter. Keep up the good work. So long until next time! Ω





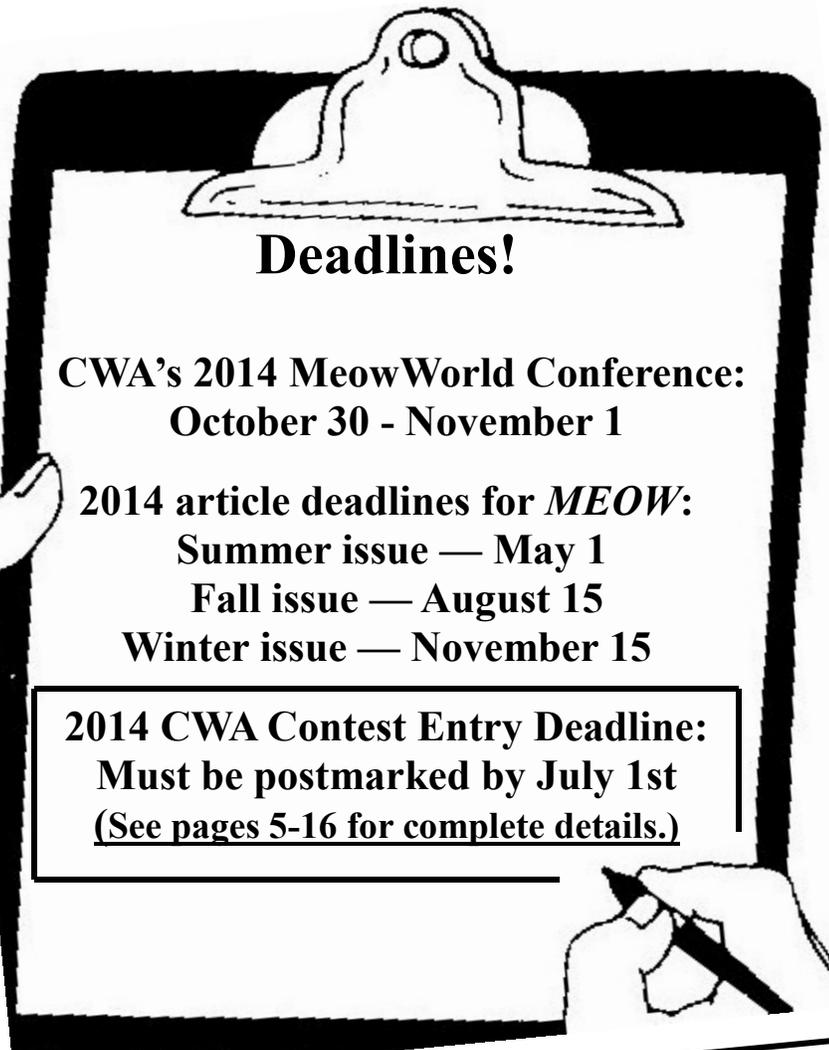
CAT WRITERS' ASSOCIATION

In order to continue receiving CWA mailings, please forward all changes of address or phone number to  
**Wendy Christensen, CWA Secretary**  
256 Timbertop Road  
New Ipswich NH 03071-3018

Send all CWA-related email inquiries to  
[wendy@wendycats.com](mailto:wendy@wendycats.com)

CWA has a new website and blog:  
[www.catwriters.com](http://www.catwriters.com)

*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. © 2014 CWA; all rights reserved.



## Deadlines!

**CWA's 2014 MeowWorld Conference:  
October 30 - November 1**

**2014 article deadlines for *MEOW*:**  
Summer issue — May 1  
Fall issue — August 15  
Winter issue — November 15

**2014 CWA Contest Entry Deadline:  
Must be postmarked by July 1st  
(See pages 5-16 for complete details.)**

***"Mark" Your Calendars!***

~ Special thanks to our generous CWA sponsors and newsletter contributors ~

*Meow*

Spring Issue 2014  
Vol. XXII, No. 1

CAT WRITERS' ASSOCIATION  
PO Box 430784  
Miami, FL 33243-0784



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