



Meow

The Award-Winning Newsletter of the Cat Writers' Association ♦ Spring 2010

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

Make Plans Now for the 2010 CWA Conference!!

It's a Can't-Miss Event for Writers Who Want to Promote Their Work

CWA's 2010 conference promises to be one of the most inspiring and rewarding sessions ever! Start planning now to attend this can't-miss event – the 16th Annual CWA Writers' Conference November 18-21 in White Plains, New York.

Our CWA conference committees are hard at work planning a super-celebration of cats and writing that will feature many exceptional speakers and a brand-new presentation theme – “Give Yourself a Promotion.”

“An entire track will be devoted to promoting yourself as a writer,” says CWA Vice President Dusty Rainbolt, who is in charge of program planning. “We will devote a lot of attention to information on high-tech – high-tech tools, writing on the Web, blogging, and networking.

“I'm really excited because we're going to be talking a lot about the technical world as it relates to cat writers, and we'll also focus on promoting your work – your book, your web sites, your blog.”

A conference headliner at the upcoming CWA festivities will be Dan Poynter, famed author of *The Self-Publishing Manual*, who has been billed as *the world's largest one-person publishing company*. His topic is “Book Promotion for Writers, Introverts, and other Reluctant Marketers.”

Other outstanding speakers and topics will include DeAnna Radaj, the owner of Bante Design LLC and a nationally recognized speaker on business topics (“To Blog or Not to Blog”); award-winning *Cat Fancy* Editor

Susan Logan

(“Querying to Fit the Editor's Needs”); CWA's own Twitter “petexpert” Darlene Arden (“Sticking Your Toe into Cyberspace: Come on In, the Networking Is Fine”); author and Tibetan Spaniel advocate Susan Waller Miccio (“Writing Web Content”); and writing expert and social networker Dena Harris (“Is Facebook Really Your Friend?: Tips, Tricks, and Strategies to Make Sure You're Getting the Most Benefit Out of America's Favorite Time Waster”).

As you can see, this is a must-attend event! Once again, we'll be meeting at the Crowne Plaza Hotel in White Plains. We'll partner with the Westchester Cat Show (www.westchester-feline.org), a TICA event held November 20-21 (Saturday and Sunday) at Westchester County Center. *(continued on page 2)*



2009 Conference Clip: (from left) *Cat Fancy* Editor Susan Logan, a multiple Muse Medallion™ winner and featured speaker at the upcoming 2010 Conference, with Andrew DePrisco of BowTie Press and CWA Special Award winner Sandy Robins.



Book-signing mavens Lyn Garson and Carole Bibisi Stevens at the 2009 CWA Conference.

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President's Message

By CWA President Susan M. Ewing

HAPPY SPRING!

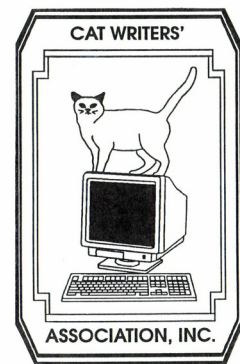
I wanted to write a spring-based message, full of lovely metaphors about growth and blossoming, and tie it all together into a profound message about CWA. Turns out I'm just not that kind of writer.

Maybe it's the fact that, as I write this, it isn't spring where I live...not yet. Yes, we've had some lovely warm weather, and yes, all the snow has melted, with the exception of the big piles at the end of the mall parking lot. Even those are shrinking, though, which is the closest to a sign of spring that we have. Our daffodils and tulips have poked up tentative green shoots, but that's as far as they're willing to go. They know there could be snow at any time.

I, too, know there's snow in the forecast, but still, this lovely warm weather has me hoping. I've discovered one purple crocus in the lawn, and I'm hauling out cellophane "grass" and making a centerpiece with ceramic chicks and ducks and a pink stuffed bunny. I'm buying marshmallow Peeps® and multi-colored jelly beans and chocolate eggs. I'm thinking about spring and renewal and joy, in spite of myself. I'm leaving my boots in the corner and pulling off my mittens and hat and unzipping my winter coat. So what if there are no flowers? It's SPRING!

On the best of days, that's what writing is for me. I approach my keyboard with hope and a sense of a new beginning. If I do it right, my next column, my next article, my next book, will be full of joy and wonder, and I will share that with readers.

I hope writing is, for all of you, just like that one purple crocus-full of color, full of joy, full of hope, even when you know it's going to snow. Spring is what keeps us going and so, no matter what the weather is like where you live, happy spring, happy new beginnings, happy writing. ♥



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(www.catwriters.org)

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Plan to Attend CWA's 2010 Conference!

