



Meow

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

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

Our 2011 CWA Conference Will Be a WOW!

By Susan M. Ewing, CWA President

The CWA Conference is fast approaching, and you simply can't afford to miss it! Have you registered yet? You can register online via PayPal on our website: <http://www.catwriters.org/annual-info.html>.

If you're on other writing group lists, spread the word about our CWA Conference. Refer people to our web site for information. Tell all your writing friends and colleagues that they can learn a lot at our Conference even if they never write a word about cats or any other animals. We have the best conference and the best prices in the industry.

Topics this year include How to Write an Irresistible Non-Fiction Book Proposal," "When Bad Things Happen to Good Writers," "Word Press 101", "Medical Writing Strategies," "Research That Saves Lives," and many more!

Check out the entire list inside on pages 12-15 inside and at <http://www.catwriters.org/annual-info.html>.

The Conference truly is a terrific bargain. Full registration includes two breakfasts, one lunch, two dinners with cocktail hour, and two snacks — the food alone is worth about \$300 per person. And the networking opportunities, editor-agent appointments and all the other benefits are priceless.

We also just plain have a good time.

Okay, end of commercial. Hope to see you there!!!! ♥

**Conference Dates: Nov. 17-19
See You in NEW YORK!**

News Flash!

THE 2012-2013 CWA CONFERENCES WILL BE HELD IN LOS ANGELES

CWA's Long Range Planning Committee has recommended, and the CWA Council has approved, having the 2012 and 2013 conferences in LAX (Los Angeles) and following up with conferences in DFW (Dallas-Fort Worth) in 2014 and 2015.

A further recommendation was made to return to the East Coast for 2016.

The 2012 conference will be held November 1-4 at the Renaissance Los Angeles Airport hotel, 9620 Airport Boulevard, Los Angeles, CA 90045. This property offers complimentary airport transportation, and for those of you who drive, the self-parking rate has been reduced to \$15 a day for our group (a \$12 discount from their regular rate of \$27). Our confirmed room rate is \$105 single/double.

The full report by LRPC Chair Allene Tartaglia, who served with members Paul Glassner, Heike Hagenuth, Dusty Rainbolt, and Fran Shaw, is on page 6 inside.

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President's Message

By Susan M. Ewing, CWA President

Cheers for CWA!

Here in Western New York State, we had a hot, dry summer after a soggy spring, and the trees were stressed and started dropping green leaves in mid-August. We knew it wasn't autumn yet, but now, in October, we know that summer's coming to an end.

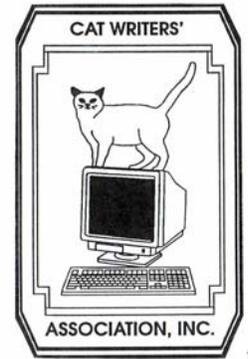
I'm coming to an end of my term as president of Cat Writers' Association. It's hard to believe this is my last column as president. It truly seems like only yesterday when I was facing the blank computer page and wondering what I'd say as a new president.

I've enjoyed being president and I've learned more about the workings of this organization, especially all the effort that goes into our annual conferences, but in spite of the learning, or maybe because of it, my opinion of CWA hasn't changed much at all. I still consider our conferences one of the all-time bargains of any year, and I still marvel at the quality of our seminars, not just for cat writers, but for all writers. I wish there were a way to tell everyone interested in writing that this is THE conference to attend. As we get closer, I am getting VERY excited! Great seminars, a chance to talk to editors, networking with friends and acquaintances, good food. Wow!

I haven't changed my opinion on the quality of the CWA volunteers, either. CWA is just full of members who are willing to help in just about any capacity, and, they're willing to do it not once, not twice, but seemingly forever. Heike Hagenguth has been scheduling editor appointments for ten years. Nancy Marano keeps running the writing contest. Fran Shaw will help anytime, anywhere. Wendy Christensen has not only been secretary for ten years, but also will quietly and efficiently step in and do whatever is needed.

I shouldn't have started naming names, because there's no good place to stop, and really, I don't have the space in this column to list every CWA member. I do need to mention Dusty Rainbolt, though. I can honestly say that I never could have done it without her. There's a lot of work that goes into our conference and Dusty does more than her share. And how could I forget Fran Shaw, or Amy Shojai, or Nancy Peterson? And what about... see? I knew I shouldn't have started on names.

A huge thank-you to everyone who volunteers to keep CWA a great organization. As proud as I've been to be the president, I'm just as proud to be a member with no title. CWA rocks! ♥



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(www.catwriters.org)

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**18th Annual CWA Writers' Conference,
Nov. 17-19, 2010, in White Plains, N.Y.!**

Thank You to Our Dedicated 2011 Contest Judges!

By Nancy Marano, Contest Chair

Let's hear it for the judges! The contest committee for the 2011 Cat Writers' Association Communication Contest is thrilled that so many of you – 59 CWA members in all – volunteered to judge this year. Due to such a great turnout of volunteer judges almost no one needed to judge more than two categories. My mailbox and email inbox filled up quickly with completed scoring sheets from the judges. Many thanks to those of you who returned your score sheets early.

By the end of September, the contest committee had calculated and recalculated all the scores to identify those entrants who earned Certificates of Excellence (averaging 90 points or more on a 100-point scale) and the "top cats" (the Muse Medallion™ winners) in each of the regular categories. Our goal is to send out Certificates of Excellence to qualifying contest entries by the end of October. Names of the Muse Medallion™ winners are kept secret until they are revealed at the awards ceremony – the feline writers' version of the Oscars – on Nov. 19 in White Plains, N.Y., at the CWA conference.

We salute the following members who volunteered to judge in this year's contest. To maintain fairness, we are simply listing the members in alphabetical order and not by category.

Special paws up to Joanne Anderson, Sally Bahner,

Sheila Boneham, Sue Bulanda, Jane Calloway, Wendy Christensen, Andrea Dorn, Pune Dracker, Ann

Dziemianowicz, Toni Eames, Susan Easterly, Stephanie Galindo, Janiss Garza, Paul Glassner, Barbara Florio Graham, Heike Hagenguth, Linda Kay Hardie, Dena Harris, Helen Jablonski, Bernadette Kazmarski, JaneA Kelley, Ingrid King, Marci Kladnik, and Marilyn Krieger.

Also, high paws for Lyn McConchie, John McGonagle, Ramona Marek, Sharon Melnyk, Lynn Miller, Mary Anne Miller, Linda Mohr, Arden Moore, Cimeron

Morrissey, Shirley Rousseau Murphy, Karen Payne, and Nancy Peterson.

And, three meows for Dusty Rainbolt, Sandy Robins, Fran Pennock Shaw, Amy Shojai, Peg Silloway, Raven Simons, Gregory M. Simpson, Betty Sleep, Diane Smith, Kellene Stockwell,

Betsy Stowe, Lynn Thompson, Kim Thornton, Sandra Toney, Carolyn Vella, Bob Walker, Debbie Waller, Lee Wardlaw, Saul Weber, Michelle West, Layla Morgan Wilde, Deborah Wolfe, and Elissa Wolfson.

Good luck to all the entrants and lots of paw clapping for all the judges! ♥

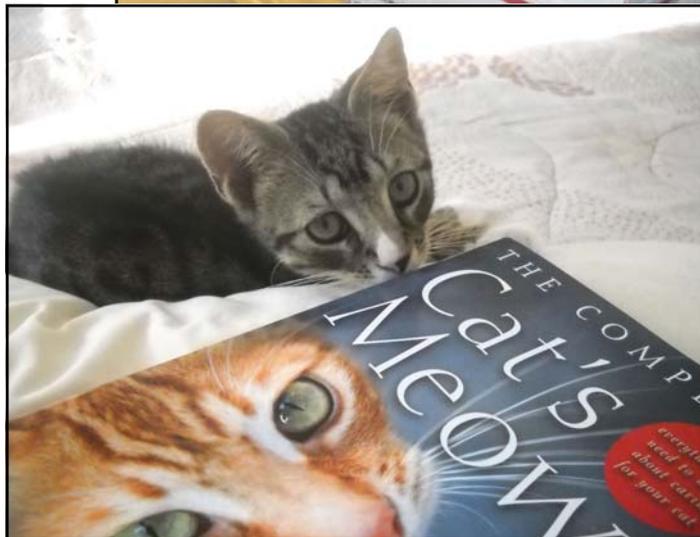
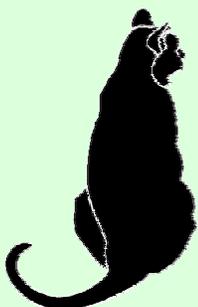


Photo by Joan Digby

(Above) Nancy Marano's kitty comrade at work. (Left) Special Award Judge Joan Digby's foster kitten lends a helping paw.



Quarterly Quote

*Example is not the main thing
in influencing others.
It is the only thing.*

— Albert Schweitzer



2011 CERTIFICATE OF EXCELLENCE WINNERS

By Nancy Marano, CWA Contest Chair



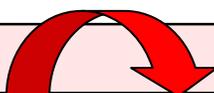
The following members will be awarded one or more Certificates of Excellence in the 2011 CWA Communications Contest.

This means they averaged a score by the judges (see above) of 90 or better out of 100. The winners of the Muse Medallions™ will be announced from this list on November 19, 2011, at the 18th Annual CWA Awards Banquet in White Plains, N.Y.

- | | | | |
|-----------------------|------------------------|-------------------------|--------------------|
| Joanne Anderson | Dr. Jean Hofve | Cimeron Morrissey | Margie Yee Webb |
| Darlene Arden | Helen Jablonski | Shirley Rousseau Murphy | Kelley Weir |
| Sally Bahner | Heidi Jeter | Karen Payne | Nancy White |
| B.J. Bangs | Elissa Jordan | Nancy Peterson | Layla Morgan Wilde |
| Catalyst Council | Bernadette Kazmarski | Allie Phillips | Elissa Wolfson |
| Wendy Christensen | Ingrid King | Stephanie Piro | Linda Young |
| Steve Dale | Marci Kladnik | Arnold Plotnick | |
| Ann Dziemianowicz | Brad Kollus | Dusty Rainbolt | |
| Carole Nelson Douglas | Marilyn Krieger | Nancy Reeves | |
| Deb Eldredge | Jennifer Levenson de | Sandy Robins | |
| Denise Fleck | Sanchez | Fran Pennock Shaw | |
| Maggie Funkhouser | Susan Logan | Amy Shojai | |
| Stephanie Galindo | Lyn McConchie | Clea Simon | |
| Lyn Garson | Brigitte McMinn | Christos Spontylides | |
| Janiss Garza | Ramona Marek | Debbie Swanson | |
| Randi Golub | Cecilia Martinez | Rebecca Sweat | |
| Lisa Hanks | Mary Anne Miller | Kim Thornton | |
| Dena Harris | Elaine Wexler-Mitchell | Debbie Waller | |
| Lauri Henry | Arden Moore | Lee Wardlaw | |

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 ★ **ADDITIONAL** ★
 ★ **INFORMATION on** ★
 ★ **Certificate winners** ★
 ★ **has been posted** ★
 ★ **on CWA's web site,** ★
 ★ **www.catwriters.org** ★
 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

NEWS ABOUT DUES



Hello, CWA members...

Effective for 2012, dues for CWA membership will be \$30.00 per year instead of \$20.00 per year. This represents the first increase in dues in CWA's history, going back to 1993.

Council thought about this long and hard, but the truth is that conference costs and other expenses keep going up. Printing and postage costs have increased significantly. It costs hundreds of dollars to print and mail the Directories and each issue of the *MEOW*. For our annual conference, we have several sponsors who continue to support us generously, but we have lost some sponsors, and some just can't contribute at former levels.

Our \$30.00 annual dues is still a bargain compared to many organizations. We hope that by making the jump to \$30.00 now, we can hold dues to this level for several years to come.

