



Meow

The Award-Winning Newsletter of the Cat Writers' Association ♦ Spring 2011

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

Time to Get Ready for the 2011 CWA Conference – Be There!

By Dusty Rainbolt, CWA Vice President



It seems like just yesterday we were flying home from CWA's 17th Annual Writers' Conference and the awards banquet. Now it's already time to start teasing you with details about the upcoming conference November 17-19 in White Plains, New York. Can you believe it?

We're pulling together a stellar lineup of editors, agents, authors, and web gurus to help you write, sell, and promote your work.

This year, instead of hearing a Friday night keynote speaker, we'll be groovin' (does anyone use that word anymore?) with CWA Founder Amy Shojai, *Cat Fancy* Editor Susan Logan, and business consultant/musician/rocker Bill Pflieger. The conference's grand finale will feature Elizabette Cohen, DVM, host of *Your Healthy and Happy Pet* on WCBS 880 news radio and author of *Most of My Patients Wear Fur: Tales of Small Animals and Their Big City Vet*, discussing how health issues affect cats' behavior. Premier Pet Products will sponsor Dr. Cohen's appearance.

We're also excited about meeting with editors Wayne Barr (acquisitions manager at Barrons Educational Series), Susan Logan (editor of *Cat Fancy*), Anne Simpkinson (online managing editor for Guideposts.com), and Diane West (editor of *New York Tails*). Literary agents at the conference will include Sorche Elizabeth Fairbank (Fairbank Literary Representation), Rita Rosenkranz (Rita Rosenkranz Literary Agency), Katharine Sands (Sarah Jane Freymann Literary Agency), and Ann Tobias (A Literary Agency for Children's Books).

This is Crazy Johnny from *The Pride™* (Jane Denny's award-winning reality cat cartoon) after his March 29th birthday bash. Looks like us right after a festive CWA conference... and we're ready to do it again!

Other confirmed speakers and topics include the following:

- Nancy Boyd, a Westchester-based DWAA multiple award winner who publishes a daily newsletter and four blogs, on *Writer's Block, Procrastination, and Other Fun Things That Stop You from Actually Getting Stuff Done*
- Thea Feldman, author and editor of many books for children, on *Children's Books*
- Caroline Golon, founder of BlogPaws™, on *Blogging*
- JaneA Kelly, author of the Pets Teach Us So Much Blog™, on *WordPress*
- Cindy Read, editor-in-chief of *The Corgi Cryer*, with 30 years' experience as a science and medical writer, on *Medical Writing Strategies*
- Florence Scarinci, Muse Medallion™-winning author and reviewer for www.petcentricauthors.com, on *Using Your Public Library to Write Your Next Award-winning Article*
- Ann Tobias, literary agency owner, on *Young Adult Books*
- Anne Simpkinson, Guideposts.com editor and author of *Soul Work: A Field Guide for Spiritual Seekers*, on *Writing about Personal Experience*
- Minda Zetlin, author and journalist, on *Dealing with Disputes*
- Beth Adelman, Certified Cat Behavior Consultant, award-winning book author and editor of more than 100 books about companion animals, on *Feline Behavior*

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President's Message

By CWA President Susan M. Ewing

Mentoring Keeps CWA Strong



Oh, I am SO glad that winter is over. It was a long, snowy winter and it's a joy to see bare ground, even if there are still no flowers. Actually, this week, we've had single-digit temperatures again, so it's probably just as well that the flowers haven't appeared yet. Still, sap is flowing, and the area's maple syrup manufacturers are "sugaring off" and many offer pancake breakfasts at this time of year, with all the sweet, sticky, delicious syrup you can eat. The birds are back, making a real racket each morning, which is another delight. None of this has anything to do with cats or writing, but I just had to share some of the joy I feel at being free of boots, if not of hats and mittens just yet.

Aside from spring, and thoughts of warmer weather, I've been thinking about mentoring. I lost a good friend this winter, but it wasn't until this week that I realized that, besides being a friend, she was a mentor. It was never a formal arrangement. We didn't meet once a week to talk about dog show etiquette or grooming or handling. I learned by being with her and watching her and by asking questions, and she willingly shared what she knew.

CWA members are a lot like that, and through the CWA-ProList, we all share what we know with each other, each of us by turns in the role of mentor and mentee (strange word that; sounds like a breath mint). We mentor others outside the organization with our articles and books, and with our knowledge of training, or caring for orphans, or breeding, but I am most impressed with the way we act within CWA. Need advice on litter? Want suggestions on a good brand of food? Are you starting your own TNR effort? If you can think of a question, someone in

CWA not only knows the answer, but also will willingly share the information. That's one of the great strengths of CWA. Yes, our conference is important, but most important of all is the support and help and guidance within the group that makes us all better able to spread the word about proper cat care.



The Shojai Mentor Award

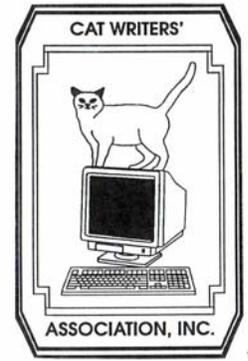
CWA Founder Amy Shojai knows the importance of mentoring and recognizes that importance with her annual Shojai Mentor Award. Each year a deserving person wins that award. If I could, I'd present it to each and every member. Since that's not possible, I'll just say thank you. Thanks to each and every member who helps keep CWA strong by always being willing to share. ♥

Come & Celebrate CWA at the 2011 Conference!!

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There will also be programs on posting videos, search engine optimization, how to vet your online veterinarian sources, and the latest in rescue research.

The 2011 conference is just in the planning stages, so speakers and topics may change before the big day arrives. But please, be sure to block November 17-19 off on your calendar and make plans now to get to the conference, because we're going to have a great time and learn a lot. See you in November! ♥



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(www.catwriters.org)

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A Note From the Contest Chair: E-books and Personal Blogs OK; Get Your Entries Ready!

By CWA Contest Chair Nancy Marano

It's time to recognize CWA's talented membership again. Gather up your best published or radio/TV work from the last year and enter it in the 2011 CWA Communication Contest! The deadline for entries is July 1, 2011. No ifs, ands, or buts. Your entry **MUST be postmarked on or before July 1, 2011**, to be considered.

Your contest committee was busy adding categories, changing categories, and going over rules and awards with a fine-toothed kitty comb this year to give you the best chance of winning a Muse Medallion™ or Special Award for your work. Huge thanks go to the contest committee – Marion Lane, Anne Leighton, Stephanie Piro, Dusty Rainbolt, Fran Shaw, Betsy Stowe, and Sandra Toney – for all their help and advice.

The contest committee wishes to thank Julie Ann Mock for her many years of service on this committee. Julie Ann made the Certificate of Excellence for each Muse Medallion™ nominee. Quite a few of you have been recipients of her lovely work. Julie Ann resigned this year and we will miss her.

Now all of our Professional members need to step up and offer to judge. By my count, we have 200+ Professional members. This is more than enough to fill all the judging slots and have a few people left to serve as backups. Just send me your name and category choices. Please fill out the form below, or email me at nmarano@aol.com with your preferences. I will do my best to accommodate your wishes, but it is on a first-come, first-served basis. When picking your categories, please remember you cannot judge a category you plan to enter.

Everyone who volunteers to judge or help the contest committee gets a discount on his/her own Regular Category entry fees. A change was made to the Special Award entry fee this year. Each Special Award entry will cost \$5.00 instead of \$1.00. If you are submitting a Regular Entry and one or more Special Award entries, you may combine the fees you owe into one check made out to the Cat Writers' Association. Send your check and entries to Nancy Marano, Contest Chair, 7601 Vista del Arroyo NE, Albuquerque, NM 87109. If you prefer to pay your entry fee using PayPal, that option is available at <http://www.catwriters.org/contest.html>.

Please refer to the full list of categories on page 4 of this issue of *MEOW*.

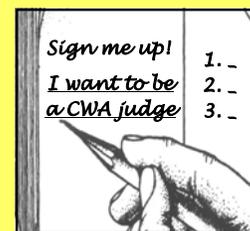
This year's category changes are in the V. Book and VII. Internet/Web Sites & Blogs categories. We added one new division to the Book category: It will be V.7 – E-books. In the Internet/Web Sites & Blogs category, the change comes in what qualifies as a Blog entry. We will be accepting blogs published on professional (commercial or nonprofit sites) or personal websites. Blogs on personal websites are being accepted on a trial basis this year.

I invite members to submit the names of people they might like to see as Special Awards judges as well as 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 individual 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. ♥

YES! I WANT TO BE A 2011 CONTEST JUDGE!

(Please type or print legibly.)

Please sign up now to judge the 2011 CWA Contest. It's easy.
Simply fill out this form and send it to Nancy Marano at the address below.