(continued from page 1)

There'll be a CWA book-signing event, and coordinator Lyn Garson is putting together a great display. If you'd like to help, contact Lyn at LynGarson@cox.net.

Other conference volunteers, please indicate your interest by emailing CWA President Susan M. Ewing at dogwriter@windstream.net.



The bustling 2009 Westchester Cat Show

It's not too early to make your plane and hotel reservations. A limited number of rooms are available to us at \$119 per night, but after October 29, the rates go back up to \$179 per night. Find yourself a roommate and reserve your room now!

Hurry to make reservations online at www.crowneplaza.com/whiteplainsny, or call toll-free 1-800-2-CROWNE (1-800-227-6963) or 1-914-682-0050. Our very well-named conference code is CAT. ♥

A Note From the Contest Chair: Changes Were Made!

By CWA Contest Chair Nancy Marano

It's time to recognize CWA's talented membership again. Gather up your best published or radio/TV work from the last year and enter it in the 2010 CWA Communication Contest! The deadline for entries is July 1, 2010. No ifs, ands, or buts. Your entry **MUST be postmarked on or before July 1, 2010**, to be considered.

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

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

Everyone who volunteers to judge or help the contest committee gets a discount on his/her own Regular Category entry fees.

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

This year's changes are in the Magazines, Non-Print Media, Internet/Websites, Blog, and Illustration categories. We have also added one new category to the Miscellaneous section: PR/Humane Education/Press Kits.

The Magazines category is split into Monthly Magazine (I.1-I.5), which includes the articles or columns that appear in national publications, and Magazine – Regional, which includes the articles or columns that appear in those publications (I.6-I.10). The Contest Committee thought there was enough difference between these two types of magazine to warrant judging them separately. Also, it will help the judges by keeping some of the article categories to a more reasonable size.

The new Non-Print Media categories are as follows:

VI.1 – Videos, CD, DVD, or Television Productions (VHS videotape or DVD that plays in a standard DVD player must be included.)

VI.2 – Broadcast, Audio – Any Format

New categories in Internet/Websites & Blogs are

VII.1 – Online Magazine, Newsletter

VII.2 – Website

VII.6 – Blog: Educational

VII.7 – Blog: Entertainment

These last categories were changed to more accurately reflect the nature of online publishing. Two other important changes affect these categories. Along with the Online Magazine, Newsletter (VII.1) and Website (VII.2) categories, the Blog categories will be judged directly from the Internet. Entrants must provide the URL and date of the three Blog issues they want considered for a Muse Medallion™. The second change is that the Online Magazine, Newsletter (VII.1), Website (VII.2), and Blog categories now will be accepted for Special Award judging where noted.

Category IV.7 – PR/Humane Education/Press Kits is a new Miscellaneous category this year.

Category VIII.6 – Illustration has been split this year. It will now be VIII.6 – Illustration (single) and VIII.7 – Illustrations (series) to make it consistent with the other Graphic Arts categories.

I invite members to submit the names of people they might like to see as Special Awards judges and send in a brief statement of their expertise. A Special Award judge cannot be a CWA member. When submitting a name to me, include a valid email address and phone number. If at all possible, please ask the individual whether he/she would be interested in judging. You don't have to explain the contest; we'll take care of the explanations, but we would like to contact candidates who are interested.

Remember, our regular-category judging slots are open and waiting for your name. Sign up today! ♥

YES! I WANT TO BE A 2010 CONTEST JUDGE!

(Please type or print legibly.)

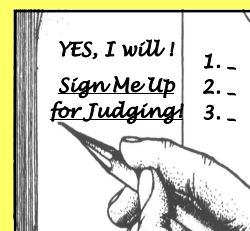
Please sign up now to judge the 2010 CWA Contest. It's easy.
Simply fill out this form and send it to Nancy Marano at the address below.

- ☐ I am a Professional member and volunteer to judge in the 2010 CWA Communication Contest.
☐ I am an Associate member and volunteer to assist the 2010 Contest Committee.

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

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

NAME _____ EMAIL OR PHONE _____



CAT WRITERS' ASSOCIATION

2010 COMMUNICATION CONTEST REGULAR CATEGORIES

I. Magazines

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

II. Newspapers

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

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

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

IV. Miscellaneous

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

V. Books

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

VI. Non-Print Media

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

VII. Internet/Web Sites & Blogs

- VII.1 – Online Magazine, Newsletter, Website (URLs for 3 issues)
 - VII.2 – Online Article – Health and General Care
 - VII.3 – Online Article – Behavior and Training
 - VII.4 – Online Article – Any Other Topic
 - VII.5 – Online Column (3 individual columns, 3 copies of each)
 - VII.6 – Blog: Educational (URLs for 3 individual issues)
 - VII.7 – Blog: Entertainment (URLs for 3 individual issues)
- (Blogs must be published in professional venues, not personal blogs.)