Susan Ewing, CWA President

Renew your CWA membership now!

If you want to remain a CWA member (and I sincerely hope you all do!!!) and be listed in the 2012 CWA Directory, you MUST pay your membership renewal fee (\$30.00) by December 31, 2011.

You can renew your membership online, right on the CWA web site, via PayPal. It's quick, easy, and secure. You can pay with funds from your own PayPal account, or use a credit card (VISA, MasterCard, Discover, or American Express).



Go to www.catwriters.org
Scroll down to "Membership Information"
Click on "Membership Renewal Form"
Scroll down to the "RENEWAL" section
For "Please select an option," choose "Renewal Fee \$30.00"
Click on the yellow "Pay Now" bubble
You'll be transferred to a secure PayPal site —



Fill in your billing information, credit card info, etc., or log into your own PayPal account to pay.
(The "credit card expiration date" boxes seemed tricky to me: you need to delete the gray "mm" and "yy" before typing your card's expiration date.)

Continue to follow the instructions to complete your payment.

That's all there is to it!

If you'd like to renew the old-fashioned way, send your check for \$30.00 (in U.S. funds) to the CWA Treasurer:

Allene Tartaglia, CWA Treasurer
9024 SW 91st Circle
Ocala FL 34481

Remember, **the deadline for dues payment is December 31, 2011**. If you haven't paid by then, you will NOT be listed in the 2012 CWA Directory. Soon, I'll be emailing each of you a copy of the information I currently have for your Directory listing. You can then verify or correct it, all via email. No forms to fill out!

Even with our very necessary dues increase for 2012, CWA membership is a real bargain. Why not renew right now, while you're thinking about it?

– *Purrrrrs... Wendy Christensen, CWA Secretary*

CWA Officers Slate for 2012

By CWA's NomCom Chair Fran Pennock Shaw

The 2011 CWA Nominating Committee is proud to announce the following slate of officers:

President – Linda Kay Hardie

Vice President – Dusty Rainbolt

Secretary – Wendy Christensen

Treasurer – Allene Tartaglia

Council of Directors (three open seats) – Dr. Jane Brunt, Andrea Dorn, JaneA Kelly



Executive officers are elected annually. Council members hold two-year terms.

According to the CWA Bylaws, once the slate is published, officers are elected at the next annual membership meeting; this year it will be November 19, 2011 at the CWA Conference in White Plains, N.Y. Only professional members may vote, and they may vote prior to the meeting by mail if they wish. However, when the election is uncontested, no ballots are mailed. A majority of the members present and voting at the annual meeting can conduct business, including the election.

A more detailed explanation of CWA's nominations and elections guidelines are posted on our web site at <http://www.catwriters.org/08nominating-guidelines.pdf>.

This year's Nominating Committee was Fran Pennock Shaw (chair), Kim Thornton, and Ramona Marek. We thank everyone we considered as candidates and sincerely hope more people will volunteer for leadership positions next year. ♥

The 2012-2013 CWA Conference Will Be Held in Los Angeles!



CWA Long Range Planning Committee Report October 2011



The Long Range Planning Committee's function is to investigate and recommend locations for future CWA conferences. The committee is currently comprised of the following: Paul Glassner, Heike Hagenuth, Dusty Rainbolt, Fran Shaw, and Allene Tartaglia (chair).

A questionnaire was sent via email in March to all CWA members. Approximately 240 members were emailed the questionnaire with an approximate 32% return rate (75 responses), most received within the first week – thank you! At the end of this report are the tallied results. Based on the responses, the following was of particular note for determining where and when the 2012+ conferences should take place.

You want to see the conference located near a major airport hub and not necessarily in the center of the country. Most aren't interested in "destination" cities such as Las Vegas, Orlando/Disney World, etc.

October and November are the favored months. With eleven people stating the weekend prior to Thanksgiving is a problem, we thought it was enough to consider changing the date to earlier in November or in October.

Although a good number of you wanted to see the location change every year, the most popular choice was every two years.

The overwhelming majority would still attend the conference even if it weren't linked to a cat show or some other like-minded event. Many commented they would like to have the CWA conference in conjunction with some other event but being stand alone would not deter them from attending.

Recommendations

Based on the questionnaire results and the lack of and/or difficulty of finding an appropriate conference partner, the committee recommended going it alone for the 2012 conference. Since few, if any, of our attendees leave the hotel during the conference, we focused the search on airport properties. Airport properties are typically less expensive than downtown properties, and offer quick and easy in and out access and complimentary airport shuttle service. Although several locations were considered, two were clear standouts: Los Angeles Airport (LAX) and Dallas/Fort Worth Airport (DFW) – DFW due to its central location, and LAX for the proximity to editors and the number of years since the conference has been held in that part of the country (about 15+).

The committee recommended, and Council approved, having the 2012 and 2013 conferences in LAX following up with conferences in DFW in 2014 and 2015. A further recommendation was made to return to the East Coast for 2016. When feasible, partnering with either a cat show or other complimentary event will always be considered.

We are pleased to announce that the 2012 conference will be held November 1-4 at the Renaissance Los Angeles Airport hotel, 9620 Airport Boulevard, Los Angeles, CA 90045. This property offers complimentary airport transportation and for those of you who drive, the self-parking rate has been reduced to \$15 a day for our group (a \$12 discount from their regular rate of \$27). Our confirmed room rate is \$105 single/double.

CWA Member Questionnaire Results

All responses do not add up to 75, mostly due to multiple choice.

1) Have you attended a CWA conference in the past 5 years?

Yes: 46
No: 29

2) How many have you attended?

1: 7
2: 13
3: 8
4: 6
5: 13

3) What was the main reason you attended?

Check all that apply.

Seminars: 38
Networking: 42
Visiting with friends: 31
Other: 32 (presenter/speaker, winner, sell books, editor/agent meetings and appointments, officer, motivation)

4) Why haven't you attended? Check all that apply.

Cost: 26
Location too far (too difficult to get to): 26
Location uninteresting: 5

Other commitments (work or personal): 32
Date too close to Thanksgiving: 11
Other (please specify): 3 (new)

5) How often would you like to see the location of the CWA conference change?

Every year: 25
Every 2 years: 30
Every 3 years: 10
Every 4 or more years: 1
Never: Already like where it is located in relation to their residence.

6) Would you attend more CWA conferences if they were held in destination cities such as Las Vegas, New Orleans, etc.? Please keep in mind hotel and registration costs will likely be more in these types of locations.

Yes: 24
No: 45

7) How much would you be willing to spend for the conference (hotel and registration)?

\$500-\$800: 46
\$801-\$1,000: 18
\$1,001-\$1,500: 0
Not a consideration: 8

8) Would you attend the conference if it were stand-alone, i.e. not connected with a cat show, vet conference or something similar?

Yes: 65
No: 5
If no, would you attend the conference if it were connected to a (check all that apply):
Cat event: 26
Vet conference: 25
Dog event: 14
Other like-minded event: 18

9) How important is it to you to have the conference centrally located, i.e. Houston, Kansas City, Chicago, etc.?

Very important: 12
Somewhat important: 25
Not a consideration: 38

10) Which month would you prefer the conference be held? Check all that apply.

September: 28
October: 40
November: 30
December: 2
Other (please specify): 12 (all months were named, no clear standout)

SINCEREST THANKS TO OUR 2011 CWA SPONSORS!

FOUNDING SPONSOR

Nestlé-Purina PetCare Company

CROWN JEWEL SPONSOR

Hartz Mountain Corporation

DIAMOND SPONSOR

Nestlé-Purina PetCare Company

PLATINUM SPONSORS

ASPCA, Morris Animal Foundation, PetFinder.com

GOLD SPONSORS

Cat Fanciers' Association	Fe-Lines Inc./Sticky Paws®
Cat Fancy/BowTie Inc.	Merial
Central Life Sciences/Comfort Zone® with Feliway®	Premier Pet Products
Dog Writer's Association of America	Sergeant's Pet Care Products

SILVER SPONSORS

Cornell Feline Health Center	Sherpa Pet Group
PETCO Foundation	Amy D. Shojai
Precious Cat, Inc.	The International Cat Association (TICA)
Sturdi Products	World's Best Cat Litter®

BRONZE SPONSOR

Pet Sitters International

2011 AWARDS and/or CONFERENCE SPONSORS

ASPCA	Nestlé-Purina PetCare Company (<i>awards banquet, 7 awards</i>)
Cat Fanciers' Association (<i>President's Award, general</i>)	PETCO Foundation (<i>general sponsor</i>)
Cat Fancy Magazine/BowTie Inc. (<i>co-sponsor, Friday night dinner</i>)	Petfinder.com (<i>award, seminar refreshments</i>)
Central Life Sciences/Comfort Zone® with Feliway® (<i>co-sponsor, Friday night dinner, Membership Bounty</i>)	Pet Sitters International (<i>networking sponsor</i>)
Cornell Feline Health Center (<i>award</i>)	Precious Cat, Inc. (<i>general sponsor</i>)
Dog Writer's Association of America (<i>general sponsor</i>)	Premier Pet Products (<i>Scholarship, speaker</i>)
Fe-Lines Inc./Sticky Paws® (<i>award, general sponsor</i>)	Sergeant's Pet Care Products (<i>general sponsor</i>)
Hartz Mountain Corporation (<i>3 awards, breakfast, refreshments, general sponsor</i>)	Sherpa Pet Group (<i>general sponsor</i>)
Merial (<i>award</i>)	Amy D. Shojai (<i>award</i>)
Morris Animal Foundation (<i>co-sponsor Friday dinner, general sponsor</i>)	Sturdi Products (<i>neck wallets, pens, general sponsor</i>)
	The International Cat Association (TICA) (<i>award</i>)
	World's Best Cat Litter® (<i>award, general sponsor</i>)

2011 CWA Conference Details – Be There!

The Time is Now: Register Online for CWA's Conference By Susan M. Ewing, CWA President

This year, folks, we once again offer you the option of registering online and paying by PayPal, or sending your registration form and check directly to CWA Treasurer Allene Tartaglia at 9024 SW 91st Circle, Ocala, FL 34481. Grab your place at the CWA Conference, and take advantage of the spectacular program we have planned!

Here's the information you need for registration:

◆ Conference Registration Form at <http://www.catwriters.org/annual-info.html>

◆ Conference information and links to Paypal to pay for conference registration: <http://www.catwriters.org/annual-info.html>

◆ Conference registration form in flyer distributed with *MEOW*, or contact Allene at ATartaglia1@cfl.rr.com.

Believe me, the CWA Conference is the deal of a lifetime! Hurry to reserve your place now, and join us for a great weekend of feasting and fun, camaraderie, and opportunity for professional growth.

Make Conference Hotel Reservations Now & Save \$\$ By Wendy Christensen, CWA Secretary

If you're planning to attend the Conference (and I hope you are!), don't forget to make your hotel reservations soon. To get our discount rate, you must make your reservations **no later than October 29**.

Crowne Plaza White Plains Hotel
66 Hale Avenue
White Plains, New York 10601
914-682-0050 or 800-227-6963
www.crowneplaza.com/whiteplainsny
(Enter group code UE1)

ROOM RATE: CWA has reserved a block of rooms for CWA Conference attendees at a special rate of \$119 (single/double) plus tax per night. Ask for the International Cat Writers Association room rate. Make reservations by October 29, after which rates go up. (No pets allowed, other than service animals).

**Join All the Cool Cats
At the CWA Conference!**



Volunteers Needed

By CWA President Susan M. Ewing

Major volunteer positions for the 2011 conference have been filled, but that doesn't mean that there won't be things that need doing once we're all at the hotel. For instance, we have someone to cover registrations, but sometimes an extra pair of hands is helpful, especially on Friday morning when most people line up to get their registration materials. Or maybe someone has forgotten something and we need a "go-fer" to help. Possibly a speaker just wants some water.