- I am a Professional member and volunteer to judge in the 2011 CWA Communication Contest.
 I am an Associate member and volunteer to assist the 2011 Contest Committee.

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

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

NAME _____ EMAIL OR PHONE _____

CAT WRITERS' ASSOCIATION
2011 COMMUNICATION CONTEST REGULAR CATEGORIES

I. Magazines

- I.1 – Monthly Magazine - National (3 issues, 3 copies of each)
- I.2 – Magazine Article – Health and General Care
- I.3 – Magazine Article – Behavior and Training
- I.4 – Magazine Article – Any Other Topic
- I.5 – Magazine Column (3 individual columns, 3 copies of each)
- I.6 – Magazine – Regional (3 issues, 3 copies each)
- I.7 – Magazine – Regional – Article – Health and General Care
- I.8 – Magazine – Regional – Article – Behavior and Training
- I.9 – Magazine – Regional – Article – Any Other Topic
- I.10 – Magazine – Regional – Column (3 individual columns, 3 copies of each)

II. Newspapers

- II.1 – Newspaper Article – Health and General Care
- II.2 – Newspaper Article – Behavior and Training
- II.3 – Newspaper Article – Any Other Topic
- II.4 – Newspaper Column (3 individual columns, 3 copies of each)

III. Newsletters (Printouts of newsletters distributed by e-mail may be entered in this category)

- III.1 – Newsletter – Breed-Specific (3 issues, 3 copies of each)
- III.2 – Newsletter – National Circulation (3 issues, 3 copies of each)
- III.3 – Newsletter – Regional or Membership Circulation (3 issues, 3 copies of each)
- III.4 – Newsletter Article – Health and General Care
- III.5 – Newsletter Article – Behavior and Training
- III.6 – Newsletter Article - Other Topics
- III.7 – Newsletter Column (3 individual columns, 3 copies of each)

IV. Miscellaneous

- IV.1 – Short Story
- IV.2 – Poem
- IV.3 – Humor
- IV.4 – Brochure, Pamphlet, Short Publications (under 10 pages)
- IV.5 – Annual or Long Publications (over 10 pages)
- IV.6 – Opinion Piece, Essay or Editorial
- IV.7 - PR/Humane Education/Press Kits

V. Books

- V.1 – Fiction
- V.2 – For Children
- V.3 – Health and General Care
- V.4 – Behavior and Training
- V.5 – Gift
- V.6 – Poetry
- V.7 – E-book
- V.8 – Other

VI. Non-Print Media

- VI.1 – Video, CD, DVD, or Television Production (VHS videotape or DVD that plays in a standard DVD player must be included)
- VI.2 – Broadcast, Audio – Any Format

VII. Internet/Web Sites & Blogs

- VII.1 – Online Magazine, Newsletter (URLs for 3 issues)
- VII.2 – Website (URL)
- VII.3 – Online Article – Health and General Care
- VII.4 – Online Article – Behavior and Training
- VII.5 – Online Article – Any Other Topic
- VII.6 – Online Column (3 individual columns, 3 copies of each)
- VII.7 – Blog: Educational (URLs for 3 individual issues)
- VII.8 – Blog: Entertainment (URLs for 3 individual issues)

VIII. Graphic Arts

- VIII.1 – Black and White Photograph (single)
- VIII.2 – Black and White Photographs (series)
- VIII.3 – Color Photograph (single)
- VIII.4 – Color Photographs (series)
- VIII.5 – Cartoon (May enter series from same publication)
- VIII.6 – Illustration (single)
- VIII.7 – Illustrations (series)





2011 CWA COMMUNICATION CONTEST RULES



1. Entries for all categories must be postmarked by July 1, 2011, to qualify for the contest.
2. 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. The Contest Chair cannot be home every day during business hours to sign for packages.** 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. The CWA will not assume responsibility for items that arrive damaged or do not arrive at all. If you wish acknowledgment of receipt of your entry, send a stamped, self-addressed postcard with the entry.
3. The contest is open to anyone whose work qualifies in any CWA contest category and was first published or broadcast between June 16, 2010, and June 15, 2011. Entries must not have been published before in any medium. Material published prior to the current contest period is not eligible, even if it was published in a different form. 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.
4. The categories Online Magazine, Newsletter, Website, Blog: Educational, and Blog: Entertainment will be judged directly from the entrant's web site between August 1 and August 31, 2011.
5. In order to be equitably judged against other contenders, entries in all categories should devote one-third or more space to cats.
6. All contest entries must be published work. "Vanity" publications are not eligible. However, quality self-published professional work is eligible. It 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 any 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 web sites, and other venues not owned by the author/artist). E-books will be accepted. The author is responsible for providing the Contest Chair with Amazon.com gift cards or some other means of enabling judges to read the e-book for free.
7. Submit each regular category entry in triplicate (3 copies), with **one** entry form for each entry.
8. 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. Any entry that is missing any element (required number of copies, entry form, entry fee) will be considered incomplete and will not be judged.
9. Make sure your entry is legible and provide clean photocopies in a large enough format to be read. If the judge has difficulty reading an entry, it may be disqualified. Online articles/columns must be submitted in hard copy along with the original online URL and publication date included so that online entries may also be viewed online at the judge's discretion. The exceptions are the categories Online Magazine, Newsletter (VII.1), Website (VII.2), Blog: Educational (VII.6) and Blog: Entertainment (VII.7), which are judged on the Internet during the judging period specified in Rule 4. For these categories only, submit an entry form with just the URL (and dates for Blog issues) specified.
10. Blog entries (VII.6 and VII.7) may be posted either on professional (commercial or nonprofit) sites, or the authors must provide proof that (1) their blogs have been posted two or more times weekly for at least two months and 2) proof of blog traffic or visitor count to their blog site. The purpose of personal blogs is understood to be building a platform, creating interaction with readers, and fostering social relationships, while many for-pay sites blog less frequently and leverage "blogs" in an advertorial style. (If you are blogging on a commercial site less than twice a week, you should consider entering your "blog" in one of the "Online Article" categories.)
11. 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.
12. 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.

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2011 CWA COMMUNICATION CONTEST RULES

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13. Entries in the Video or Television Production and the Radio Presentation, Audiotape, or CD categories 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 VHS videotape or a DVD that plays in a standard DVD player. If an entire radio or television program is less than 10 minutes long, the entrant may select his/her three best programs and enter them as a single entry.
14. We will accept entries published in a foreign language, 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. Of course, entries in graphic arts categories are the exception and need no translation.
15. 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. Photos or illustrations that are entered in a Graphic Arts category may appear again as a part of a writing entry (for example, as part of a magazine article or a book). Columnists must choose only their three best columns and submit them as a single entry for that column. This applies to all the Column categories (magazine, newspaper, newsletter, and online) and means no other individual installments of that particular column may be entered as single articles, except in the Editorial and Humor categories. (A column appears regularly in the same publication[s] with the same column title, byline, slug, and/or artwork.)
16. An entry must be entered in a regular category to be considered for a Special Award. Send one additional copy for each Special Award entry. (Exceptions: Three copies of the nomination form should be submitted for the Shojai Mentor Award. No additional copies are needed for consideration for the President's Award, and no entry form is needed for this award; the winner of the President's Award is chosen from among the Muse Medallion™ winners, and all Muse Medallion™ winners are automatically considered.) Special Award entries are sent to the Contest Chair.
17. 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. The author/artist must be a current CWA member to qualify for the discounted member's entry fee, and CWA membership dues must be paid current at the time of the contest deadline.
18. All judges are chosen by the Contest Chair and his or her Committee. Entries in the regular categories are reviewed and judged independently by three professional CWA members and their scores are averaged by the Contest Committee to determine the winner. Winners of Special Awards are selected by judges who are not members and are not affiliated with the award's sponsor; each Special Award is judged by one judge. Special Awards sponsors may be shown the winning entry before the award is given, but that announcement decision is at the discretion of the judge and the Contest Committee.
19. 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.
20. Entries will not be returned. Judges' decisions are final. Situations that may arise from time to time that are not specifically addressed in these rules shall be adjudicated by the Contest Chair and her or his committee.
21. Regular 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.
22. Contest results will be announced at the Annual CWA Awards Banquet and published in the Winter 2012 *MEOW* newsletter and on the CWA web site at www.catwriters.org. 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."
23. 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. ♥



2011 CWA COMMUNICATION CONTEST SPECIAL AWARDS



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

AWARD #1: 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 #2: 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 #3: 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 #4: 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, newsletter, editorial, blog, photograph, and commercial radio/TV tape. This award consists of \$1000 and a commemorative plaque.

AWARD #5: 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 \$1000 and a commemorative plaque.

AWARD #6: 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 \$1000 and a commemorative plaque.