VIII. Graphic Arts

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





2010 CWA COMMUNICATION CONTEST RULES



1. Entries for all categories must be postmarked by July 1, 2010, to qualify for the contest.
2. All entries must be sent in such a manner that they can be reasonably expected to arrive within 7 days of the July 1 postmark deadline. Regardless of the delivery method you choose, **you MUST specify that the recipient need not be present in person to sign for the material. The Contest Chair cannot be home every day during business hours to sign for packages.** It is the entrant's responsibility to package the entry carefully, so that it will not be damaged in transit. Posters and other large items should be packaged in tubes. The CWA will not assume responsibility for items that arrive damaged or do not arrive at all. If you wish acknowledgment of receipt of your entry, send a stamped, self-addressed postcard with the entry.
3. The contest is open to anyone whose work qualifies in any CWA contest category and was first published or broadcast between June 16, 2009, and June 15, 2010. Entries must not have been published before in any medium. Material published prior to the current contest period is not eligible, even if it was published in a different form. Publication date is the published date cited on the entry. When there is a question regarding eligibility, it is the entrant's responsibility to clarify the issue, that is, to include with the entry a signed letter from the publication's editor or publisher clarifying the date of publication.
4. The categories Online Magazine, Newsletter, Website, Blog: Educational, and Blog: Entertainment will be judged directly from the entrant's web site between August 1 and August 31, 2010.
5. In order to be equitably judged against other contenders, entries in all categories should devote one-third or more space to cats.
6. All contest entries must be published work. "Vanity" publications are not eligible. However, quality self-published professional work is eligible. It will be judged based on the same criteria as all the other entries in a given category. It is the entrant's responsibility to provide any supporting documents with self-published entries to clarify that the work does, indeed, qualify under this rule. For example, self-published work **MUST** be offered for sale by professional outlets (that is, book stores, commercial web sites, and other venues not owned by the author/artist).
7. Submit each regular category entry in triplicate (3 copies), with **one** entry form for each entry.
8. The CWA Entry Form, with category and subcategory noted, must accompany each entry and must be sent to the Contest Chair along with the total entry fee at the time of entry. Any entry that is missing any element (required number of copies, entry form, entry fee) will be considered incomplete and will not be judged.
9. Make sure your entry is legible and provide clean photocopies in a large enough format to be read. If the judge has difficulty reading an entry, it may be disqualified. Online articles/columns must be submitted in hard copy along with the original online URL and publication date included so that online entries may also be viewed online at the judge's discretion. The exceptions are the categories Online Magazine, Newsletter, Website (VII.1). Blog: Educational (VII.6) and Blog: Entertainment (VII.7), which are judged on the Internet during the judging period specified in Rule 4. For these categories only, submit an entry form with just the URL (and dates for Blog issues) specified.
10. In the Newspaper categories, when an entry first appeared as a syndicated article, in those specific cases where a syndicated writer is not able to obtain actual copies of the published newspaper articles, the entrant may provide a copy of the original article and a letter of authentication from the syndicate editor.
11. For the Newsletter categories, a newsletter is distinguished from a magazine in that the newsletter does not take paid advertising and is sold only to subscribers (that is, it is not sold on newsstands). Single cat breed newsletters are the exception in that they may take paid advertising. Single cat breed newsletters and nonprofit/charitable newsletters are the exception in that they may take paid advertising.
12. Entries in the Video or Television Production and the Radio Presentation, Audiotape, or CD categories must be submitted in their original form; that is, a transcript of a radio or television program is not acceptable – an actual audio or video recording must be entered. Video entries must be submitted as a VHS videotape or a DVD that plays in a standard DVD player. If an entire radio or television program is less than 10 minutes long, the entrant may select his/her three best programs and enter them as a single entry.

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2010 CWA COMMUNICATION CONTEST RULES

(continued from the previous page)