This is all a way to say that just because you aren't an "official" volunteer doesn't mean that you might not be needed in some capacity. Attend the seminars, meet with editors, network, enjoy the meals, but also, please pay attention. If it looks like someone needs help, they probably do!

CWA “Kittens” & Cats: JOIN THE CWA CLOWDER FOR TNT TIME!

Think of TNT and you think of dynamite. If you've ever been to a CWA conference, you'll know that the letters stand for Thursday Night Team. Either way, it's an explosion – and in the case of the conference, it's an explosion of fun as we put together our conference folders and stuff our door prize bags. This is a great way to unwind from a day of traveling, mingle with fellow CWA members, and enjoy snacks. (Eat dinner first; we provide snacks, not a meal.) Everybody, join us this year! The TNT will meet at 7 p.m. in a room to be announced. If you'd like to be part of the TNT festivities, please contact Su Ewing at dogwriter@windstream.net.

Recruit New Members for a Chance to Win the \$500 CWA Membership Bounty Prize

Central Life Sciences/Comfort Zone® with Feliway® is the gracious sponsor of a \$500 Membership Bounty Prize awarded to the CWA member who sponsors the most new members between last year's and this year's conferences. We have added quite a few members in the past year, and we love the enthusiasm of our new members and their sponsors. We welcome all of our CWA newcomers! Take this opportunity to benefit yourself, a new member, and CWA. Keep on recruiting those cat writers and artists, and pretty soon you may be carrying home that generous Membership Bounty check.

ATTENTION: Non-attending Book Authors Information

CWA book authors who are unable to travel to White Plains, N.Y., for our annual conference may mail one piece of publicity to BJ Bangs, P.O. Box 215, Phillips, ME 04966, by **November 1**. Your publicity material will be placed on our information tables and will be available to conference attendees throughout the two days of seminars. No actual books will be accepted (BJ has to haul everything to the conference), but you may submit, for example, a bookmark, flyer, cover overrun, book review, or mail order form. Materials will not be returned.

Participation Guidelines:

- 1) This offer is valid only for CWA member authors who have paid their 2011 dues.
- 2) No more than one piece of publicity may be sent per non-attending author.
- 3) You may send up to 50 copies of that one piece of publicity material (no books!).
- 4) Material must be sent in advance, by mail, to Coordinator BJ Bangs (address above). Include your email address to receive confirmation that your materials were received. **Deadline for mailing: November 1.**
- 5) We are not responsible for any materials sent too late for the conference, and we will not return leftover materials to you after the conference.

Thank you for your understanding, and we look forward to including your material on our information tables.

ADDRESS CHANGES

Please note that **Heike Hagenguth's** old email address (h.hagenguth@gmail.com) is no longer valid. This is the updated contact information for Heike: ACDI/VOCA, 25, Street 10, Floor 1, Medan Mahata, Maadi 11728, Cairo, Egypt; +20105445066 (cell phone); Email: worddesign@usa.net; Website: www.heikehagenguth.com; Facebook: Heike Hagenguth, worddesign; LinkedIn, Xing: Heike Hagenguth.

Toni Eames has a new email address: teames559@gmail.com.

Please note the following contact information for **Stephen & Patti Thompson**: P.O. Box 361, Tupelo, MS 38802; 662-231-2308, 662-231-5519; Fax 662-840-4791; Email: wayfil@comcast.net. Please correct your records if necessary.

Premier Pet Scholarship Drawing

Hurry to email Barbara Florio Graham if you want to enter the drawing for the Premier Pet Products Prize Scholarship! The drawing will take place at this year's conference, with the winner using the \$500 prize to attend the 2012 conference — and you don't have to be present to win. To enter, send your name and membership number to Bobbi, and put Premier Scholarship in the subject line. The deadline is **October 31** — in other words, enter now!!!

SEND TO Barbara Florio Graham
BFG@SimonTeakettle.com

BOOK BOOTH AT THE WESTCHESTER CAT SHOW

By Susan M. Ewing, CWA President

Summer is usually the time for re-runs, but in this instance, this is a fall re-run. It's important information and worth repeating for those who plan to sell books. At the end is the information about where to send books.

For the past two years, the Westchester Feline Club has graciously provided CWA members with booth space at their cat show, as well as allowing CWA members complimentary admission to the show. This year, things will be a little different.

The Feline Club is still providing booth space and our free admission, for which we thank them very much. What is changing is the way the booth will be run.

As most of you know, we have not had a participating bookstore in White Plains. This has meant that Lyn Garson has ordered all the books; loaded them into her car, unloaded at the show, set up all the books, and organized volunteers to staff the booth. On Sunday, she has loaded up all leftover books and returned them to the bookstore. Yes, she's had help, and I thank everyone who has participated in this endeavor, but it still meant that too many people had to miss too much of the conference.

This year, if you want to sell books at the cat show, you will be responsible for your own books. There may be a volunteer at the booth from 9 a.m.-5 p.m. who is willing to

sell books for others, but there's no guarantee. So, ship your books to the hotel the week of the conference (see final paragraph). Make your own arrangements for getting the books to the show. If you want to get together with friends and share booth duties, that's wonderful.

Alternatively, we will arrange for a table at the conference for those who don't want to sell at the cat show, but would like to offer their books to CWA members. You can sign and sell between seminars, as well as mornings before seminars start. CWA will not be supplying cash boxes.

I can hear the groans now, and I do sympathize, but not having a bookstore willing to handle selling and staffing and stocking the booth has put a real strain on willing volunteers. The primary purpose of the conference is the conference itself, and not the chance to sell books. With luck, we'll be able to find a willing bookstore at the 2012 conference site. I hope so.

Photo by Barbara Stretton



TIME ANY MAILINGS TO ARRIVE THE WEEK OF THE CONFERENCE. LABEL ALL BOXES LIKE THIS:

Shalon Wolf
Cat Writers 2011 Conference
(YOUR NAME)
(BOX 1 of 1, 1 of 2)
Crowne Plaza White Plains
66 Hale Avenue
White Plains, NY 10601

CWA'S FACEBOOK GROUP GROWS APACE!

Posts and comments have been flying back and forth on CWA's Facebook page since CWA Board Member Heike Hagenguth reactivated our CWA Facebook account last summer. Don't miss out — if you haven't yet checked out our group, be sure to join it soon and enjoy the constant cat-oriented commentary.

Group members have used Facebook to announce their works, post news, and recommend interesting links. It is an open group, and anybody can join and invite friends. Administrator Heike decided to leave the group unmoderated as long as discussions center on writing, publishing, cats and dogs, rescue work, and related topics, and remain friendly.

The Facebook group DOES NOT replace the CWA ProList, which is used for our internal questions, discussions, and communications.

If you are not a member yet, please visit Facebook and request to join us. The Facebook group's name is Cat Writers' Association, Inc.

Meet the Editors & Agents for 2011

By Heike Hagenguth, CWA's E&A Appointments Coordinator

NOW is the time to make your editor/agent appointments for the upcoming CWA conference in White Plains, N.Y. **All requests must be made by November 5th.**

CWA Agent/Editor Appointments Coordinator Heike Hagenguth is making appointments now; contact her with your requests at worddesign@usa.net

The venue will be the conference hotel, location TBA; and you will be informed of the exact meeting place and time. The deadline for requests is November 5, 2011. The final schedule will be sent to all attendees on November 10th and may be updated afterwards only at the request of agents/editors. Kindly read the guidelines below.

1) This offer is valid for CWA members who have paid their 2011 dues and full conference registration fees, and for guests who have paid full conference registration fees. All fees must be paid prior to booking the appointments.

2) The maximum possible number of appointments is three. You are kindly requested to rank by priority. Clearly identify editors/agents by name as it is not the role of the coordinator to assume and make matches. Please visit <http://www.catwriters.org/annual-info.htm> for updates on attending editors & agents. You can also email worddesign@usa.net for an updated list.

3) You may request additional appointments at a later time should you now wish to request fewer than three appointments or if any editor/agent cancels his or her attendance.

4) You are responsible to advise the coordinator in advance – as early as possible – in case you are involved in other activities and cannot be scheduled for appointments at certain times.

5) You are responsible to meet your appointments on time; agents/editors are not committed to reschedule your appointments if missed.

6) You can request your appointments by email to Coordinator Heike Hagenguth at worddesign@usa.net.

7) Kindly inform the coordinator as early as possible should you need to cancel your appointments.

8) In case of any editor/agent canceling his or her attendance, you will be notified by a general email directed to the list.

9) Requests for appointments or changes will be disregarded after the deadline, which is November 5, 2011.

10) Please note that your requests and any questions are welcome and will be attended to as early as possible; however, they cannot always be answered immediately due to geographic location/time zone (Cairo/Egypt) and work situation of the coordinator.

11) Available agents & editors as of October 9th, 2011:

- **Wayne Barr**, acquisitions manager, Barron's Educational Series
- **Sorche Elizabeth Fairbank**, agent, Fairbank Literary Representation
- **Steph Flanders**, editor, Tor/Forge Books
- **Ellen Price**, editor, Pet Sitters International publication *Pet Sitter's World*
- **Rita Rosenkranz**, agent, Rita Rosenkranz Literary Agency
- **Katharine Sands**, agent, Sarah Jane Freymann Literary Agency
- **Anne A. Simpkinson**, online managing editor, www.guideposts.com
- **Ann Tobias**, agent, A Literary Agency for Children's Books
- **Diane West**, editor, *New York Tails*

The list of participating editors, publishers, and agents will be updated continually as our invitations are accepted. Remember, appointments will be scheduled on a first-come, first-served basis, and all requests must be made by **November 5th**.

Pounce on this great opportunity to meet with top-flight editors & agents!

Deadline for requests: November 5



**Meet the
Editors &
Agents!**



Cat Writers' Association 18th Annual Conference Seminar Schedule

Join Us for a Fabulous Weekend in New York!!

Friday, November 18

9:00-9:50 The Cutting Edge (Subject to Change)

Dr. Aspros discusses the latest in feline (and small animal) health care and how writers can monitor advances in veterinary medicine.

DOUGLAS ASPROS, DVM, is the incoming president of the American Veterinary Medical Association.

9:00-9:50 Kiddy Lit – All It's Scratched Up to Be

Thousands of children's books are published every year, for kids of all age groups – from toddlers to teenagers – many of them featuring felines. Join agent Ann Tobias and editor/writer Thea Feldman to hear what's happening in the children's book market today.

ANN TOBIAS heads A Literary Agency for Children's Books, established in Washington, D.C., in 1988, and now located in New York City, where she represents 25 authors and artists of books for children from infancy through adolescence – picture books, fiction, nonfiction, and poetry. Her background is that of children's book editor for such publishers as HarperCollins, William Morrow, and Handprint Books.

THEA FELDMAN, now a full-time freelancer, has held editorial positions at Golden Books, Disney, Scholastic, and other major children's publishers. She is also the author of over 100 books for children, including *Harry Saves the Day*, published in 2011, which features Harry the Cat, and which is based on the children's classic, *The Cricket in Times Square*.

10:00-10:50 How to Write an Irresistible Non-Fiction Book Proposal

What are the key components that define a winning book proposal? What research should an author do to help make sure the project has merit? How can an author leapfrog over the competition in the category? In this especially competitive climate, authors need to be savvy to manage the marketplace. This presentation will guide the author through the basic steps for writing a proposal and making the project count.

RITA ROSENKRANZ, a former editor with major New York houses, founded Rita Rosenkranz Literary Agency in 1990. She represents health, history, parenting, music, how-to, popular science, business, biography, popular reference, cooking, spirituality, sports, and general interest titles, including pet books. Rita works with major publishing houses as well as regional publishers that handle niche markets. She looks for projects that present familiar subjects freshly or lesser-known subjects presented commercially.