AWARD #7: 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 #8: The **MERIAL HUMAN-ANIMAL BOND AWARD**, sponsored by Merial, 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.

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2011 CWA COMMUNICATION CONTEST SPECIAL AWARDS (continued)

AWARD #9: The **PETFINDER.COM ADOPT A HOMELESS CAT AWARD** sponsored by Petfinder.com, is presented to the entry that best describes the plight of homeless cats and/or the joy of cat adoption. Entries will be judged for quality as well as the ability to connect with and persuade the reader. Think — How can this increase cat adoption? Qualified *print only* entries include single article, feature, columns, and short story. The award consists of \$1000 plus inclusion in the Petfinder.com online library.

AWARD #10: The **PRO PLAN® PEDIGREED CATS AWARD**, sponsored by Purina, is presented to the writer or creator of the best entry of the year that focuses on cat breeds, pedigreed 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 #11: 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 #12: 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 #13: 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.

AWARD #14: The **STICKY PAWS® TRAINING AWARD**, sponsored by Fe-Lines Inc./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 #15: 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 #16: 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 #17: The **SHOJAI MENTOR AWARD**, sponsored by past-president Amy D. Shojai, recognizes the CWA member who has offered guidance, encouraging counsel, support, or other help that has had a direct and positive influence on another’s writing/publishing success. 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.

(continued on the next page)

2011 CWA COMMUNICATION CONTEST SPECIAL AWARDS *(continued)*

AWARD #18: 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 #19: 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.

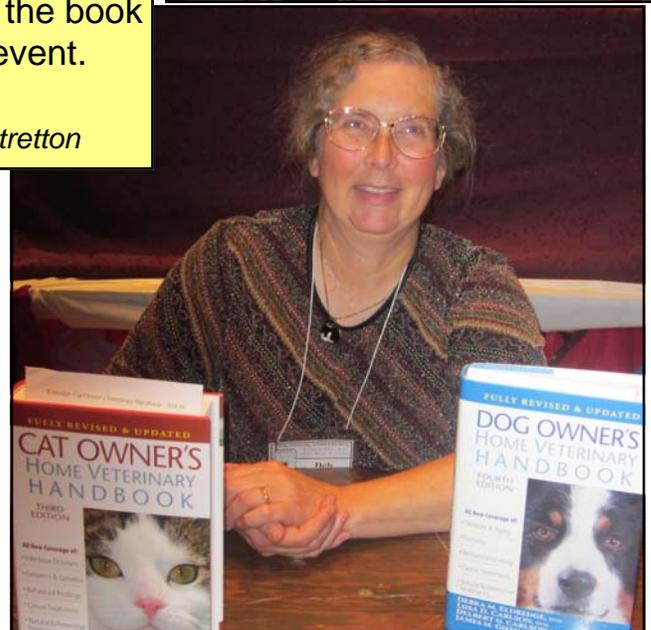
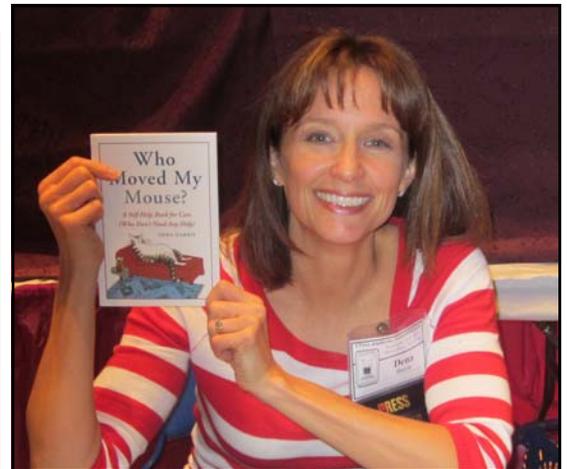
AWARD #20: The **CWA PRESIDENT'S AWARD**, sponsored by the Cat Fanciers' Association, is presented to the best entry among all Muse Medallion™ winners in the regular contest categories. This "Best of the Best" requires no additional copies be submitted of entries. Muse Medallion™ winners shall be automatically entered and considered for the honor. This award consists of \$250 and a commemorative item. ♥

Send contest entries right away, and good luck to all!



Happy times at the 2010 CWA Conference: (clockwise from left) Carole Stevens Bibisi and Nikki Anderson, Dena Harris, and Deb M. Eldredge, DVM, at the book signing event.

Photos by Barbara Stretton



**COME TO THE 2011
CWA CONFERENCE:
See You
in New York!!**



2011 Cat Writers' Association Communication Contest Regular Category Entry Form



PLEASE READ THE COMPLETE RULES on our website at www.catwriters.org or on pages 5-6 of this newsletter.

Entries must be postmarked no later than July 1, 2011. NO LATE ENTRIES ACCEPTED. NO EXCEPTIONS.

Submit THREE copies of each entry, along with ONE copy of this entry form per entry.
Send your entry to Nancy Marano, 7601 Vista del Arroyo NE, Albuquerque, NM 87109.

THERE IS A SEPARATE FORM FOR SPECIAL AWARD ENTRIES (see page 11).

DO NOT USE THIS FORM FOR SPECIAL AWARD ENTRIES.

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. All payments must be in U.S. funds.

You may also pay using PayPal at <http://www.catwriters.org/contest.html>.

If you are sending in a Special Award entry as well, you may combine the fees into one payment.

- I am an Associate member and volunteer to assist the 2011 Contest Committee.
- I am a Professional member and volunteer to judge in the 2011 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, 2010, and June 15, 2011,
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.
- A self-addressed, postage-paid postcard is included for acknowledgment of receipt of entry (optional).
- Questions? Email the Contest Chair at nmarano@aol.com, or call 505-296-8869 (MDT).

MAIL ENTRIES TO

Contest Chair Nancy Marano, 7601 Vista del Arroyo NE, Albuquerque, NM 87109

2011 Cat Writers' Association Communication Contest

Special Award Entry Form



PLEASE READ THE COMPLETE RULES on our website at www.catwriters.org or on pages 7-9 of this newsletter.

Entries must be postmarked no later than July 1, 2011. 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. All payments must be in U.S. funds.

You may also pay using PayPal at <http://www.catwriters.org/contest.html>.

You may combine the fees for your Regular entry and Special Award entry in one payment.

ALL ENTRIES FOR SPECIAL AWARDS MUST ALSO BE ENTERED IN A REGULAR CATEGORY.

THERE IS A SEPARATE FORM FOR REGULAR CATEGORY ENTRIES (see page 10).

DO NOT USE THIS FORM FOR REGULAR CATEGORY ENTRIES.

Submit ONE copy of each entry for a Special Award, along with ONE copy of this entry form.

Send your check/money order for Special Awards entries, along with your entry form(s), to

Nancy Marano, 7601 Vista del Arroyo NE, Albuquerque, NM 87109.

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 & 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, 2010, and June 15, 2011,
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.
- 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 nmarano@aol.com, or call 505-296-8869 (MDT).

MAIL ENTRIES TO

Contest Chair Nancy Marano, 7601 Vista del Arroyo NE, Albuquerque, NM 87109



2011 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.

Send this completed form, with any attachments, in triplicate, to Contest Chair Nancy Marano.

(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, 2011.

Send this completed form, with attachments, in triplicate, to

**Contest Chair Nancy Marano
7601 Vista del Arroyo NE
Albuquerque, NM 87109**

2011 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, web sites etc., is not required, but can help the judges in making their decision.

Michael Brim was instrumental in his lifetime in 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.

Send this completed form, with any attachments, in triplicate, to Contest Chair Nancy Marano.

(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, 2011.