13. We will accept entries published in a foreign language, but they must be accompanied by a complete English translation. Entrants must provide three copies of the original that clearly show the date and name of the publication, and three copies of the translation. Bear in mind that the judges cannot judge the quality of the translation; they will base their decision solely on the English language content. Of course, entries in graphic arts categories are the exception and need no translation.
14. An individual person or entity may submit an unlimited number of entries, but each individual work can be entered only one time in one regular contest category. In other words, the same individual work may not be entered in more than one category. Photos or illustrations that are entered in a Graphic Arts category may appear again as a part of a writing entry (for example, as part of a magazine article or a book). Columnists must choose only their three best columns and submit them as a single entry for that column. This applies to all the Column categories (magazine, newspaper, newsletter, and online) and means no other individual installments of that particular column may be entered as single articles, except in the Editorial and Humor categories. (A column appears regularly in the same publication[s] with the same column title, byline, slug, and/or artwork.)
15. An entry must be entered in a regular category to be considered for a Special Award. Send one additional copy for each Special Award entry. (Exceptions: Three copies of the nomination form should be submitted for the Shojai Mentor Award. No additional copies are needed for consideration for the President's Award, and no entry form is needed for this award; the winner of the President's Award is chosen from among the Muse Medallion™ winners, and all Muse Medallion™ winners are automatically considered.) Special Award entries are sent to the Contest Chair.
16. Anyone may submit an entry on behalf of an author/artist, but the award will be presented solely to the author/artist of the entry. The author/artist must be a current CWA member to qualify for the discounted member's entry fee, and CWA membership dues must be paid current at the time of the contest deadline.
17. All judges are chosen by the Contest Chair and his or her Committee. Entries in the regular categories are reviewed and judged independently by three professional CWA members and their scores are averaged by the Contest Committee to determine the winner. Winners of Special Awards are selected by judges who are not members and are not affiliated with the award's sponsor; each Special Award is judged by one judge. Special Awards sponsors may be shown the winning entry before the award is given, but that announcement decision is at the discretion of the judge and the Contest Committee.
18. The Contest Chair has the right to make category changes as deemed necessary. The Contest Chair may also delete or combine categories if there are not sufficient entries. What constitutes sufficient entries is decided by the Contest Chair, but there is no absolute minimum number of entries for any category to be judged. If, in the opinion of the judges, no entry represents excellence within a category, no award will be given.
19. Entries will not be returned. Judges' decisions are final. Situations that may arise from time to time that are not specifically addressed in these rules shall be adjudicated by the Contest Chair and her or his committee.
20. Regular award finalists receive a CWA Certificate of Excellence and shall be notified in October. In order to earn a certificate, the individual must score an average of 90 or higher based on the scores submitted by the three judges for each category. The winner in each regular contest category shall receive the CWA Muse Medallion™. Special Award winners shall receive recognition as specified in the Special Awards list.
21. Contest results will be announced at the Annual CWA Awards Banquet and published in the Winter 2011 *MEOW* newsletter and on the CWA web site at www.catwriters.org. Please do not call the Contest Chair or anyone on the Contest Committee to ask if you have won. Those who do not have access to the Internet or the CWA newsletter may enclose an SASE for a list of winners. Please mark on the back of the envelope "CWA Contest Winners."
22. The entrant must comply with all rules. Deviation from the rules will result in rejection of an entry and loss of the entry fee. Entrants will be notified of disqualification in as timely a manner as possible. However, CWA is not responsible for disputed entries. ♥



2010 CWA COMMUNICATION CONTEST SPECIAL AWARDS



NOTE: There may be changes to the requirements for some Special Awards if the sponsors allow them to be made. Please watch the CWA-ProList for these changes as they occur. Information in the Summer issue of MEOW will be updated and correct. If you have questions about any of the Special Awards, please contact Contest Chair Nancy Marano at nmarano@aol.com.

AWARD #1: The **AKC COMPANION ANIMAL RECOVERY AWARD**, sponsored by the American Kennel Club, is given to the best single entry which informs and educates the general public about issues relating to lost cats, stray cats, behaviors of roaming and feral cats, and all forms of pet identification and recovery. The most appropriate topics are those that emphasize reuniting cats with their owners and responsibly preventing lost cats, such as by using identification and keeping pet cats indoors. Both nonfiction and fiction articles qualify, published in newspapers, magazines, newsletters or in professional online venues; plus brochures, books, and radio/television broadcasts. This award consists of \$1,000 and a commemorative item. *(Pending confirmation from sponsor.)*

AWARD #2: The **DR. JIM RICHARDS CORNELL FELINE HEALTH CENTER VETERINARY ISSUES AWARD**, sponsored by Cornell University's Feline Health Center, is presented to the highest-quality entry on the topic of technological advances, research, new medical developments, or innovations in feline veterinary medicine. Qualifying entries include single newspaper, magazine, or newsletter articles, columns or series of articles (print or online), single books or radio/television broadcasts, designed to educate the general cat-owning public about new developments. This award consists of \$500.