10:00-10:50 Understanding Feline Interstitial Cystitis

Feline Lower Urinary Tract Disease is a mysterious complex of disorders that are poorly understood by veterinarians, behaviorists, and cat owners – and it can be fatal, because cats who urinate outside the box sometimes end up homeless. Find out the latest research about what causes these problems and how they can be managed.

BETH ADELMAN is a Certified Cat Behavior Consultant with the International Association of Animal Behavior Consultants and has a private cat behavior practice in the New York area. She volunteers as a cat behavior consultant with Pets for Life, a program to keep cats with behavior issues in their adoptive homes. Beth teaches the Cat Behavior segment of Kutztown University's Canine Training and Management Program.

11:00-11:50 Using Your Public Library to Write Your Next Award Winning Article

Your public library subscribes to periodical databases filled with hundreds of scientific articles that can form the basis for many future articles. This workshop will acquaint you with the types of material available to you and the tools and methods to access them.

FLORENCE SCARINCI has been a librarian for more than thirty years and has worked as an acquisitions, reference, and bibliographic instruction librarian in different types of libraries. She is a member of DWAA and CWA. She owns two dogs and is owned by two cats.

CWA 18th Annual Conference Seminar Schedule *(continued)*

Join Us for a Fabulous Weekend in New York!!

11:00-11:50 Editor Panel

STEPH FLANDERS works as an editor in the Associate Publisher's office of Tor/Forge books. In addition to editing, her job also involves marketing and working with the Associate Publisher. Her publishing background is in sales, marketing, and production. Before joining Tor, she worked in the sales department at Macmillan. She is acquiring pet and animal-related fiction and memoirs, and she is looking for stories about relationships between people and animals.

WAYNE BARR is acquisitions manager Barron's Educational Series

ANNE A. SIMPKINSON, online managing editor of Guideposts.org, lives with Mimi, an eight-year old tuxedo cat. Anne joined the Web world in 1999 as senior producer of Beliefnet.com and went on to work at Prevention.com.

and .WeightWatchers.com. In addition to her online work, she also leads writing, editing, and creativity workshops.

DIANE WEST is founder and publisher of *New York Tails Magazine*, an award-winning publication covering the people and pets of New York, New Jersey, and Connecticut; and is founder of the 400+ member New York City Cat Meetup Club. Visit the online version at www.newyorktails.com.

11:50-1:40 LUNCH

1:40-2:30 Research that Saves Lives

The ASPCA™ strives to save as many animals' lives as possible. Dr. Slater talks about new research findings that help lost pets find their owners, identify feral vs. frightened pet cats in shelters, and increase adoptions.

MARGARET R. SLATER, DVM, Ph.D. is the ASPCA's Senior Director of Veterinary Epidemiology, Shelter Research, and Development.

1:40-2:30 Agent Panel

SORCHE ELIZABETH FAIRBANK: Since establishing Fairbank Literary Representation in 2002, Sorche Elizabeth Fairbank has had the pleasure of working with a dynamic and varied list, representing best-selling authors, Edgar® Award recipients, award-winning journalists, and, of course one of her favorite kinds of client – the debut author. With a strong eye to humor and gift books, she is looking for the next *Careers For Your Cat*-type book. While working, she's usually within reach of an office kitty.

RITA ROSENKRANZ: A former editor with major New York houses, Rita Rosenkranz founded Rita Rosenkranz Literary Agency in 1990.

KATHARINE SANDS: A literary agent with the Sarah Jane Freymann Literary Agency, Katharine has worked with a varied list of authors who publish a diverse array of books. She is the agent provocateur of *Making the Perfect Pitch: How to Catch a Literary Agent's Eye*, a collection of pitching wisdom from leading literary agents.

ANN TOBIAS heads A Literary Agency for Children's Books, established in Washington, D.C., in 1988, and now located in New York City, where she represents 25 authors and artists of books for children from infancy through adolescence – picture books, fiction, nonfiction, and poetry. Her background is that of children's book editor for such publishers as HarperCollins, William Morrow, and Handprint Books.

2:40-3:30 WordPress 101

You can make your website look like a million bucks – and maintain it yourself – with this powerful, free, and easy-to-use tool. Get a guided tour through the WordPress content management system and learn about some key add-ons that will make your life as a webmaster a lot easier.

JANEA KELLEY has been building websites since the late 1990s. She is the webmaster and chief cat slave for *Paws and Effect*, an advice site “by cats, for cats and their people,” and the editor of *Catster's Kitty News Network* blog.

2:40-3:30 Breaking into New Genres

Find out how to use those cat-writing skills and clips to broaden your freelance base with work on other topics and in other genres. Award-winning long-time freelance writer/editor Ruth E. Thaler-Carter will provide insights into breaking into fiction, health, sports, travel, cooking, humor, and women's magazines; nonwriting services such as editing, proofreading, desktop publishing, and speaking/training; and more.

RUTH E. THALER-CARTER (www.writerruth.com; “I can write about anything!”™) writes, edits, and desktop-publishes for international, national, regional, and local clients; is the author/publisher of *Get Paid to Write! Getting Started as a Freelance Writer*; and is the author of *Freelancing 101: Launching Your Editorial Business*.

(continued)

CWA 18th Annual Conference Seminar Schedule (continued) **Join Us for a Fabulous Weekend in New York!!**

3:40-4:30 Finding Your Way Through the Cloud & Useful Things on the Internet for Writers

There are literally thousands of websites on the Internet that provide free or inexpensive services and software for writers, photographers, and those interested in audio recording. Bill Pflieger shares these secret sites.

BILL PFLEGER is a computer tech consultant, writer, and speaker living and working in Woodstock, N.Y., who writes about new technology. His work has appeared in national publications such as *Computerworld, Inc., Razor, Games*, and others; and in Internet publications such as Inc.com, GeekWeekly.com, and Learnvest.com; and he writes a popular technology column in the *Woodstock Times*. He appears regularly as the “Tech Guru” on WDST Radio Woodstock’s “Woodstock Roundtable.” He is co-author (with Minda Zetlin) of the critically acclaimed book *The Geek Gap: Why Business and Technology Professionals Don’t Understand Each Other and Why They Need Each Other To Survive*. He is a popular speaker at conferences, corporations, and universities on how to create better communication and cooperation between “geek” and “suit” co-workers.

3:40-4:30 Writing and Selling Personal Experience Articles

One would think that telling your own story would be easy. But, in fact, it’s much more difficult. This presentation will focus on tips for writing your own story, what to keep, and what to throw away. We’ll cover the pitfalls as well as the advantages to putting your story – or that of a beloved pet – down on paper.

ANNE A. SIMPKINSON, online managing editor of Guideposts.org, lives with Mimi, an eight-year old tuxedo cat. Anne joined the Web world in 1999 as senior producer of Beliefnet.com and went on to work at Prevention.com and WeightWatchers.com. In addition to her online work, she also leads writing, editing, and creativity workshops.

4:40-5:30 Facebook 201: Advanced Social Media Strategy for Pet Writers

Learn the latest tools and advanced best practices for increasing readership, advocating, and awareness with your Facebook page. This is not a session for organizations already active on Facebook that want to increase their impact. The session will explore detailed ways pet writers can benefit from strategic posting, tools for measuring results, and ways to make you stand out to your following. Specific topics will include what times of day and day of the week postings work best, how to promote adoptable pets via Facebook, how to add an advocacy component to your page, tracking and analytics beyond Facebook insights, free and easy-to-implement apps, and promoting special campaigns on Facebook.

JANE HARRELL oversees Petfinder.com’s grassroots, viral, and word-of-mouth marketing. As a marketing professional with a lifelong passion for animal welfare, she uses her enthusiasm and expertise to maintain a strong online community of pet professionals, animal advocates, and pet parents.

4:40-5:30 When Bad Things Happen to Good Writers

Last year, a woman posted a piece about apple pie on her blog, and a magazine called *Cooks Source* lifted the article and one of her recipes and published it without her permission. She contacted the magazine, alerting them to what she thought was an error and asking that they send a \$130 contribution to the Columbia School of Journalism as compensation. The answer she got from the managing editor read in part, “Honestly, the web is considered ‘public domain’ and you should be happy we just didn’t ‘lift’ your whole article and put someone else’s name on it!” The editor went on to suggest that the blogger should have paid *her* for her editing services.... Bad as this is, it pales in comparison with Google’s recent undertaking to scan millions of books and put them on the Internet where they can be searched and read, at least in part, for free. (They also were hoping to sell them outright without the authors’ permission in accordance with a deal they’d struck with the Authors Guild and some major publishers, but that ripoff has been prevented, at least for now.) This session will give tips on surviving in this new economy where anything can be reproduced or linked and plagiarism appears to be the norm.

MINDA ZETLIN is vice president of the American Society of Journalists and Authors. She’s the author or co-author of several books, of which her favorite is *The Geek Gap: Why Business and Technology Professionals Don’t Understand Each Other, and Why They Need Each Other to Survive*, co-authored with her husband, technology presenter Bill Pflieger. She’s a regular contributor to Inc. magazine and Inc.com, CreditCards.com, LearnVest.com, Computerworld, and other business and technology publications. She and Bill live in Woodstock, N.Y., with a large number of computers and two Sphynx cats. She can be reached at www.mindazetlin.com or minda@mindazetlin.com.

6:30-10:00 Reception/Dinner/Entertainment

Entertainment by SUSAN LOGAN & AMY SHOJAI – The PURRsonalities

CWA 18th Annual Conference Seminar Schedule *(continued)*

Join Us for a Fabulous Weekend in New York!!

Saturday, November 20, 2011

8:00-9:30 Breakfast & Membership Meeting

9:40-10:30 Vetting Veterinary Sources on the Internet

We all strive for accuracy in our writing, but how do you know if the source you are using is accurate, reputable, and current? And once you know the source is reliable, how can you most easily contact that source?

LORIE HUSTON, DVM, is a veterinarian and a free-lance author/blogger. She specializes in pet health and pet care topics.

9:40-10:30 Writer's Block, Procrastination, and Other Fun Things that Stop You from Actually Getting Stuff Done

For writers and other creative types, there can be not one, but a whole host of things stopping you from getting done what you need and want to do. It's not your fault (whew!) – but you do need to understand the sneaky ways you set yourself up to avoid accomplishing your best work. In this session we explore the top offenders – and offer easy solutions.

NANCY BOYD started writing at the age of 3 and really never stopped. An award-winning writer and award-winning coach, she blogs about animals, time management, motivation, self-growth and personal development. She offers entrepreneurs and small business owners pathways to excellence through her empowerment company, Bright Wings, Inc.

(<http://www.BrightWings.com>).

10:40-11:30 Build a Blog, Build Your Opportunities: Why Blogging Is the Most Important Writing You Can Do for Your Career

Whether you're hoping to publish a book or secure more writing projects, the key to success is to market yourself. Today, the most effective way for a writer to do this is to create a blog. This session will cover the benefits of having a blog, where to begin, what content you need, and how to leverage it for optimal exposure. If you're thinking about creating a blog or have one and don't know what the heck to do with it, this session is for you! Come ready for discussion – we'll have plenty of time for Q&A.

CAROLINE GOLON is an expert speaker and consultant on blogging, social media and marketing for the pet industry. A serial blogger, she writes at www.romeothecat.com, www.thehappy litterbox.com, and www.highpaw.com. To share her passion for blogging, Caroline co-founded BlogPaws.com, a community, resource, and annual conference for pet bloggers. Caroline, her husband, and two young daughters are dedicated staff members for Romeo and Pugsley, the rescued Persian cats who run the household.

10:40-11:30 Medical Writing Strategies

Just in – veterinarians have discovered the cause of a critical feline health issue, and a new treatment is in sight. How do you help your readers understand the news? Nitty-gritty research and writing tips for making the science simple as well as compelling.