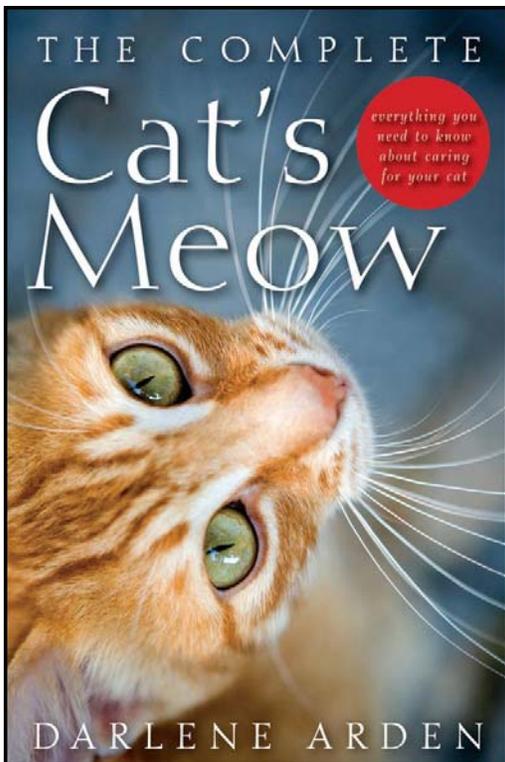
Send this completed form, with attachments, in triplicate, to

**Contest Chair Nancy Marano
7601 Vista del Arroyo NE
Albuquerque, NM 87109**

BITS & BYTES



BARKS & BYTES



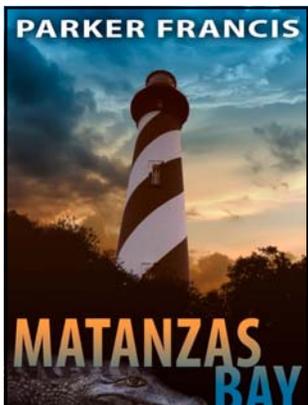
Darlene Arden's new book, *The Complete Cat's Meow* (published by Howell Book House), was released on April 5 and already has been featured on Redroom.com and Amazon.com. It's a complete guide to cat ownership, appropriate for every cat owner, potential owner, volunteer, foster parent – anyone who loves cats! Chapters range from breeder tips on raising kittens to health, well-

Photo: Veronique Schejtman

ness, preparing for a new cat, behavior and training, integrating a new cat into the family, cat agility, training tips, and resolving behavior issues. It also has beautiful pictures, popular breeds, myth busting, and more. See it at <http://tinyurl.com/46os5sl>. Heartfelt kudos to Darlene!

Syndicated columnist and pet expert **Steve Dale** has been named National Ambassador for the American Humane Association, the nation's voice for the protection of children and animals; he is also a member of the AHA board of directors. He called his selection for this new role "humbling" and pledged to provide a resource for writers on shelter or farm animal issues, dog/cat behavior, animal-assisted therapy, animals on movie/TV sets, emergency preparedness, and child protection issues. "I feel so strongly about American Humane because what we do is science based, and the voice of mainstream America," said Steve. Read about it at <http://tinyurl.com/4hu6ykm>. Congratulations, Steve!

Those of you familiar with **Victor DiGenti's** 2010 World's Best Cat Litter-ary Award-winning novel, *Windrusher and the Cave of Tho-hoth*, will remember Quint Mitchell, the private eye who rescued the abducted feline. Now Vic has given Quint his own series, starting with *Matanzas Bay*, and, yes, he still has the cat. This book



The following CWA members won awards in the 2010 DWAA Writing Competition. Results were announced in February at the annual DWAA Banquet. Congratulations!

Maxwell Awards went to **Joanne Anderson** for her newspaper column (*Massapequa Post*, Babylon, N.Y.), and to **Nancy Boyd and Deb M. Eldredge, DVM**, for their regular column or subject-related series in a club publication ("Sorting Truths from Tales about Tails" in *The Corgi Cryer*). **Marion Lane won the DWAA Distinguished Service Award**, which is sponsored by the American Kennel Club and honors extraordinary achievement and communications excellence. It recognizes the person who, by word, deed, exemplary conduct, public communication, and professional excellence, best promotes the interest of the sport of dogs. The prize consists of a plaque and a cash grant.

won several major awards as an unpublished manuscript, and now can be read on both Kindle and Nook platforms. Unlike the *Windrusher* adventure/fantasy novels, this is a murder mystery for adult readers. David Poyer, author of *Ghosting* and *The Towers*, has called it "a Chinatown-like hall of mirrors." To find the book on Amazon.com or Barnes & Noble, you should know that Vic used the pen name of Parker Francis.

Cat writer and children's picture book author **Debra Halborn**



is recording her first music CD, *The Barn-Cat Jamboree*, which will accompany her upcoming picture book of the same title. Last year, her manuscript of *The Barn-Cat Jamboree* garnered 2nd Place/Picture

Book Category, in SCBWI Carolinas First Annual Writing Contest. This summer, Debra hopes to organize the First Annual *Barn-Cat Jamboree* hootenanny & square dance, in her hometown of Landrum, S.C. Write to Debra at dhalborn@windstream.net.

Deb Eldredge, DVM, has just started a "green pet" column at <http://www.examiner.com/green-pets-in-national/homegrown-catnip-green-many-ways>. She says if you have ideas or thoughts to share, she would welcome them. Write to debme@juno.com.

Barbara Florio Graham served as the Managing Editor for a new anthology of 34 first-person stories by 18 Canadian writers in 14 locations, from the Northwest Territories to Prince Edward Island. *Prose to Go: Tales from a Private List* will be released in May; it will also be available as a Kindle book on Amazon.com. It's now on the publisher's website at www.Bridgeross.com. The book got a glowing advance review from the *New York Journal of Books*. See front and back covers, table of contents, and contributor bios at www.SimonTeakettle.com/prosetogo.htm.

(continued on next page)

CWA Member Carole Nelson Douglas was awarded the prestigious *RT Booklovers* Lifetime Achievement Award for Mystery at the magazine's Los Angeles convention April 6-10. Carole was in charge of two mystery panels and a 13-author breakfast book raffle that included bestselling mystery and thriller writers and TV producer/writers William Link (*Columbo, Murder She Wrote*) and Lee Goldberg (*Diagnosis Murder, Mr. Monk*). April 29-May 1, **Carole** will be the Guest of Honor at the Malice Domestic mystery convention in Bethesda, Maryland, and May 27-29 she will be Author Guest of Honor at CONduit 21: Caped CONduit science fiction/fantasy convention in Salt Lake City.

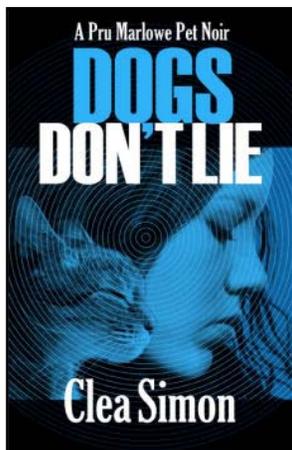
Carole's 23-book, and counting, Midnight Louie feline PI mystery series has been often recognized in Novel and Short Fiction categories of the CWA awards. Louie's new *Cat in a Vegas Gold Vendetta* comes out in late July, and Carole is at work on book 24, *Cat in a White Tie and Tails*, written despite her travels.

Carole's Midnight Louie, Jr., the cat who adopted Carole on the first Midnight Louie Adopt-a-Cat book tour in 1996, has been struggling with tumors that didn't respond to chemotherapy. "He's been such a cool cat, adapting amazingly well to going blind when he was eight, and so smart and loving," Carol wrote. "It's sad he's having to leave at just 16... but he's had his photo on a lot of dust jackets, which is a kind of immortality." Our thoughts and prayers are with Carole and her precious kitty.

Amy Shojai is doing the "Snoopy Dance 'o Joy" over the exciting launch of her own bling-encrusted video "Ask Amy" series (short-shorts) that will appear on the blogs, websites, and YouTube channel about once a week, with pet-centric, writer-ly and other shiny topics covered. You can see the first two at <http://amyshojai.com/2011/04/05/tuesday-tips-catnip-clues-stare-o-death/> <http://amyshojai.com/2011/04/05/tuesday-tips-catnip-clues-stare-o-death/>. Also, **Amy's** recently reissued and reinvented book *Pet Care in the New Century* was a featured Book of the Day on the <http://www.redroom.com> homepage. Read about it at <http://www.redroom.com/blog/amy-d-shojai/its-alive-and-baaa-aaak>.

Peg Silloway's *The Cat Lover's Book of Days*, which won the 2010 Muse Medallion™ for the Gift Book category, is a finalist for the *ForeWord Reviews* 2010 Book of the Year Award, in the Pets category. Winners will be announced in June at the American Library Association conference in New Orleans.

Clea Simon has two new books just released: *Dogs Don't Lie*, the first book in the new Pru Marlowe Pet Noir mystery series published by Poisoned Pen Press; and *Grey Zone* (Severn House), the third in the Dulcie Schwartz feline series, in which the heroine receives suitably enigmatic guidance from the ghost of her late, great cat. In *Dogs Don't Lie*, Pru is an animal psychic on the run from her own gift. She returns to her hometown seeking peace, but peace is elusive. It looks like rescue dog Lily may have done in her person, Charles; and Pru listens to the animals, especially her crotchety tabby Wallis, on her way to finding the real killer and learning to accept her gift. Check it out



at <http://www.cncbooks.com/blog/2011/03/29/lag-time/> and <http://www.meanderingsandmuses.com/2011/03/its-been-year-by-clea-simon.html>.

Artist Drew Strouble and his feline artwork ("the largest collection of cat watercolors in the world") were featured on a segment of Animal Planet Network's new TV show *Must Love Cats*, which airs 8-9 p.m. EST on Saturday nights. Here's a link to the 3-1/2 minute video clip that Drew posted on YouTube at <http://www.youtube.com/watch?v=5MKZSa3RA98>. Drew specializes in domestic cat fine art, illustration, and commissioned feline watercolor portraits. To see more of his beautiful work, go to <http://www.catmandrew.com>.