AWARD #3: The **FANCY FEAST® LOVE STORY AWARD**, sponsored by Purina, is presented to the entrant whose work best captures the magic of the loving relationship between cats and their owners. Highest consideration goes to those works that are skillfully written/produced, and technically accurate. Qualified entries include single books, articles (print or online), features, columns, short stories, poems, radio or television submissions. This award consists of \$500 and a commemorative award. *(Pending confirmation from sponsor.)*

AWARD #4: The **FORT DODGE/ HEALTHY CATS FOR LIFE TURNING POINT AWARD**, sponsored by Fort Dodge Animal Health, is for the best published work by a beginning cat writer or photographer. This award has very specific criteria: At the time of entry, the author (1) must not have published more than three short works on companion animal topics in professional markets, e.g., markets that pay \$75 or more for each work, and no books; and (2) must have not yet had his/her work honored by a CWA Muse Medallion™ or CWA Contest Special Award. The purpose of this award is to encourage qualifying writers and photographers to strive for the highest professional level of excellence and to provoke a significant change in the recipient's cat-writing career. This is a "turning-point" award. Qualifying work includes articles, columns, short stories, poems, photos, or illustrations published in any medium, including print and electronic. (First books by new authors qualify for this award only if the author meets the other two criteria above.) This award consists of \$500 and a commemorative item. *(Pending confirmation from sponsor.)*

AWARD #5: The **FRISKIES® WRITER OF THE YEAR AWARD**, sponsored by Purina, is for the writer who has done the most during the contest year to promote the welfare, health, and proper care of cats, *which includes providing sensory stimulation to keep cats healthy and happy*. This award is for "a body of work" and can include different publications during the contest period. Single entries do not qualify; therefore, multiple books, newsletters, print articles, online articles, columns, stories, and series in any pet or non-pet consumer publication qualify. The award honors writing excellence and the ability to communicate technical information in a clear and creative manner to better educate cat owners and help improve the lives of cats. A maximum of 10 articles or items published within the contest period may be submitted. Choose only your best work! This award consists of \$500 and a cat figurine.

AWARD #6: The **HARTZ® EVERY DAY CHEWABLE VITAMIN AWARD**, sponsored by Hartz Mountain Corporation, is given to the highest-quality entry on the topic of older cats. Topics can include but are not limited to adoption, health, innovative care, and senior-for-senior programs. Qualifying entries include single books, articles (print or online), brochures, newsletters, editorials, photographs, and commercial radio/TV tapes. This award consists of \$1000 and a commemorative plaque. *(Pending confirmation from sponsor.)*

AWARD #7: The **HARTZ® GLAMOUR-PUSS AWARD**, sponsored by Hartz Mountain Corporation, honors the best single entry on the topic of feline skin and coat care. Qualifying topics include, but are not limited to, coverage of home and professional grooming, parasite control, nail care, teeth and ear care, and feline skin/coat disorders. Written and pictorial works in all media are acceptable, including articles, books, and videotape broadcasts. This award consists of \$1000 and a commemorative plaque. *(Pending confirmation from sponsor.)*

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2010 CWA COMMUNICATION CONTEST SPECIAL AWARDS (continued)

AWARD #8: The **HARTZ® MILK REPLACEMENT FOR KITTENS AWARD**, sponsored by Hartz Mountain Corporation, is awarded to the best single article (published in a newspaper, magazine, newsletter, or professional online venue), or single radio or television broadcast on the topic of rescuing kittens. Appropriate topics include “how to” articles, stories about feral kitten rescue, early spay and neuter, orphaned kittens, and kitten adoption. This award consists of \$1000 and a commemorative plaque. *(Pending confirmation from sponsor.)*

AWARD #9: The **KARI WINTERS RESCUE AND REHABILITATION AWARD**, sponsored by TICA, is awarded to the best single article or column (published in a newspaper, magazine, newsletter, or professional online venue) or single radio or television broadcast on the rescue and rehabilitation of cats or kittens from shelters or rescue groups for the purpose of adoption to forever homes. Entries are judged on compelling personal accounts and the education of readers on the need for rescue. This commemorative award consists of a \$500 and a plaque. *(Pending confirmation from sponsor.)*

AWARD #10: The **MERIAL HUMAN-ANIMAL BOND AWARD**, sponsored by Merial, is presented to the entry that best reflects and promotes the strengthening of the human-animal bond, highlighting the bond between a cat and owner, as well as their relationship with their veterinarian as another direct caregiver. Entries will be judged for exceptional quality and on the ability to convey this concept and connect with the reader. Qualified entries include (but are not limited to) single articles (print or online), features, columns, short stories, books, and poetry. This award consists of \$1000 award and commemorative certificate. *(Pending confirmation from sponsor.)*

AWARD #11: The **PETFINDER Award** will be for an article (print or online), features, or columns on cat adoption, and the winning entry will be used on the petfinder.com website. The award consists of \$1000. *(Further information on the criteria for this award will be sent out at a later date; pending confirmation from sponsor.)*

AWARD #12: The **PRO PLAN® PEDIGREED CATS AWARD**, sponsored by Purina, is presented to the writer or creator of the best entry of the year that focuses on cat breeds, pedigreed cats, and professional breeder issues including (but not limited to) health, care, nutrition, and showing cats. Qualifying entries include entire publications, such as breed or breed club newsletters, magazines, or books, and individual columns, articles, stories, photographs or illustrations in any professional venue, featuring pure bred cats. This award consists of \$500 and a commemorative bowl.