CINDY READ has 30 years' experience as a science and medical writer and editor and only slightly less as a pet writer and editor. Since she became editor of *The Corgi Cryer*, it has received 11 DWAA awards and 41 nominations. Visit her at www.petwriterscentral.com/cindy-read.html.

11:40-12:30 Medical Problems Can Involve Behavioral Problems and Vice Versa: Taking a Preemptive Stance

Cats are already very good at hiding disease; however, when a change in behavior is seen, it could mean there is an underlying disease. Once the medical problem is resolved, many times a behavioral problem lingers. Examples of diseases, behavioral changes, and how to prevent both will be discussed.

ELIZABETTE COHEN, DVM, is a licensed and USDA-certified veterinarian practicing in New York since 1988 after graduating Cornell University. She is the WCBS Newsradio pet reporter delivering *Healthy and Happy Pet* advice since 2004, which is heard on WCBS 880 AM several times a day every Saturday and Sunday in New York, New Jersey, Pennsylvania, and Connecticut, and worldwide on the Internet. Dr. Cohen is the author of *Most of My Patients Wear Fur: Tales of Small Animals and Their Big City Vet*. She lectures at schools, libraries, and veterinary conferences. Dr. Cohen became an Associate Professor of Veterinary Technology in 2010.

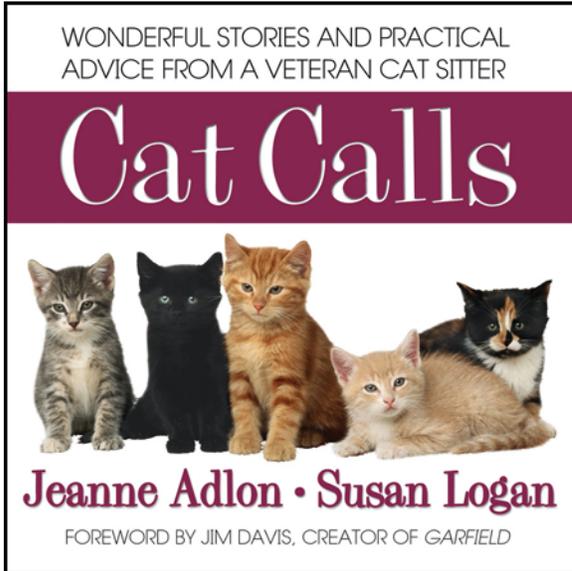
6:30-7:00 Reception

7:00-11:00 CWA Awards Banquet

BITS & BYTES



Two CWA members, **Jeanne Adlon** and **Susan Logan**, have published their first book, *Cat Calls: Wonderful Stories and Practical Advice from a Veteran Cat Sitter*. Available in stores now and published by Square One Publishers, the book features Jeanne's 35 years as a full-time cat sitter – with many “tails” to tell. With Susan's expertise as



co-author (she is the award-winning editor of *Cat Fancy* magazine, the world's most widely read cat care and lifestyle magazine), Jeanne's amazing cat stories come alive on the page, and the book also features plenty of commonsense cat care advice from both authors. There's even a story about when the late great Beatle John Lennon — a lifelong cat lover — came into Jeanne's Manhattan pet shop to buy the big cat tree from out of the front window. The book has won high praise from, among others, Jim Davis, the creator of *Garfield*, who said: “When it comes to felines, Jeanne Adlon is a real expert. In *Cat Calls*, her engaging and entertaining anecdotes are perfectly blended with solid, practical advice.” A portion of the book's revenues will be donated to Alley Cat Allies, www.alleycat.org/, Noah's Wish Animal Rescue, www.noahswish.org/; The Winn Feline Foundation, www.winnfelinehealth.org/; The Gentle Barn, www.gentlebarn.org/; The Feline Conservation Center, www.cathouse-fcc.org/; and The Roar Foundation Shambala Reserve, www.shambala.org/. For more information contact Karen Jones at Karen@karenjones.biz, or go to <http://www.amazon.com/Cat-Calls-Jeanne-Adlon/dp/0757003443>.

Greta Beigel has re-issued a recording of a piano recital that was broadcast in South Africa many moons ago when she

won an overseas scholarship. She had hoped to somehow combine the audio CD with *Kvetch: One Bitch of a Life*, her new e-memoir about growing up Jewish and gifted in Africa. She couldn't figure out any technology. Instead, it's now an MP3 on Amazon, and features works for piano by J.S. Bach and Glazunov. Try a sample at <http://www.amazon.com/scholarship-recital-piano/dp/B005J2H58E>.

Susan Bulanda's new book is a one-of-a-kind story about an aspect of the Holocaust that has not been told before. It is a beautiful account of the human-animal bond. *Faithful Friends: Holocaust Survivors' Stories of the Pets Who Gave Them Comfort, Suffered Alongside Them & Waited for Their Return*. When reading *The Diary of Anne Frank*, Susan was impressed that the families risked their lives to hide their cat with them. According to the account, the families had to remain completely quiet during the day so that the workers below would not hear them. This means that they had to keep their cat quiet as well. Thinking there must be other stories, Susan spent a number of years searching and collecting them. For details and to order an autographed first edition (in the United States) go to www.sbulanda.com. Outside the United States please email Susan for the correct postage. The book is also available on Kindle and through Amazon. Questions? Contact sbulanda@gmail.com. Also check out her popular book, *God's Creatures: A Biblical View of Animals* on her web site.

Dave Congalton's new e-book is *The Talk Radio Guest Book: How to Be the Perfect Radio Guest*. Check it out at http://www.facebook.com/1/5AQDhnJcZAQDbYcJ5h_4fU4KgKlBQk1swtyS3et-9Skrdwg/www.talkradiobook.com; it's well worth the modest cost for all the advice on perfecting the radio experience. You can also see www.talkradiobook.com for details.

Kathy Covey of the Cat Adoption Center was featured on Oregonlive.com, the video arm of *The Oregonian*, demonstrating the use of the Feline Fisher cat toy with the help of some furry friends. See <http://video-embed.oregonlive.com/services/player/bcpid619299305001?bclid=0&bctid=1047896553001>. Check out Kathy's *Cat's Meow Blog* on Oregonlive.com.

Susan M. Ewing scored a coup at a fundraiser for her local animal shelter. One of her newspaper columns was auctioned off for \$120, and this means that Su will soon be writing a column about the winner's pet. Purrific!

Simon Teakettle is celebrating the 10th anniversary of his award-winning humor book, *Mewsings/Musings*, with the release of his second annual photo calendar. The 2012 calendar contains 13 photos of Simon Teakettle III (Terzo) taken by his co-author, **Barbara Florio Graham**. It's available from <http://www.ottawaphoto.com>. Terzo's popular blog and Fan Club pages are at <http://www.SimonTeakettle.com/terzoblog11.htm>. Bobbi is the managing editor of *Prose to Go: Tales from a Private List*, which you can check out at <http://pressroom.prlog.org/Bridgeross/> and <http://SimonTeakettle.com/prosetogo.htm>.



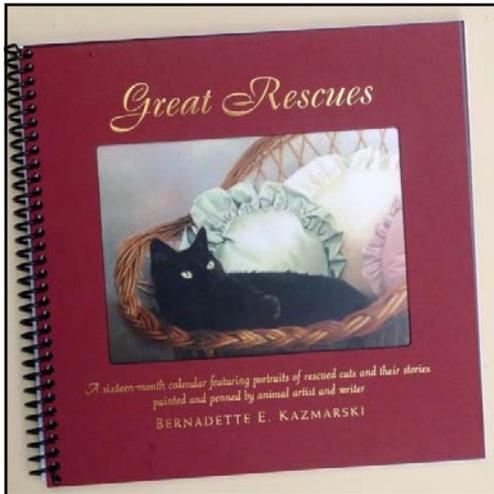
Photo by Barbara Florio Graham

Terzo
2012
Simon Teakettle III

Simon Teakettle III (Terzo) co-author of MEWSings/Musings <http://www.SimonTeakettle.com>

BITS & BYTES *(continued)*

Bernadette Kazmarski's *Great Rescues Calendar and Gift Book* is a 16-month desk calendar featuring 16 of



Bernadette's portraits of cats plus the stories of their rescues, and it also includes notes about the rescuers then and today, notes on creating the portraits, a mini cat-care book, and 22 *Cats* notebook paper featuring a collage of all the portraits in the book. This link goes to the e-newsletter where you can read

the "short story": <http://eepurl.com/eDFCo>, or click through to the website <http://greatrescuescalendar.com/>. "Thanks for being such an inspiration, everyone!" Bernadette says. "In no small part it's been seeing your work and reading your notes on what you do that guided me."

Mary Ann Miller's kitten rescue website is now included in the Humane Society of New York's bottle baby classes for new foster parents; see www.kitten-rescue.com. Mary Ann's other websites include www.felinexpress.com (a CWA award-winning website), www.feralcatbehavior.com, and www.lost-pets.org.

Linda A. Mohr was one of twenty-four Florida authors invited to exhibit and speak at the Lake Helen Book Fair in Lake Helen, Florida. She showcased her award-winning book, *Tatianna – Tales and Teachings of My Feline Friend*. Linda's short story "The Telephone Call" is featured in the *Thin Threads Book Series – Women & Friendship*, published by Kiwi. Details at <http://store.thinthreads.com/ProductDetails.asp?ProductCode=9011-03>.

Layla Morgan Wilde and **Jackson Galaxy**, host of Animal Planet's *My Cat From Hell*, were featured on a segment of *The Daily Show*. Layla's Odin was the star of the satirical episode. See Layla's descriptive post at <http://catwisdom101.com/were-on-the-daily-show-tonight-with-jackson-galaxy/>. For more information, contact Layla at layla@laylamorganwilde.com.

Shirley Rousseau Murphy's seventeenth fabulous Joe Grey mystery, *Cat Telling Tales*, will be out in November 2011 (published by Morrow Avon). And, the paperback edition of last year's *Cat Coming Home* is due on the shelves at the end of November, as well. For more information, go to http://www.amazon.com/dp/0061806927/?tag=googhydr-20&hvadid=6916131501&ref=pd_sl_99li9s2yo8_e.

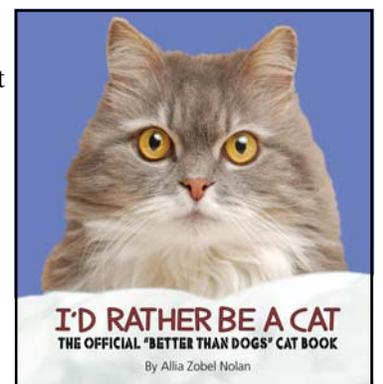
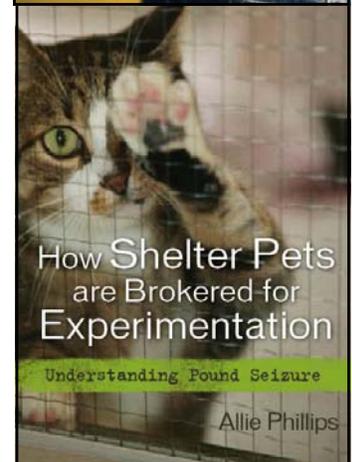
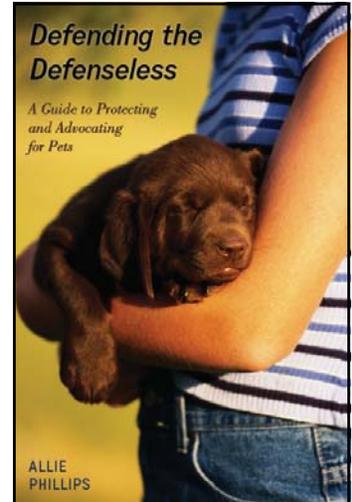
Allie Phillips has a new book coming out this fall – *Defending the Defenseless: A Guide to Protecting and Advocating for Pets* (Rowman & Littlefield Publishing), which details how people who love companion animals can be more

involved to protect and advocate for their well being. Each chapter has ways to get involved and ends with "You Can Do More" tasks (from small steps to more involved advocacy). A chapter that explains how the media can help animals features CWA's own Dusty Rainbolt and Steve Dale. For details, contact Allie at www.alliephillips.com. Allie's first book, *How Shelter Pets are Brokered for Experimentation: Understanding Pound Seizure* (September 2010, Rowman & Littlefield Publishing) exposed the little-known practice of shelters providing dogs and cats for experimentation. Many Americans are unaware of pound seizure (or pound release), yet it has existed since the 1940s. Although its on the decline, thousands of homeless, abused, neglected, and former family pets are victimized yearly by this practice. Pound seizure is allowed in 33 states, and two states mandate shelters to turn over cats and dogs to research facilities; this book explains the inner workings and practices of dealers who broker cats and dogs from shelters to laboratories.