Julie Welch has been setting up an FIP-HCM Fighters booth, mostly at TICA shows in the Southeast and Massachusetts, since last October; the booth also sponsors rings. Recently, she was interviewed by the Forsyth News at a CFA Cat Show in Atlanta. Here is a link to the slide show the reporter made of her experiences at the cat show: <http://www.forsythnews.com/multimedia/101/>. Julie's group raises funds through donations for the car magnets and provides information to people about these diseases. For more information about how to get involved, go to <http://www.seamuskitty.com/>.

Debra J. White won honorable mention in a contest called "Be the Star You Are." She wrote an essay about her volunteer work, especially around animal rescue, and how much it means to her. Congratulations!



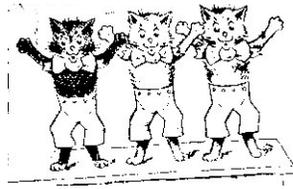
Debra enjoys play with a rescued kitten

Allia Zobel Nolan has a slew of new books on the way. Allia's flap book *Thank You, God, From Kids Around the World*, published by Zondervan, will be on shelves on August 16 (you can pre-order at Amazon.com now); and *The Lord's Prayer for Little Ones* was published in February by Harvest House. For 2012, the lineup for January and February publication includes *Dog Confessions: A Tell-All Book*, from Harvest House; *The Official "Better Than Dogs" Cat Book*, from Harvest House; and the hilariously funny *Matthew, Mark, Luke & Johnny: The Bible According to Kids*, also from Harvest House. In February, Zondervan will publish *Hugs & Kisses, God, from Kids Around the World*.

Sincere Condolences, Donation Option

We extend sincere condolences to Liz Palika, whose husband Paul was killed in a motorcycle accident. The Palikas were active in our sister organization, Dog Writers Association of America. Paul had a service dog named Archer. To make a tax-deductible donation in Paul's memory, make checks out to the Palikas' Kindred Spirits Canine Education Center and mail to Terry Albert, 14021 Earie Lane, Poway, CA 92064.

CWA Members, please note! If you want your achievements and news to appear in MEOW, send them to me via email in suitable format (120-150 words maximum). Submissions will be accepted until the published deadline; however, please don't wait. Submit as soon as possible and make my task easier! Thank you. — Ed.



NEW MEMBERS [member numbers in brackets]

Debra Halborn [P609-10], 119 Oakleaf Drive, Landrum, SC 29356; 864-457-7555; Email: debra@starcatscluster.com; Website: www.starcatscluster.com.

Cary Bertoncini [A655-11], 9964 Stirling Park Drive, Sacramento, CA 95827; 916-368-7617; Email: cbert@omsoft.com. Cary has an academic interest in particularly poetic expressions of or including felines. Cary is a member of the Modern Language Association. He is the author of "The Feline Poetic: Archetype, Symbolism and the Rose-Meow." His sponsor is Wendy Christensen.

Christy A. Caballero [P654-11], 74159 Elk Creek Road, Rainier, OR 97048; 503-556-3689; Email: 7swans@earthlink.net. Christy is a pet columnist and writer of magazine features. She has received two Maxwell Awards. Her sponsor is Wendy Christensen.

Kathy Covey [P652-11], 14175 S.W. Galbreath Drive, Sherwood, OR 97140; 503-710-8383 (home), 503-925-8903, Ext. 228 (business), 503-853-7989 (fax); Email: KCovey26@msn.com; Website: <http://blog.oregonlive.com/cats/index.html>. Kathy's interests are animal sheltering and welfare, animal rescue, and disaster preparedness. She writes, "I have almost 13 years experience as a PR/PIO professional in animal welfare and have written hundreds of media releases, web stories, and newsletter/magazine articles. I am a member of a technical animal rescue team and have also participated in hoarding case rescues that are high profile." Kathy's sponsor is Dusty Rainbolt.

Pune Dracker [P648-11], ASPCA, 520 8th Avenue, 7th Floor, New York, NY 10018; 646-265-1942, 212-876-7700, Ext. 4435; Email: pune@aspcapro.org; Website: www.aspcapro.org; Blog: www.aspcapro.org/blog. Pune is the Director of Content and Editorial Services for the ASPCA. Her sponsor is Dusty Rainbolt.

Susan Paretts [P653-11], 9512 Valley Hills Avenue, Las Vegas, NV 89134; 818-681-9648 (home and business), 818-942-6027 (fax); Email: Catco22@aol.com. Susan's areas of interest are cat health and cat behavior. She's a member of The Siamese Fanciers. Her sponsor is Wendy Christensen.

Rebecca Poling [P649-11], 6022 White Rose Trail, Dallas, TX 75248; 972-385-6167 (home and business), 972-385-6169 (fax); Email: rpoling1@swbell.net. Rebecca specializes in cat rescue and sheltering. Her sponsor is Dusty Rainbolt.

Debbie Swanson [P651-11], 3 Equestrian Lane, Westford, MA 01886; 978-589-9593; Email: Debbie@swansonwriting.com. Debbie writes about cats. Her sponsor is Nancy Marano.

Anne White [P650-11], 2494 Church Road, P.O. Box 101, Clayville, NY 13322; 315-725-2803 (home), 315-735-8212 (business); Email: Anne.white315@gmail.com; Website: www.examiner.com/cats-in-utica/anne-white. Anne is a freelance writer interested in animal welfare and animal sheltering. She writes, "As a former associate director of a shelter and current foster 'mom' and volunteer, I am dedicated to educating people about cats and animal welfare." Sponsor: Deb Eldredge, DVM.

CWA Member Directory Online

An updated edition of the 2011 CWA Member Directory is now available on our website. To access it, go to <http://catwriters.org/member-logon.html> and login as
username = member
password = cwa2009w

CWA NEEDS YOU!!!! — By CWA Nominating Committee Chair Fran Shaw

The 2011 CWA Nominating Committee is looking for a few good men and women to serve! The Council of Director seats are two-year terms, and officers are elected every year – although we hope officers will also commit to serve at least two years.

Any professional CWA member can hold office. The first step is simply to throw your hat into the ring. (Not Associate members, sorry.) You can volunteer for consideration by the NomCom or you can suggest another CWA member who you think would do a good job.

If you're interested in job descriptions and learning more about our leadership openings, email NomCom chair Fran Pennock Shaw at franshaw1@juno.com or call (717) 397-9531. Also feel free to contact NomCom committee members Kim Thornton and Ramona Marek.

Among our approximately 200 professional members, there's a lot of (hidden?) talent.

Please put it to good use, helping CWA grow and prosper. You'll find that serving CWA will also help YOU grow personally and professionally.

The NomCom will talk with everyone who inquires, so don't be shy. Watch your email, the CWA website and MEOW for further announcements.

Quarterly Quote

"Reverence for life comprises the whole ethic of love in its deepest and highest sense. It is the source of constant renewal for the individual and for mankind."

— Albert Schweitzer (1875-1965)



OPPORTUNITY KNOCKS!

Dan Poynter's Global eBook Awards: Call for Entries

Imagine. . . Your eBook winning an award and

- * Being authorized to put an award "sticker" on your eBook cover, website, and promotion materials.
- * Getting buoyant feedback from judges with experience in your category of book.
- * A free listing in *Publishing Poynters Marketplace* offering review copies for reviews in prestigious eBook dealers' sites such as Amazon.com, Barnes&Noble.com, and others.
- * Being honored at an award ceremony in gorgeous Santa Barbara.
- * Media coverage for your book and you.

To break out of the pack and rise above the noise, your eBook needs to get read. Readers have to read it, love it, and tell someone else. This is "word of mouth." Global eBook Awards are more than a "sticker:" they come with a built-in publicity machine.

Accepting entries: Now. For eBooks released anytime before July 1, 2011.

Application deadline: June 30, 2011 (midnight, Pacific Time).

Award ceremony: Saturday, August 20, 2011.

For details, see: <http://AwardsForEbooks.com>.

AUTHORS NEVER RETIRE

Have you ever heard an author who retired? Of course not.

People who retire are retiring *from* something. A job they did not enjoy.

I always wonder how long they endured a job that wasn't fun.

Year after year, they continued in the job they didn't like and wished they could escape.

Authors have a job they love.

If they are introverted, they can stay home and write.

If they are extroverted, they can get out and promote their work.

They are self-employed and they have a choice.

According to *Forbes* magazine 87% of the employed in the United States hate their jobs. See http://www.forbes.com/2005/11/30/career-work-employmentcx_sr_1201bizbasics.html.

Could it be that the remaining 13% are authors?