AWARD #13: The **PURINA® CAT CHOW® NUTRITION AWARD**, sponsored by Purina, is presented to the best column or article (print or professionally published online) or book entry on the subject of feline nutrition. Highest consideration goes to those works that are both skillfully written and technically accurate. The recipient cannot be an employee of or associated with a pet food company at the time that the entry is judged. This award consists of \$500 and a commemorative pewter bowl.

AWARD #14: The **PURINA® ONE® HEALTH AWARD**, sponsored by Purina, is presented to the outstanding single article (print or professionally published online) reporting on feline health issues. Articles are judged on excellence of writing and technical accuracy; significance of the topic and public education impact on feline health are also considered. This award consists of \$500 and a commemorative pewter bowl.

AWARD #15: The **PURINA® KITTEN CHOW® KITTEN AWARD**, sponsored by Purina, is presented to the author of the outstanding entry on caring for kittens. Qualified entries include single books, articles, columns, short stories, and labeled series articles in professional venues. Entries will be judged on writing excellence and content accuracy. This award consists of \$500 and a commemorative pewter bowl.

AWARD #16: The **STICKY PAWS® TRAINING AWARD**, sponsored by Fe-Lines Inc./Sticky Paws®, is presented for the best article or tape entry on training techniques. Entries should have a “how-to” focus. Appropriate entries are labeled series or single articles (print or professionally published online), columns, and television/radio broadcast tapes on topics such as (but not limited to) litter box training, proper scratching behavior, trick training, or training cats to stay off countertops, tables, or other forbidden places. This award consists of \$500 and a commemorative certificate.

AWARD #17: The **TIDY CATS® FELINE BEHAVIOR AWARD**, sponsored by Purina, is presented for the best entry on the subject of feline behavior. Highest consideration goes to those works that are both skillfully written and technically accurate. Qualified entries include single books, articles, features or columns in any medium, and should educate readers while promoting a positive approach to understanding and dealing with feline behavior. This award consists of \$500 and a commemorative pewter bowl. *(Pending confirmation from sponsor.)*

(continued on the next page)

AWARD #18: The **WORLD'S BEST CAT LITTER-ARY AWARD**, sponsored by World's Best Cat Litter®, is presented for the outstanding novel, short story, poem, or radio/television dramatic script which portrays cats and cat ownership in a positive way. All fiction genres are eligible. Highest consideration goes to those entries that include cats as an intrinsic part of the plot. Works will be judged for the exceptional, individual quality ("voice" or "vision") of the writer/creator. Eligible works may be published in print or electronic media; any scripts or videos must also provide proof of production. This award consists of \$500 and a commemorative pewter bowl.

AWARD #19: The **SHOJAI MENTOR AWARD**, sponsored by past-president Amy D. Shojai, recognizes the CWA member who has offered guidance, encouraging counsel, support, or other help that has had a direct and positive influence on another's writing/publishing success. Qualifying mentor experiences are limited to those occurring within the past three contest periods (approximately the last three years). The recipient shall exemplify the highest ideals of the CWA vision, that is, to promote communal support, networking, and mutual respect between colleagues. Only CWA members are eligible for this award. This award consists of \$500 and a commemorative item.

AWARD #20: The **KUYKENDALL IMAGE AWARD** is sponsored by CWA, and is presented to the outstanding "image" entry featuring cats – whether photography, illustration, or graphic art. This may be a single piece or series entry, including but not limited to photos/artwork published in a magazine, newspaper, newsletter, book, pamphlet, calendar, poster, greeting card, or commercial on-line publication. This award consists of \$250 and a commemorative item.

AWARD #21: The **CWA PRESIDENT'S AWARD**, sponsored by the Cat Fanciers' Association, is presented to the best entry among all Muse Medallion™ winners in the regular contest categories. This "Best of the Best" requires no additional copies be submitted of entries. Muse Medallion™ winners shall be automatically entered and considered for the honor. This award consists of \$250 and a commemorative item. ♥



Good Luck to All Our Talented CWA Members!



Kari Winters' Death under Investigation:

CWA Members Asked to Support Kari's Cause and Help Her Cats Find Good Homes



Following her sudden death, which shocked all of us last spring, CWA's Kari Winters received high praise and honors for her career achievements, including the Winn Foundation's Media Appreciation Award. No doubt what would please Kari the most now is for her friends and colleagues to step up and make sure that her beloved cats all find good homes.