Peg Silloway's *The Cat Lover's Book of Days*, which won the 2010 CWA Muse Medallion™ for the Gift Book category, was a finalist for the *ForeWord Reviews* 2010 Book of the Year Award, in the Pets category; winners were announced in June 2011 at the American Library Association conference in New Orleans.

Patie Ventre has released the 4th edition of *The Wonderful World of Cats Poster!* For every poster purchased thru the CFA website Patie makes a donation to a worthy cause, even including the upcoming CWA conference. One day soon, she hopes to post a website for this poster, which is available now in a very limited edition of 3,000. Contact Patie at 781-332-8336; fax 718-646-2686; email: patiev@aol.com.

Allia Zobel Nolan has an impressive list of books coming out in January and February 2012: *Dog Confessions: A Tell-Tell Tell-All Book*, (Harvest House); *I'd Rather Be a Cat: The Official 'Better Than Dogs' Cat Book* (Harvest House); *Matthew, Mark, Luke & Johnny: The Bible According to Kids*, (Harvest House); and *Hugs & Kisses, From Kids Around the World* (Zondervan). Paws up high!



MARKET NEWS

Jody L. Gookin, DVM, PhD, DACVIM, was the winner of the 2011 Excellence in Feline Research Award from the Winn Feline Foundation and the American Veterinary Medical

Foundation (AVMF). Dr. Gookin is nationally recognized for her contributions to the field of gastroenterology, particularly infectious causes of feline diarrhea. She and her colleagues are credited with the identification of *Tritrichomonas foetus* as a cause of diarrhea in domestic cats, and have worked for more than 12 years study it and find an effective treatment for it. The award of \$2500 and a crystal cat, the "Winnie" was presented at the annual convention of the American Veterinary Medical Association held in July. The second award presented was for someone entering the field of feline study. The scholarship award this year went to Jessica Balter, a new DVM from the Cornell University College of Veterinary Medicine. Dr. Balter was president of the student chapter of the American Association of Feline Practitioners (AAFP), and is active in TNR programs and colony care. Dr. Balter said, "I hope to build a strong foundation of medical knowledge which I can use to guide me through the unique aspects of shelter medicine while simultaneously advancing the treatment of shelter animals." She will do a year-long internship at Brightheart Veterinary Referral and Emergency Center on Long Island, N.Y. For more information, contact winnfeline@aol.com.

NEW FROM BOBBI FLORIO GRAHAM:

A full page of mini-reviews of books for authors and entrepreneurs is now on Barbara Florio Graham's website, <http://www.SimonTeakettle.com>. New books just reviewed include

- *Promote Your Book: Over 250 proven, low-cost tips and techniques (Bobbi contributed several sidebars to this book)*
- *The Secrets of Emotional, Hot-Button Copywriting: How to Employ the 7 Key copy Drivers that Make People Act*
- *CAREER-CHANGING TAKEAWAYS: Quotations, Rules, Aphorisms, Pithy Tips, Quips, Sage Advice, Secrets, Dictums and Truisms in 99 Categories of Marketing, Business and Life*
- *The Author's Guide to Building an Online Platform, Leverage the Internet to Sell More Books*
- *Pitching Hollywood: How to Sell Your TV and Movie Ideas*

New CAT JEWELRY just listed on wendycats!

<http://www.etsy.com/shop/wendycats>

From Carole Nelson Douglas re Midnight Louie, Jr.

Thanks to all in the group who offered advice and comfort on Midnight Louie's cancer situation and on Audrey, the indoor feral who loves him so much.

Louie had an appointment on the Rainbow Bridge yesterday, after having survived in a comfortable condition for many months more than expected.

I wish I had time to set up a proper memorial page to him, but writing deadlines are relentless right now; perhaps later this year. There will be a Cat Fancy article for the October issue with him in a photo.

In an insane twist of fate, our 16-year-old chow-mix dog, Xanadu, whom I'd found on the street within months of Louie adopting me during a Midnight Louie Adopt-a-Cat book tour in Lubbock, Texas, had a massive seizure just before her early morning walk. They'd been pals for fifteen years, so they left together.

Audrey is still calling for Louie, but not excessively so far, as we'd feared. The Feliway™ defuser is plugged in.

Thanks so much for "being there." You really helped! ♥

Correction & Additions: CWA Member Blogs

In the spring 2011 issue of *MEOW*, JaneA Kelley was listed as author of the *Pets Teach Us So Much* blog. In fact, she's the author and webmaster of *Paws and Effect* (www.paws-and-effect.com).

CWA member Christine Church has these blogs:

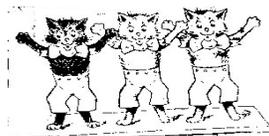
— Cats Examiner: <http://www.examiner.com/cats-in-hartford/christine-church>

— Horses Examiner: <http://www.examiner.com/horses-in-hartford/christine-church>

— Cat on the Keyboard: <http://www.catonthekeyboard.com>

— From My Horse's Mouth (Musings of a Pet Horse): <http://www.frommyhorsesmouth.com>

— Knights in Black Satin (paranormal/fantasy fiction blog): <http://www.knights-in-black-satin.com>



NEW MEMBERS [member numbers in brackets]

Randi E. Golub, CVT [P667-11], 620 Elwood Drive, Eugene, OR 97401; 541-579-3768 (home), 541-514-1472 (business); Email: catnurseoncall@hotmail.com; Websites: www.catnurseoncall.com, www.sugarbabiesbook.com. Randi is a certified veterinary technician and owner/operator of Cat Nurse On Call and Cat Nurse Cottage in Eugene, Oregon. Her expertise is in senior cat care, hospice care, and environmental enrichment. Her sponsor is Nancy Peterson.

Lauri Henry, PA-C, MS [P664-11], 1966 Dory Court, Naples FL 34109; 239-248-7882; Email: laurihenry@aol.com; Website: www.singitaburmese.com; Blog: <http://open.saloncom/blog/singita4> (about showing her cats). Lauri's areas of expertise are Burmese cats and medicine. She had been (years ago) a professional journalist with ABC News in New York and left to become a Physician Assistant. She's affiliated with the United Burmese Cat Fanciers. Lauri Henry's sponsor is Nancy Reeves.

Bianca Lundien Kennedy [P674-11], 5636 Camino Esmerado, Rancho Santa Fe, CA 92091; 858-832-1201; Email: shutterkitten@cox.net; Website: www.shutterkitten.com. Bianca's specialties are editorial photography, veterinary photography, cat show photography, and shelter cat photography. She's also a freelance writer. Her sponsor is Wendy Christensen.

Rene Knapp [P676-11], 15407 Myland Road, Brooksville, FL 34614; 352-597-4353 (home), 860-705-4386 (cell), 860-705-4387 (cell); Email: pentaclecats@sbcglobal.net; Websites: www.listnow.com/HelpingPaws; www.pentaclecats.com. Rene's interests are cats and the cat fancy, cat rescue, cat breeding, cat shows, and cat breeds. She is an allbreed judge for The International Cat Association (TICA) and President of Helping Paws, a 501c3 charitable organization. Rene has written a pet column for *The Norwich Bulletin* (CT) for 12 years. She's the author of *Milo's Journey* (2011, PublishAmerica). Rene Knapp's sponsor is Wendy Christensen.

Cecelia Martinez [A 670-11], 6526 Riverton Avenue, North Hollywood, CA 91606; 818-219-3056; Email: Ceceliann1@sbcglobal.net. Cecelia's expertise is in cat and kitten health and safety, and cat and kitten adoption. Her sponsor is Denise Fleck.

Tina M. Martinez [P673-11], 10200 E. Girard Avenue, Suite B430, Denver CO 80231; 303-653-2622 (home), 303-790-2345 (business), 303-790-4066 (fax); Email: tmartinez@morrisanimalfoundation.org; Website: www.morrisanimalfoundation.org. Tina's specialties are cat media relations and cat health information. Her sponsors are Arden Moore and Heidi Jeter.

Stephanie Newman [A675-11]; 39300 Medallion Court, #6104, Farmington Hills, MI 48331; 248-661-3181; Email: Stephanie.newman@yahoo.com. Stephanie is a freelance writer. She specializes in human/cat relationships, cat rescue, cat care, and cat stories. She has been the Detroit Cats Examiner since 7/3/2011. Her sponsor is Nancy Peterson.

Jodell Raymond [P672-11], 70 Beekman Place, Rochester, NY 14620; 585-442-8237 (home), 585-413-1320 (business and fax); Email: Jodell1@rochester.rr.com; Website: <http://catscenterstage.blogspot.com>. Jodell's specialty is showing cats. She's the Managing Editor of the bi-monthly publication *Cat Talk*, from the Cat Fanciers' Association (CFA). Jodell's sponsor is Joan Miller.

Lynn Maria Thompson [P665-11], 228 Davis Street, Neptune Beach FL 32266; 904-242-0054, 904-458-8021 (fax); Email: lynn@thomopsonwriting.com; Websites: www.thompsonwriting.com, www.oldmaidcatlady.com. Lynn's interests are elder cat care, cat behavior and communication, editing, and marketing. She's affiliated with the Jacksonville Regional Chamber of Commerce, and volunteers for Friends of Jacksonville Animals. She publishes information on cat care and cat products on her retail web site, www.oldmaidcatlady.com. Lynn's sponsor is Dusty Rainbolt.

Mary A. Turzillo [P668-11], 893 Grayton Road, Berea OH 44017; 440-243-1227; Email: maryturzillo@earthlink.net; Website: www.maryturzillo.com. Mary is a Nebula-winning science-fiction and fantasy writer with over a hundred stories and poems in print and on the web. Her sponsor is Wendy Christensen.

Margie Yee Webb [P671-11], P.O. Box 5141, El Dorado Hills, CA 95762; Email: mywebb@sbcglobal.net; Website: www.CatMulan.com. Margie is a writer and photographer. She's the author of *Cat Mulan's Mindful Musings: Insight and Inspiration for a Wonderful Life*, which also includes her photographs. Margie's sponsor is Arden Moore.

Kelley Weir [P669-11], 10200 E. Girard Avenue, Suite B430, Denver CO 80231; 303-842-6160 (home), 303-708-3402 (business), 303-790-4066 (fax); Email: Kweir@morrisanimalfoundation.org; Website: www.morrisanimalfoundation.org. Kelley's expertise is in copywriting, PR, and marketing communications. She's a member of DWAA and the PRSA. Her sponsor is Heidi Jeter.