ALL ITEMS ON THIS PAGE are by Dan Poynter, The Book Futurist, who has kindly given permission for their use. Dan's website is jam-packed with great advice about publishing. Go to <http://ParaPub.com>.

ADVOCATE OR GATEKEEPER?

There are leaders and their followers.

There are contributors and there are takers.

Some bring oxygen and others expel CO2.

Some pour concrete and others inscribe their initials in it.

Progress is made when the energetic meet the enablers.

Advocates make things happen while hoop-holders stifle progress.

When there are too many sentinels, sentries, and guards in

positions of authority, there is little progress. Gatekeepers stifle growth.

It has been said that the world can be divided into three types of people:

Those people who make things happen.

Those people who watch things happen.

And the largest group of all, those people who wonder what happened.

Authors make things happen.

Start writing that book today.

**PUBLISH
YOUR BOOK!**



Photo by Barbara Stretton

Publishing guru Dan Poynter

FROM KEYBOARD TO SHELF

- **How long does it take to produce a book?**
- Large New York Publishers normally need 18 months, from the time they accept your manuscript, to get your book produced.
- Self-publishers need just 2-3 weeks to have a book printed.
- The time to publish an eBook is just a click.
- Think about your book. How long before a portion of the information will go out of date?
- How long will your audience wait for your knowledge and research?
- How long should an author wait for monetary reward?

YOUR BOOK WILL ENHANCE YOUR PRESTIGE

Joe Vitale, author and speaker, brings to our attention that the word authority contains the word author: **AUTHORity**.

Once you publish, people perceive you to be an authority on your subject. People hold books and authors in high esteem. And you are an authority because you have done the research, focused your information and have written the book.

Enhanced prestige is another good justification for writing your book.

It's good for your business.

Cat Writers' Association Conference EARLY BIRD SPONSORS for 2011

Thanks always to all of our sponsors, but thanks especially to our "early birds" who have already promised once again to support our annual conference.

Cat Fanciers' Association
Cornell Feline Health Center
Dog Writers Association of America
Fe-lines, Inc./Sticky Paws®
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Nestle/Purina Pet Care Company
Pet Sitters International
Precious Cat, Inc.
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Sergeant's®
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Sincere thanks for your commitment to CWA!

CWA Council News

By CWA President Susan M. Ewing

Dues increase: CWA Council members have been emailing back and forth for the last couple of months and money has been a big issue. Last year, we lost a major sponsor who was giving us \$5,000 toward conference expenses, and costs for hotel services continue to rise. We knew we'd have to raise dues and many figures were discussed. We decided on \$30 per year and are hoping dues can stay at that level for several years before they need to be raised again.

Conference fees: We increased conference fees last year and are holding those steady, with the exception of a \$5 increase on individual meals. Our conference is still a huge bargain. Because of our generous sponsors, the conference fee, including all seminars and most meals, costs less than just the meals alone.

Book signing changes: We are still working on the book signing options. The last two years have been very difficult because there's been no local bookstore to run the booth, or even supply books. Lyn Garson has been lugging books from the store in her town, setting up, and lugging all the unsold books back. Participating authors have had to promise to supervise the booth in shifts. This is not happening this year. What is happening hasn't been determined yet. We are still looking at ways to have a book signing in partnership with the TICA Westchester Cat Show.

Future conference sites: A long range planning committee is now discussing various sites for future conferences. Stay tuned!



Read this!



The CWA Contest Committee needs your help!

We know there are a lot of excellent local and regional pet publications, and we would like to locate them. We want to recognize the excellent work being done in these smaller publications, but we need your help to find them.

Send the names of the publications and their contact information. We want to send them information on the CWA contest and invite them to enter in various categories. We hope to recognize the good work being done by smaller outlets and perhaps even find some new members for CWA.

Please let me hear from you **ASAP** at nmarano@aol.com so we can send our contest information to them. Thanks for your help.

— Nancy Marano, CWA Contest Chair

Volunteers Needed! Here, Kitty, Kitty!

By CWA President Susan M. Ewing

REGISTRATIONS: We need someone to handle registrations for the 2012 conference. Sharon Melnyk has generously offered to help with this project. She's even willing to handle the registering and money part. **So, what's needed is someone to do badges.** Badges



means buying the badges, printing the inserts, and mailing all of them to the conference hotel. **Assembly** is usually something we do at the TNT (Thursday Night Team) party as a group. Ideally, the person who volunteers to do the badges will also be available to **handle check-in at the conference.**

NON-ATTENDING AUTHORS

COORDINATOR: We need a coordinator to receive publicity material from authors who cannot attend the conference and take it to the conference for display on our information tables. Many thanks to Debra White for her service in this post; we appreciate her work.

PHOTOGRAPHER: Barbara Stretton is willing to take photos once again, but she'd like someone else to be there with a camera as a backup. You can't have too many photos!

CERTIFICATES OF EXCELLENCE:

Julie Ann Mock has retired after years of doing the wonderful certificates that were presented to all Muse Medallion™ finalists. Many thanks to Julie. Any artistic person who would like to do these certificates?

On Dying and Death, and Remembrance

By Bernadette E. Kazmarski

I've been persistently remembering Peaches lately, feeling her little spirit walk across my desk and awaken me in the morning. I had planned an article about remembrance in the aftermath of loss, but it just wouldn't come together, though I understood both why I was remembering her and why I couldn't focus on writing.

I recently lost my mother at age 85 after levels of illness ending with skilled nursing, weight loss, and greater need for care, all leading to the last few months of decline.

I would not compare the loss of Peaches or any of my cats to the loss of my mother because the relationship is entirely different, but I know that Peaches' progress toward death and her quiet passing, and that of others before her, were what prepared me for understanding and accepting the progress of my mother's passing.

My father died 20 years ago after a recurrence of cancer and the effects of Parkinson's disease, and I was barely aware of the process of death. Twenty years later, after the ebb and flow of life with my cats I was prepared for my mother's loss and the months-long process that led to it, and I'm anticipating the aftermath.

In any being, living is an act of will – without it the individual does not thrive. But death is not the *lack* of will to live, rather it manifests part of the same will as a being accepts that this physical body can no longer sustain life and the body and spirit must part. I make no conjectures about what happens after the body and spirit part, but for those of us who've felt the touch of a loved one no longer present I find it hard to believe that living is accomplished only in a physical body.

Especially in age and chronic or terminal illness, the process of death is the same in any being. Referencing Elisabeth

Kubler-Ross' Five Stages of Grief, each individual follows the same stages though with different means and at different rates, eventually arriving at acceptance.

Since last summer I'd been having an increasingly difficult time staying organized and focused, feeling restless and distracted without any obvious reason for it. I may have a

reputation as a scattered creative person, but I'm actually organized or I'd never be able to run my business, and take care of my home and cats and affairs for my mother and brother.

Years ago, when I was walking my 25-year-old cat Stanley through his final months, I experienced this same distracted state, these flashes of fear and helplessness that didn't seem to originate with me, and I realized I was actually perceiving his emotions as he accepted his own passing. I remember looking into his big green eyes as we both felt relieved we weren't experiencing it alone. I have experienced this same wandering focus with each of my losses before and since Stanley, but now understand when this begins, they are accepting the final stage of their process and their passing is imminent.

I knew that a part of what I was feeling by autumn was my process

with Peaches as she gracefully accepted the deterioration of her body's functions through renal failure and age. One Saturday in mid-October she refused food and told me she wasn't going to eat anymore. I gave her fluids and little sips of milk and bits of supplements, but we let her body follow its will and gently enter its end stages the following Tuesday night. I sat with her as she slowly faded until morning when she showed some signs of pain and I called my veterinarian.

(continued on the next page)



© Bernadette E. Kazmarski

On Dying and Death (continued)

After Peaches passed, though, I still felt the distractedness. In November our meeting at the nursing home discussed my mother's lack of appetite, weight loss, and increasing frailty, though she was not withdrawn. We decided to implant a feeding tube in case she just didn't like her pureed food and thickened drinks (she hated them) and couldn't nourish herself enough, hoping she'd gain weight and strength. At home, I might have tried a few force-feedings of one of my cats just in case they simply weren't strong enough to eat and sustain themselves, hoping their appetite would take over, stopping the feedings if it didn't.

By December there was no difference in my mother, and I knew that she was accepting her end in the same way Peaches had looked at me and let me know she wasn't going to eat anymore. I have no doubt that Peaches showed me her process in preparation for what would come with my mother.

I was about as distracted and non-functional as I've ever been in January, sleeping odd hours, daydreaming, nearly incapable of visualizing a complete design idea, and every time the phone rang I jumped and grabbed it. The nursing home called early on January 20 saying my mother needed to go to the hospital, and while she seemed to be stabilizing she had a crisis and we decided on comfort measures because she would not have survived the condition, remaining on life support indefinitely. My sister and her two granddaughters, my brother and I took turns sitting in her room for her last two days.