Darlene Arden tells us that Kari's four cats now are in need of our help – in the form of new permanent homes or stable foster homes in the Dallas-Fort Worth Metroplex.

This spring, the *Albuquerque Journal* ran a series of probing articles about the mysterious circumstances of Kari's untimely death, leading Kari's friends to hope that a full investigation by law enforcement will reveal the truth and bring to justice those who are responsible. The news articles cast deep suspicion upon Kari's housekeepers.

Here are the links for the newspaper articles (you can view them for free twice a week):

Part One: <http://www.abqjournal.com/upfront/05231069334upfront03-05-10.htm>

Part Two: <http://www.abqjournal.com/upfront/080711989upfront03-08-10.htm>

Part Three: <http://www.abqjournal.com/upfront/122252523086upfront03-12-10.htm>

As *MEOW* goes to press, a Facebook Cause entitled "Justice for Kari Winters" is gathering signatures to petition New Mexico authorities to ensure that justice is done. Darlene Arden and dog writer Stephanie S. Smith are the administrators. You can view and sign the petition here: <http://apps.facebook.com/causes/458699/17555392>.

Kari's cats in need of homes are Suki, a gorgeous Siamese who's a bit elderly but still full of love and purrs; Sunshine, a charming Siamese with deep blue eyes who's ready to be a faithful pet; and Mia and Kami, a beautiful, playful bonded pair of Oriental Shorthairs.

Please volunteer your help for Kari's precious cats by contacting Darlene Arden at darlenearden@mac.com; the kitties will reward you with grateful purrs. To gain custody of Kari's cats and transport them to Dallas required some doing. Says Darlene: "American Airlines definitely deserves credit as does Albuquerque's Animal Welfare Department. They've been wonderful!"♥



2010 Cat Writers' Association Communication Contest Regular Category Entry Form



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

Entries must be postmarked no later than July 1, 2010. NO LATE ENTRIES ACCEPTED. NO EXCEPTIONS.

Submit THREE copies of each entry, along with ONE copy of this entry form per entry.

Send your entry to Nancy Marano, 7601 Vista del Arroyo NE, Albuquerque, NM 87109.

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

DO NOT USE THIS FORM FOR SPECIAL AWARD ENTRIES.

The contest entry fee is \$15 per entry. A Volunteer Discount is available to CWA members only.

CWA Professional members who volunteer to judge in the contest and CWA Associate members who volunteer to assist the Contest Committee may pay \$8.50 per entry.

Please make your check payable to Cat Writers' Association. All payments must be in U.S. funds.

- ☐ **I am an associate member and volunteer to assist the 2010 Contest Committee.**
- ☐ **I am a professional member and volunteer to judge in the 2010 CWA Communication Contest.**

NAME OF AUTHOR OR ARTIST _____ CWA MEMBER IDENTIFICATION # _____

ADDRESS _____

TELEPHONE (day) _____ (evening) _____ EMAIL _____

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

CATEGORY NAME AND NUMBER (Example: I.4 – Magazine Article – Behavior and Training)

TITLE OF ENTRY _____

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

**I certify that this entry was first published or broadcast between June 16, 2009, and June 15, 2010,
and that it meets all the requirements as stated in the Rules.**

Entrant or Submitter's Signature _____

ENTRY CHECKLIST

- ☐ Each entry is submitted in triplicate with **one** entry form per entry.
- ☐ My fee is enclosed, payable to the Cat Writers' Association in U.S. funds.
- ☐ A self-addressed, postage-paid postcard is included for acknowledgment of receipt of entry (optional).
- ☐ Questions? Email the Contest Chair at nmarano@aol.com, or call 505-296-8869 (MDT).

MAIL ENTRIES TO

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

2010 Cat Writers' Association Communication Contest

Special Award Entry Form



PLEASE READ THE COMPLETE RULES on our web site at www.catwriters.org or on pages 7-10 of this newsletter.

Entries must be postmarked no later than July 1, 2010. NO LATE ENTRIES ACCEPTED. NO EXCEPTIONS.

The fee is \$1 per Special Award entry (in addition to the fee that accompanies Regular Category entries).

Please make your check payable to Cat Writers' Association. All payments must be in U.S. funds.

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

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

DO NOT USE THIS FORM FOR REGULAR CATEGORY ENTRIES.