Layla Morgan Wilde [P666-11], 460 Ridge Road, Hartsdale, NY 10530; 914-997-0696, 914-837-2367 (cell); Email: Layla@laylamorganwilde.com; Website: <http://www.catwisdom101.com>; Blog: <http://blog.laylamorganwilde.com> (The Boomer Muse); Twitter: boommuse. Layla is an intuitive life coach who consults with humans and pets (feline communication and behavior). Her other interests are writing fiction and nonfiction with a spiritual twist, natural cat photography, Siamese cats, and feral cats. Her blog is called [CatWisdom 101](http://www.catwisdom101.com). Her sponsors are Ingrid King, John McGonagle, and Jackson Galaxy. ♥

If you love what you are doing, you will be successful.
— Albert Schweitzer

Social Media and Pet Writers

By Lorie Huston, DVM

As a pet writer, you have probably heard that using social media can benefit your writing efforts. You may be wondering if this is true. You may be wondering how social media can help and, even more importantly, you may be wondering how to get started.

The Benefits of Social Media

Social media essentially equates to word of mouth advertising for you and your writing, your business, and/or your services. However, we are not talking about normal word of mouth advertising because the viral nature of social media provides a unique opportunity. Any social media message has the ability to “go viral.” How does this happen? It happens because the people in your social media networks have the ability to pass your message on to each member of their own network. And each person in their network has the ability to pass your message on to their network... and on and on.

It is estimated that the average Facebook user has 135 friends. If you publish a post on your Facebook page and even two of your fans “like” that post, there is the potential for roughly 270 more people to see your post. (135 friends x 2 people who “like” your post.) If several of those 270 people “like” your post and pass it on to their network, the numbers grow even larger. Can you see how social media can be called viral word of mouth advertising?

Which Social Media Sites Are Most Important?

Currently, Facebook is the most popular social media network, with YouTube being the second. (Yes, YouTube is a social media site.) Other important social media sites include Twitter and LinkedIn.

Google Plus is the “new kid on the block” and many social gurus are saying that it will be the “Facebook slayer.” The accuracy of that statement remains to be seen. Time will tell whether Google Plus will replace Facebook as the most popular social media site.

In the meantime, the Google Plus question illustrates the need to stay abreast of changes within the social media world. Social media as a whole is constantly evolving. Not long ago,



My Space was the favorite social media site to belong to, and now My Space plays only a small role in the social media world and is much less popular than Facebook, Twitter, and YouTube.

Blogging as Part of a Social Media Strategy

A blog, in my opinion, is an essential part of any social media strategy. Your blog should be the centerpiece of your social media strategy because your blog belongs

exclusively to you. Your blog will be the place where you can showcase your talents and your passions.

Other social media networks, especially Facebook and Twitter, can be used to promote your blog posts and further discussion of your blog topics. YouTube will give you the ability to add video to your blog quickly and easily. With time, you will build up an audience on all three of these social media sites. But maintaining your blog is still critical to your success in social media.

Keep the Social in Your Social Media Networks

Remember that the whole idea behind any of the social media networks is to provide a place for members to socialize. You’ll get the most out of your social media networks if you engage with your followers. Participate in conversations. Answer questions. Talk to the people in your network. It is okay to promote your blog post links or your services but it is not okay to do so to the exclusion of all other interactions. Posting only links to your own blog posts or services is considered spammy and will result in your hard-won followers deserting you in short order.

Each social media site has its own unique environment and rules. Take time to learn about these before you start actively using the site. You need to learn the in and outs of each network before you can be effective in using them.

My advice is to start with Facebook. Make sure you have created a business page as opposed to a personal page to interact with your readers. Keep your personal life separate from your business life. Once you are comfortable using Facebook, you can move on to Twitter or YouTube, depending on what your goals include.

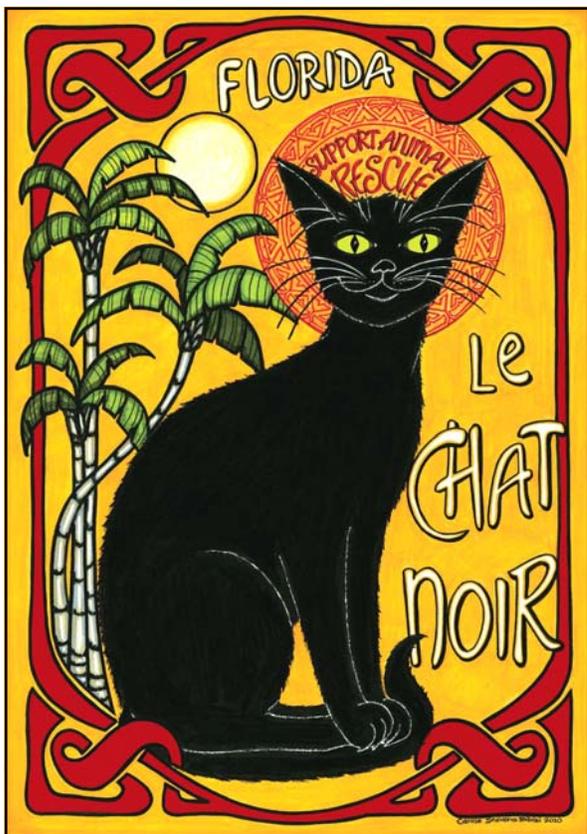
LinkedIn is a great place to interact with other people in your professional network. It is a good place to network with experts, other writers, editors, and publishers.

Social media is increasingly becoming an essential tool for promotion. If you are not using social media to promote yourself and your writing services, you are missing a valuable opportunity and probably giving your competitors a huge advantage over you. ♥



Lorie Huston, DVM, is a practicing veterinarian, and a free-lance writer, blogger, SEO strategist, and social media/blogging consultant. You can find her at her pet health blog ([Pet Health Care Gazette](#)) and at her social media blog/business ([Social Savvy Pets](#)).

Photo: Sears Photography Studio



BLACK CATS

By Carole Stevens Bibisi

Through metal bars I sit and stare, I've been here for over a year.
I sit in the corner on a mat; that's because I'm nobody's cat.
My name is Bronte, pronounced Bronty, I'm black and beautiful (no pedigree)
but I'm a cool cat, don't you agree; and isn't America the land of the free?

I'm a shelter cat; I got dumped in a park, I was lucky to be found in the pitch dark.
The humans who rescued me are kind, but I just don't like being confined.
I'm confused, and feeling very sad; someone said black cats are bad?
I look around; can't help but see there's mostly black cats here; like me.

Is it about color? Have we done wrong? Is this why we've been here so long?
I'm popular, yeah, on Halloween night, me and the witch, to give you a fright?
Humans are hard to understand, do some of them live in voodoo-land?
The color of *their* hair, do I care; or even notice if there's none there?

I played in my cage and meowed hello. Over here humans, don't you know
that I'm purrfect and very clever? Adopt me; I'll be your friend forever!
But they pass me by when they see I'm black. Stop, take me home. Come back!
They didn't smile or give *me* a pat; said they didn't want a bad luck cat.

In some countries the opposite is true; I bring extreme good luck for you.
Is superstition and prejudice, what's really behind all of this?
Ruled by ignorance and fear, in the seventeen hundreds, or near,
history tells us that a Pope decreed, black cats and dogs they did not need.

Black is evil they preached and drilled, belonging to Satan, and must be killed.
Is that why friends would disappear, one day here, the next, not there?
They weren't adopted I surmised, is that what it means to be 'euthanized'?
A home and family I'll never know, if *I'm* the next on death row.

But today a miracle happened for me, in the form of humans, Carole and Lee,
With a sleek black cat like me in mind, they came to rescue and to find,
"Oh look she's lovely, the best by far, a magical, Le Chat Noir!"
Wow, was I hearing that right? I purred with love and sheer delight.

I couldn't believe it was me they picked. You really want me? I'm not being tricked?
They held me close and I snuggled back. Meow! They *loved* that I was black!
They thanked the shelter then took me away. It certainly was a happy day.
I found a home! I'm no longer sad. I finally found a Mom and Dad.

There *are* humans who understand, who don't live in voodoo land!
No evil suspicions that control and nag. They think outside the paper bag!
Unconditional love, hey that's wow; deserves another me-ow!
Four paws up to them I say, kudos to the black cat devotee!

I fancy myself as a fine bit of fur; a proud black cat, a panther.
NOT a witches' cat for Halloween fright, a source of ridicule hate and spite.
Black cats bring good luck you know, like a horseshoe or a rainbow;
so don't believe a hateful decree, adopt a lucky black cat like me!

Have you rescued an animal yet? Please make a home for a shelter pet.
Save my friends and your love we'll repay, so volunteer and adopt today.

Poetry & Illustration © 2011 Carole Stevens Bibisi

Is it bad luck for a black cat to cross your path? No way! In fact it's good luck according to artist, musician, and poet **Carole Stevens Bibisi**, a native New Zealander and the author/illustrator of 'Tails' of American Bronte. She wrote a children's/cat lovers' book from the perspective of her cat Miss Bronte, a black cat she adopted from a shelter eight years ago. She's now working on a second book, Bronte's Alphabet. While living in Australia, Carole had fallen in love with a sleek black cat with a long tail when she minded her friend's cat named Bronte when her friend went to Italy for a year. She was so inspired by Aussie Bronte that after moving to America in 2002 she adopted a look-alike black cat she dubbed American Bronte. Carole, a professional singer, studied art, design,

and lettering in college in New Zealand and worked in the commercial art and advertising field. When she moved to the United States, she focused completely on art. But it was her volunteer work in animal shelters that motivated her to write the book on American Bronte, and of course the inspirational Miss Bronte

herself! Be sure to check out Carole's Cats (you'll find more than just black cats) on her website www.artharmonycreations.com. Signed copies of 'Tails' of American Bronte are available from Carole personally or unsigned from Amazon.com.



Unlikely Healer Walks on Three Paws

By Cathy Conheim

Half a decade ago, in a little mountain town about 60 miles northeast of San Diego, a feral kitten dragged his front left leg uselessly. The dog-loving owners of the property in Julian where he sought refuge rushed him to the local veterinarian, who informed them that if his leg was amputated, he could live as an indoor cat. Gazing at me, a psychotherapist raised to hate cats because they ate birds, and at Donna Brooks, a retired physician and sculptor who had never had a cat, but always reached out to heal anyone who was hurting, the kitten eyed us hopefully. Would we help?

Two years later and several continents away, a woman was grieving the death of her son. Once gregarious and outgoing, Nancy withdrew from her family and friends, from everyone except her pet cats. What she had lost became far more important than what she still possessed. The little three-legged cat and Nancy connected, despite the oceans and differences between them, in an unlikely turn of events.

Like most grand adventures, this one began with a choice. Donna and I, the staunchly dog-only people, decided to bring the kitten home with us to help him heal after the successful amputation of his leg. Henry jm – the jm stands for Just Me – struggled for weeks to teach his new owners that he was not a dog and did not wish to be treated like one. Although three-legged, the feisty feline was hardly handicapped. Rather, he was a handy cat, one who could escape from all cages; one who could rouse his humans from a deep sleep as he played with anything and everything they dared to leave on the kitchen counter; one who could even, despite all odds, teach dog-only hearts to open up and love the newest member of their family.

Patiently wiggling his way into the hearts of his owners was just the first step in an extraordinary journey for Henry. I sent an email to 20 friends describing Henry's escapades as a newly minted indoor cat. Soon people from South Africa to Japan heard about what was happening, and wrote to share their stories, their challenges, and their curiosity about what Henry was learning. I discovered that speaking through Henry, in his voice, gave me a freedom of expression I did not have in my standard therapeutic role, and Henry's voice became the easiest way to reach and teach humans.

Through daily letters and emails, Henry served as a healer for Nancy, providing a bridge back to living and engaging with her family and friends – and over the next six years, Henry received almost 50,000 letters from other humans and critters. Some are hurting and struggling to find meaning in their lives, others seeking loving friendship. Henry was named the American Society for the Prevention of Cruelty to Animals (ASPCA) Cat of the Year for 2010, and he has authored two critically acclaimed books. The books, which tell his story of perseverance and triumph, have helped tens of thousands, including the families of injured veterans learning to cope with their new realities. The books teach children tolerance and resilience. They have been translated into Spanish and one into Creole. Henry recently pioneered the development of the world's first emotional bandage, an Apple iPad app entitled, "Ouch! Emotional bandage," which conveys some of his very simple lessons:

- Hate is learned.
- You are not defined by what happens to you.
- Play the paw you are dealt.
- Just because you can't do everything doesn't give you permission to do nothing.
- Be the best You that you can be.
- Play to your strengths.
- Accept mistakes as learning opportunities.
- Connect with what and whom you care about.