I am grateful for the gentle guidance of the felines who've entered my life to teach me lessons in addition to living their

own agendas. I understood my months of inner turmoil as normal and I was more prepared for my mother's passing than I would have been. I won't be surprised when I encounter a photo or a passing memory of my mother months from now and have a little cry.

And I think little Peaches has been wandering about to comfort me in a way she could not have done in life as I assisted her through end stage renal failure and all the emotional turmoil that brought us. She has brought me quiet comfort in a way no other being could. She and her sister came to me at age 15 as fosters after the death of their first human mom, and while Peaches' sister never gave up hope to see her person and we lost her after only 10 months, Peaches sweetly accepted me as her new mom for the last five years of her life. Having lost her human mom already, she had a special lesson to teach me about loss, and she understands just how I feel. ♥

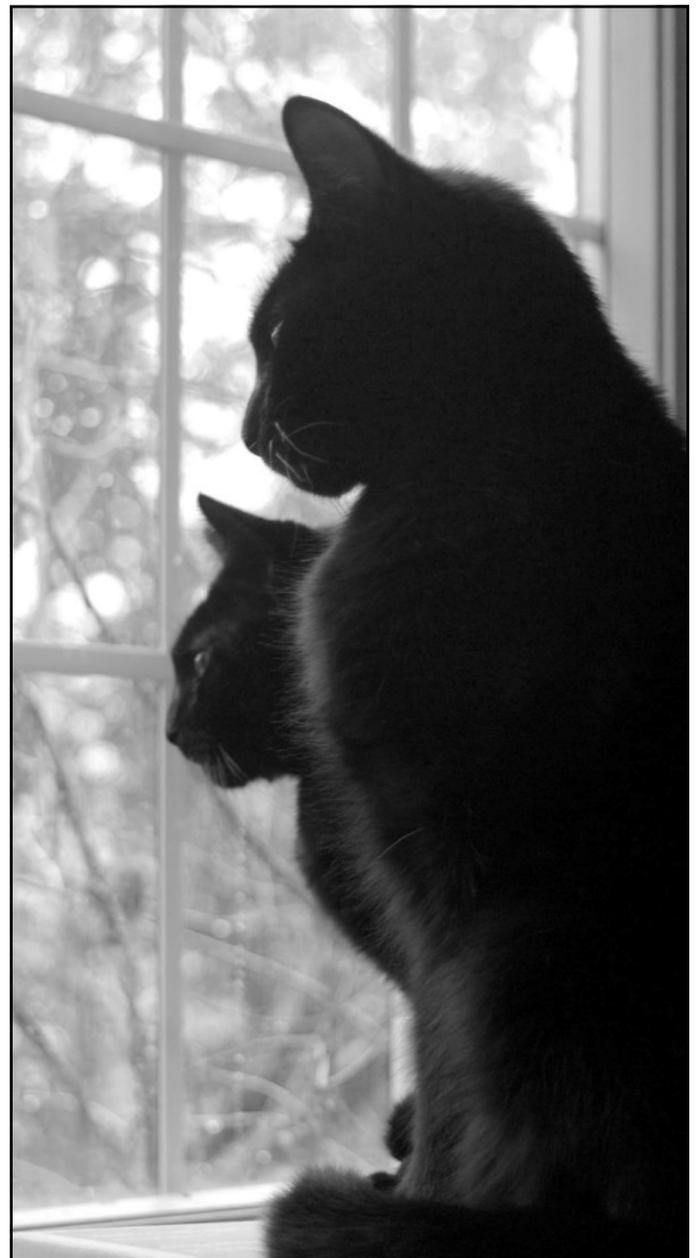
IMAGES and TEXT: © Bernadette E. Kazmarski

PAGE AT LEFT: Detail of the pastel original *Peaches and Peonies*: This painting won a Muse Medallion® in the 2011 CWA Communication Contest as an illustration, for its use on a greeting card.

IMAGE AT RIGHT: *Birdwatching*: "Mimi and Mr. Sunshine keep an eye on the activities at the bird feeders as the snow swirls around outside their window. Is it birdwatching, or meditation, both, or do the mesmerizing movements of the birds and snow lead to a meditative state?"



Bernadette E. Kazmarski is an award-winning artist, writer, and typographer who blogs on *The Creative Cat* (<http://portraitsofanimals.wordpress.com/>). In addition to her career as a commercial artist and graphic designer, she is a fine artist in various media whose favorite subject is her own cats; she also has completed more than 100 commissioned portraits of cats, dogs, birds, and other animal companions. At left, you see Bernadette in her *Self Portrait With Kublai*.



The Beauty of Words and Cats

By Andrea Dorn

Sometimes I find myself pondering the beauty that surrounds me every day in the form of the feline physique. I am amazed at the complexity of the feline coat alone. Take Rainbow, for example, my 17-year-old ex-feral shorthair. Her coat contains probably every basic color known to cats; she is a brown-patched classic tabby and white with green eyes. I marvel at the agouti patterning in every single hair shaft, that individual pattern that melds into a larger design. Swirls of color and shades fade from one to another to an even larger motif. One pattern turns into a bull's-eye, but then morphs into a butterfly. How could nature have devised such an ingenious art form?



I gaze at Gooseberry's mackerel ribbing, so perfect, so random, so articulating. The ribs like fishbones, the bracelets like jewelry. How masterful were the strokes that painted them there! The deep red arrows that accentuate his eyes and the "M" on his forehead are perfection. Even Mewdy Blue's seemingly simple blue coloring is built on a double coat of many shades. The silver tipping on his outer coat gives it a sheen that makes me shiver at his every movement.

But the coat is not all that makes the feline form so magnificent. Sinewy muscles ripple as a cat leaps from one counter to the other, then just as easily relax as he stretches out to rest in the sunbeams. The athlete who jumps through hoops and climbs the stairs releases the tension at once to sleep at peace and rejuvenate. And how could one simple appendage be so expressive as the wondrous tail? Every emotion can be read right there in the tail of a cat.

As a writer, I am also amazed at the art form that is the word. I sometimes look at a simple word and marvel at the idea that each line equals a letter that makes a unique sound. That sound combines with the scratchings of other letters to make a longer sound that makes a word, and many different words combine to make a sentence. Each ingredient has a meaning, a look, an art unto itself.

Derivation adds another consideration. Genetics determine the color and pattern in a cat's coat, genetics deriving from all the ancestors that led to that cat. Somewhere in Rainbow's genetic past was definitely a red tabby cat, just as somewhere there must have been a blue-eyed cat that gave her those intense emerald eyes. But a turn of genetic fate caused the masking of her extremities by the lack of color, or what we call white.

Words developed somewhere down the line of human evolution. Though I am no linguist and certainly no historian, most likely they began as pictures, gestures, and sounds that had some shared meaning for ancient man. Later those pictures took



the form of words or phrases or letters. Words, such as we know them today, came from the genetics of language passed down through the ages from cave drawings, from hieroglyphics, from Latin to English and all the many languages of our modern world.

I sometimes see a word and wonder at its form or its sound or its meaning. Other times, I simply relish a word such as *flourish*. Such a pretty word, a marvelous idea, and an interesting collection of letters. To write with a flourish is what I strive for. To induce a picture in the mind of the reader much as the original cave drawings did in ancient times, but a picture more beautiful and more full of life than any single word. That is the goal. But the destination, or goal, is not the thing. Rather it is the quest that makes us what we are.

And yet, even with all the beauty inherent in any language, I doubt that anyone could describe a beauty so all-encompassing as that of the feline I call Rainbow. ♥

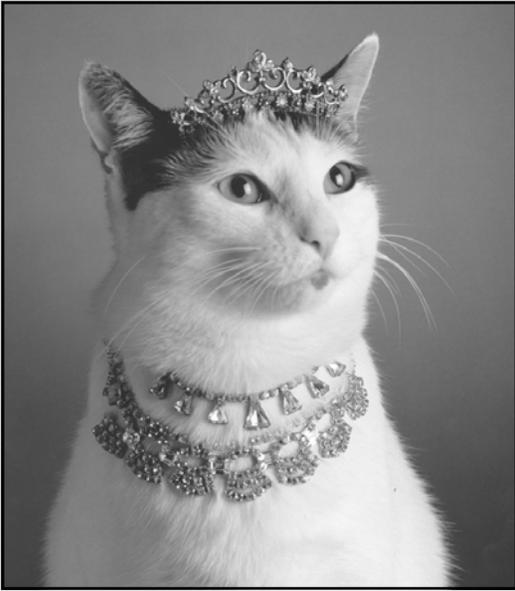
Andrea Dorn is a contributing writer for *Cat Fancy*, *Just Labs*, *The Des Moines Register*, *Applez 'n' Oats*, and *Our Iowa*. She is an expert wordsmith. See her blog at <http://andreadorn.blogspot.com>.

Photos © Andrea Dorn: Rainbow and (top left) Gooseberry

The Cat's MEOW

Stray Thoughts

By Meow Editor Karen Payne



© Princess Kitty, Inc. Photo by Deborah Gray Mitchell

*With hearts full of compassion,
With eyes that really see,
All of you please be mindful
That any suffering animal
Could easily have been me.
— Princess Kitty®*

Princess Kitty — Light of My Life

By moonlight or sunlight,
Nightlight or daylight,
Starlight or spotlight,
You are my one light –
Scattering moonbeams,
Trailing stars,
Purple-gold-white light,
Wherever you are.
— Karen Payne

My Cat's Eyes

Aquamarine eyes meet mine, so many things to say:
A question – How are you doing? Or, How are you today? –
A wink of satisfaction, a peek from realms of sleep –
Perhaps a look of rapture or a glimpse of something deep.
They twinkle with amusement; they blaze with jealousy.
They melt my heart with purest love – they're everything to me.
The eyes of Princess Kitty, a preview of God's heaven,
A window on the purest soul that ever life was given.
— Karen Payne

Poems © Princess Kitty, Inc. All rights reserved.

DO YOU ENJOY READING MEOW? THEN HELP!

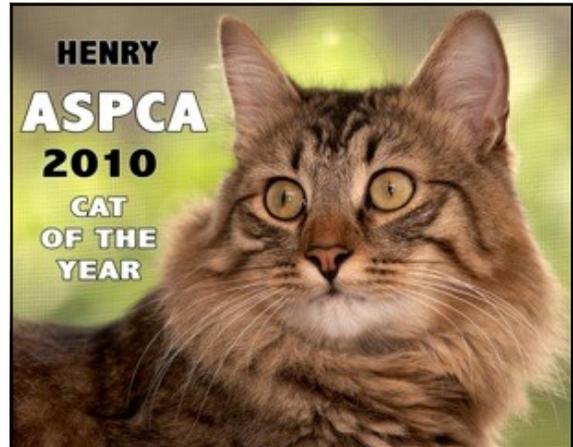
MEOW needs your help! In the last issue I asked anyone who can assist with editing or take over publication of MEOW temporarily if I am caught in an emergency to please step forward and contact me. This has to happen, or our newsletter could be in jeopardy. So please, email me at karen90@attglobal.net today. — Ed.

Join Up! CWA-ProList and Feline CATchALL

Those not on the CWA-ProList, you are missing out on an important benefit of CWA membership. This CWA members-only list is dedicated to issues related to writing, publishing, research, photography, and more. Recent discussions covered copying articles without permission, blogging, managing comments on your blog/web site, book signing events, WordPress, "brags" about member achievements, and other timely topics.

Sign up at <http://groups.yahoo.com/group/CWA-ProList> and request to join the group. You'll get a welcome message giving you all the details of the list, how to send messages, unsubscribe, and so on. After you've signed on to the ProList, please introduce yourself to your fellow CWA members. To send a message to the CWA-ProList mailing list, use CWA-ProList@yahoogroups.com.

Another important email list, not officially sponsored by CWA, but to which many members belong, hosts a broader range of topics including feline health, behavior, and welfare. To join, send an email to FelineCATchALL-subscribe@yahoogroups.com. You'll soon hear back from one of the list's moderators; Darlene Arden is the list owner, and the intrepid moderators are Anne Helgren and Maryjean Ballner.



In the Next MEOW: Here Comes Henry!

Henry and his human co-mom, writer-psychotherapist **Cathy Conheim**, won a CWA award for the book *What's the Matter with Henry?* Now this inspirational three-legged kitty has another distinction: Last November, he was named the **ASPCA 2010 Cat of the Year**, a feat that was highlighted in a two-page spread in *Cat Fancy's* current Kitten issue. With his sister Dolly the poodle, Henry has decided to take a more major role in healing and education: The pair, along with Henry's two-legged Dachshund girlfriend Tink, use their Just Me Project to teach humans by example to be curious, to learn the skills of resilience, and to focus on what they have, not on what they lack. We'll hear more about Henry in the next issue of *MEOW* and also have a sidebar on famous cat contests your cat may want to enter.

2011 CWA Contest Entry Deadline!!!!

Must be postmarked by July 1st
NO EXCEPTIONS!

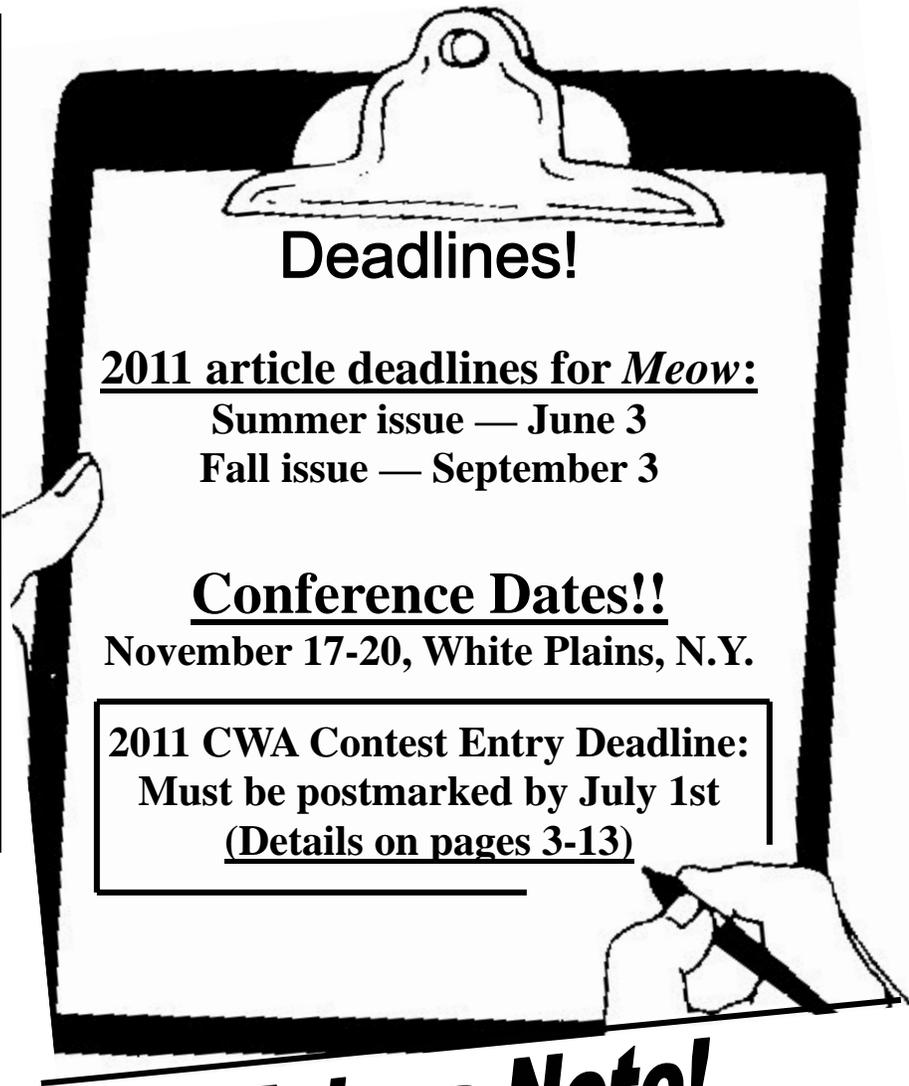
Contest details are found on pages 3-13
of this issue of *MEOW*

Get the latest information about new contest categories. Read the contest rules. Sign up to be a contest judge. Fill out entry forms, and get your entries ready to mail to

CONTEST CHAIR
NANCY MARANO
7601 Vista del Arroyo NE
Albuquerque, NM 87109



MEOW is the newsletter of the Cat Writers' Association. It is the winner of an APEX® Award of Publication Excellence and is published four times a year.
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Deadlines!

2011 article deadlines for *Meow*:

Summer issue — June 3
Fall issue — September 3

Conference Dates!!

November 17-20, White Plains, N.Y.

2011 CWA Contest Entry Deadline:

Must be postmarked by July 1st
(Details on pages 3-13)

Make a Note!

~ Heartfelt thanks to the generous sponsors who make our CWA Contest possible ~
~ Special thanks to our generous *MEOW* contributors ~

Meow

Spring 2011
Vol. XIX, No. 2

CAT WRITERS' ASSOCIATION
P.O. Box 430784
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First Class

"Be like the flower, turn your face to the sun." — Kahlil Gibran