These lessons are guidelines for living a healthy, tolerant, and fulfilled life and are the underpinnings of *Henry's World* and *What's the Matter with Henry?* Both books are accompanied by unique "Kibble for Thought, Homework for Humans" workbooks, which were written for people of all ages. The healing messages and challenges are for humans; the profits, above printing costs, go to help animals. Any animal group in the world can use these materials as fundraising tools.

Henry's sister, Dolly, a poodle living the perfect dog life, was minding her business as the sole pet of the family in our house when we decided to rescue Henry. Not consulted about adopting the kitten, nor part of the hours and hours each day spent answering the letters to Henry, Dolly initially felt left out and dejected. However, after seeing the positive impact Henry had on people's lives, Dolly decided she wanted to become involved in healing, as well.

Dolly told her story in the book *What About Me? I'm Here Too!* and her "Kibble for Thought" workbook. She speaks to all of us who feel invisible at times. Dolly is everyone: looking good on the outside but hiding her confusing feelings on the inside. Her book validates difficult and conflicting feelings and gives a wider vocabulary to express those feelings, even when love must be shared.

Why have the voices of Henry and Dolly connected so powerfully with followers from hugely varied backgrounds around the world? Animals are our safe havens, an unending source of unconditional

love and acceptance. The National Institutes of Health acknowledges and researches the healing powers that animals exert on humans. No matter whether the animals are real, stuffed, or virtual, they become trusted confidants and helpers regardless of the challenges their humans are facing.

Whether the person is an injured Marine, a child who is different from others, a lonely challenged senior citizen, a curious child, an animal-loving human, Henry and Dolly provide listening, loving, caring examples of connection to others. The pair, along with Henry's two-legged Dachshund girlfriend Tink, 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. They help people express their emotions, and, in the process, reveal their true selves to those around them.

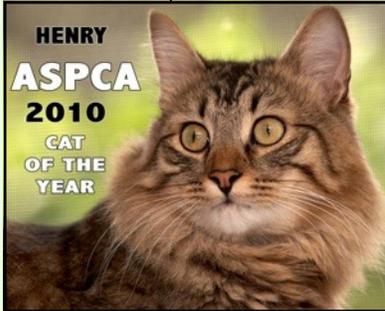
The Just Me Project™, the educational and healing arm of Henry's World, provides education and healing to people of all ages and backgrounds. Adaptable and engaging, the project has been used in schools, on military bases, and in a number of hospitals and clinics. One group teaches tolerance and anti-bullying through Henry's story. Another school utilizes it to evoke creativity from children who come from deeply disadvantaged backgrounds.

In Henry's hometown, Julian Elementary School was one of only thirteen in the nation to win a 2010 National School of Character award for promoting character education using the Just Me Project. The results have been dramatic. Detentions, particularly for bullying, have dropped; disadvantaged and learning disabled students have made huge academic gains; and attendance has increased.

Almost 50,000 copies of *What's the Matter with Henry?*, *Henry's World*, and *What About Me, I'm Here Too!* are in circulation. Over 6,000 books and workbooks have been distributed to families of sick children, military families, and children displaced by Hurricane Katrina and the earthquake in Haiti.

Like Henry, his girlfriend Tink also has defied expectations. Born with only two legs as a result of irresponsible breeding, Tink's spirit is irrepressible as she races about on a custom set of wheels. Successfully constructed after eleven tries by orthoist Adrian Ravitz, the wheels fit perfectly and illustrate Henry's point that mistakes are learning opportunities. Tink sometimes accompanies me on trips and speaking engagements, serving as a tangible example of how a positive attitude and curiosity can result in success, against all the odds. People who meet Tink quickly get the message that no one needs to be defined by circumstances when Tink races toward them.

(continued) →



The Cat's MEOW

Turn Our Mourning Into Dancing

By MEOW Editor Karen Payne

This is the day which the Lord has made; we will rejoice and be glad in it. (Psalms 118:24, KJV)

Never has it seemed so important to me to be thankful for what is good in life; that's because life has never seemed so precarious.

In our last issue, I celebrated the laughter and good times I've shared with my mother. As often happens when we think we've learned a life lesson, a test came immediately. My mother, Maye, was diagnosed with breast cancer, and despite her age, a well-kept secret, she had to endure painful surgery and now faces radiation treatments. Thankfully, the cancer had not spread, so her doctors expect her to recover.

In my last column, considering the attributes my mom shares with my cats, I forgot an important one – their claim to have nine lives. During her ordeal, Mama took comfort in the hope that she must have a few lives left. She loved the fragrant flowers that many friends showered on their "Daisy Maisie," deliberately focusing on their beauty and her friends' kindness rather than on the fact that cancer had come calling and proved to be a more objectionable guest than familiar old "Arthur," who has brought arthritis pain for many years.

These past weeks have been a time of reckoning for my mother and for me. Bernadette Kazmarski's brilliant article in the spring issue of *Meow* about her cat, Peaches, who helped prepare her for her mother's final illness, struck a deep chord in my heart. Now, I, too, want to treasure every moment and accept that all people,

all cats, all creatures – all of us mature and eventually will die and be transformed.

Right after her surgery, Mama persuaded me to attend a *tour de force* by the brilliant young pianist Adam Golka, who performed all five piano concertos of Ludwig van Beethoven, my favorite composer since childhood, in two nights. During those magical hours, I was truly at peace and in heaven. I'm so grateful that my mother pushed me to be there; it was a genuine gift of love from her.

And so it is – while life goes on, we are called to give our love and compassion wherever we can. In Texas, I rescued an abandoned cat family dubbed the "Awesome Pawsomes" by foster mom Judith Abernathy (mom cat Duchess and kitten Duke are Hemingway cats, while kittens Dulcinea and Dabi have regular paws). Judith works with the Humane Society of West Texas' purrific fostering program. Also at my behest, just hours before the elderly owner of a gorgeous Himalayan was admitted to hospital, Judith took in his beloved Miss Kitty. Judith's son has a fabulous website with elegant cat T-shirts; see them at www.DiosElGato.com.

Back in Miami after two months' absence, I'm searching for good homes for two darling kittens and four adult kitties found by neighbors – all of them in need of a helping paw.

Sadly, beautiful Bella – my friend Annette Perpignano's splendid 7-year-old Ragdoll baby – died just two days ago, without warning, from a rare ailment known as chylothorax. We mourn her loss. For me, the strangeness of it intensified my feeling that life is precious – and alarmingly precarious as well.

For now, I'm praying for a respite until I can return to my mother's side and, with God's grace, continue our adventure of looking for laughter, even when it seems impossible. I'm thankful that I can still cherish that hope. ♥



← Maye at a Lubbock Women's Club event, August 2011

Unlikely Healer (continued from previous page)

Our nation struggles with a medical system focused on disease, not on health, and on procedures, not on caring. Henry, Dolly, and Tink show us that if we focus on love and acceptance, we can help each other and ourselves in ways we cannot predict and in ways that unite us all in healing our hearts.

For more information: www.henryworld.org. ♥

Cathy Conheim, L.C.S.W., a psychotherapist in private practice for more than 30 years, is the head of FOCUS, a personal and organizational consulting firm, and the Athena Foundation. She sees herself as an agent for change. Along with women's health, dogs were her passion – until a cat crept into the picture. Cathy is a prize-winning author and co-founder of the Just Me Project™, the non-profit paw of Henry's World under the Athena Foundation. She's also the creator of the Real Women Project (realwomenproject.org).

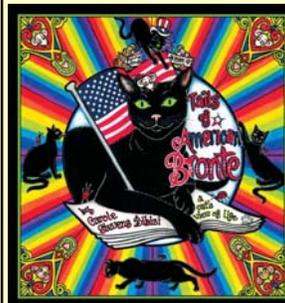


ADOPT A BLACK CAT!

Here are just a few of the many reasons to adopt a black cat:

- Black is beautiful.
- Black goes with everything.
- Black matches any decor.
- You can't lose black cats in the snow!
- Black cats bring good luck and are very affectionate, loving, and fun.
- Love knows no color.

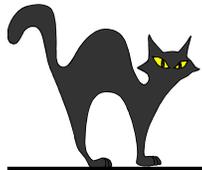
The No. 1 reason to adopt a black cat is that they are the least likely to get adopted in this country.



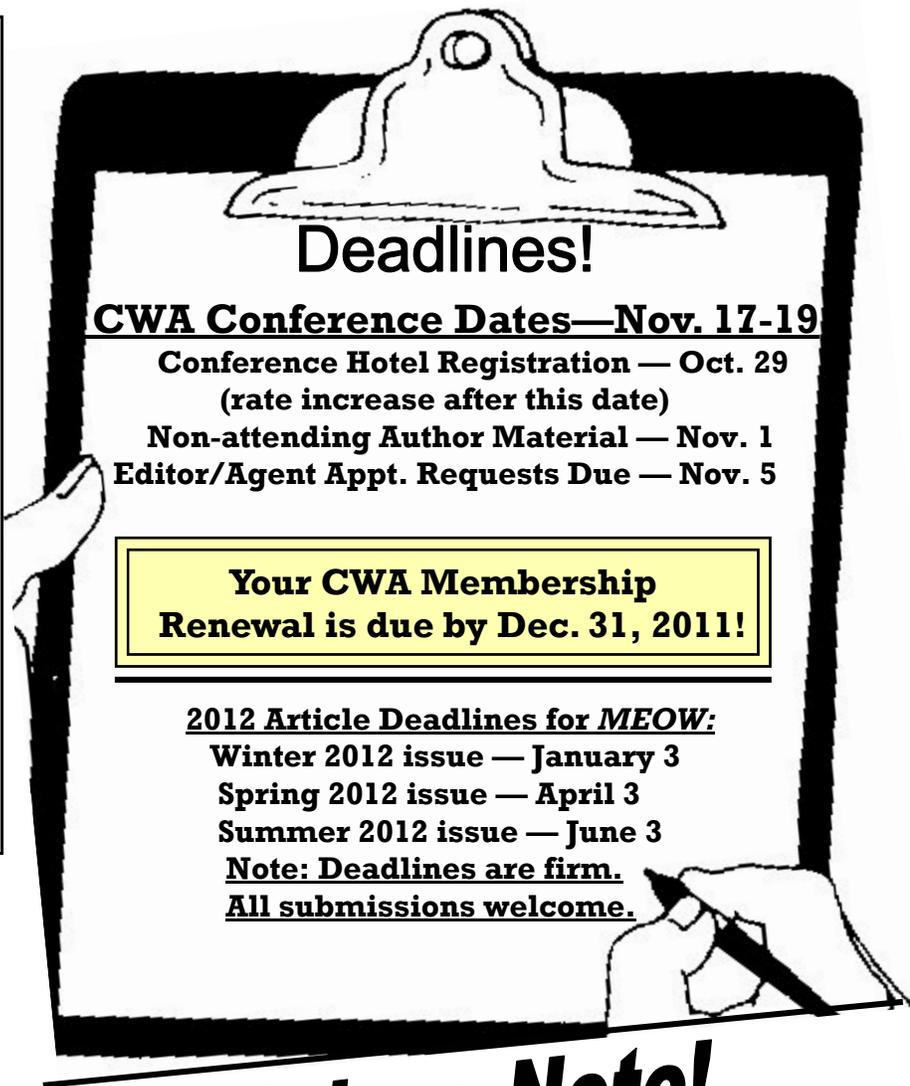
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