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

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

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

NAME OF AUTHOR OR ARTIST _____ CWA MEMBER IDENTIFICATION # _____

ADDRESS _____

TELEPHONE (day) _____ (evening) _____ EMAIL _____

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

REGULAR CATEGORY Name and Number in which entry is entered (Example: I.4 – Magazine Article – Behavior & Training) _____

SPECIAL AWARD for which entry is entered _____

TITLE OF ENTRY _____

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

**I certify that this entry was first published or broadcast between June 16, 2009, and June 15, 2010,
and that it meets all the requirements as stated in the Rules.**

Entrant or Submitter's Signature _____

ENTRY CHECKLIST

- ☐ All entries have also been entered in a regular category.
- ☐ For each entry, one copy is submitted along with one copy of this entry form, for each award.
- ☐ My fee is enclosed, payable to the Cat Writers' Association in U.S. funds.
- ☐ A self-addressed, postage-paid postcard is included for acknowledgment of receipt of entry (optional).
- ☐ Questions? Email the Contest Chair at nmarano@aol.com, or call 505-296-8869 (MDT).

MAIL ENTRIES TO

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



2010 Cat Writers' Association Communication Contest Shojai Mentor Award Nomination Form

The **SHOJAI MENTOR AWARD**, sponsored by CWA's past president, Amy D. Shojai, recognizes the CWA member who has offered guidance, encouraging counsel, support, or other help that has had a direct and positive influence on another's writing/publishing success. Qualifying mentor experiences are limited to those occurring within the past three contest periods (approximately the last three years). The recipient shall exemplify the highest ideals of the CWA vision, that is, to promote communal support, networking, and mutual respect between colleagues. Only CWA members are eligible for the award. The honoree shall receive \$500 and a commemorative award.

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

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

(Please type or print legibly.)

NAME of NOMINEE _____

ADDRESS _____

TELEPHONE (day) _____ (evening) _____ EMAIL _____

NAME OF SUBMITTER _____

ADDRESS _____

TELEPHONE (day) _____ (evening) _____ EMAIL _____

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

ENTRIES MUST BE POSTMARKED NO LATER THAN JULY 1, 2010.

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

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

CWA Kitten Discovers TNT (Thursday Night Team) & a Spectacular CWA Conference

By Robin A.F. Olson

Since I was a child, I've loved cats. As an adult, I found myself with more and more cats and getting more and more involved in cat rescue. I realized it was time to take a risk. I'd been a graphic designer/copywriter for over 20 years, but brainstorming enticing promotional ideas for J-ELLO® full sheet inserts (a.k.a., *coupons!*) or writing technical books about Adobe® Illustrator isn't as glamorous as it might seem (*yes, I'm being sarcastic*). My heart just wasn't in it any more.

I'm really passionate about cats. Cats, cats, and more cats. Cat food – what should they be eating? Cat wellness... Cat welfare issues... cat behavior. What makes them tick? What makes them pee on my bed? It's all about cats for me. Joining CWA was a purr-fect fit!

With great glee I was accepted as a CWA Professional Member in October 2009. In November, I packed up a few maps, loaded my GPS, and drove down to White Plains, New York – the only town I get lost in. Fortunately, I managed to find a trail of catnip that led me to my first TNT (Thursday Night Team) gathering.

I had two bags of Kit Kats, my trusty camera, and a knot in my stomach. I figured I'd make friends if I was packin' candy, but I suddenly feared I was about to be stuck in a room full of women who were wearing sweaters with fabric appliqué kittens swatting at balls of yarn stitched on them and who talked

baby-talk in a squeaky voice.

But I was so wrong! I met a great group of people who were smart, organized, and worked hard together, and who were outgoing, feisty, and welcoming. Oh yeah, and they're into BLING! I need to step up my game if

I'm going to play ball with these "cats"!

By the end of the evening, all the swag bags were packed. It was clear there were good friends to be made and lots to learn and share about publishing, writing, and, of course, cats.

Also, I've never seen so much swag in my life! I've been to plenty of conventions where getting a t-shirt is considered a score, but this was mind-blowing. I should have brought a pack mule with me to help schlep the goodies

up to my hotel room!

The CWA Conference itself was fast paced. There were too many great speakers and too little time to hear them all. The classes were informative and invigorating. The luncheons and dinners were a delightful opportunity to get to know some of the members better.

Though I felt completely wiped out, I was inspired and hopeful that my career was headed in the right direction.

As I left the hotel on Sunday morning, feeling sad and missing my new friends, I wondered how I was going to remain patient another YEAR for the next CWA Conference to begin!



Robin is happy to make some new friends at the 2009 CWA Conference: Robin (center) with Clea Simon (left) and Dusty Rainbolt (right)

Fortunately, I managed
to find a trail of
catnip that led me
to my first TNT
gathering.

I've never seen so much swag in my life!
...
I should have brought a pack mule with me
to help schlep the goodies
up to my hotel room!

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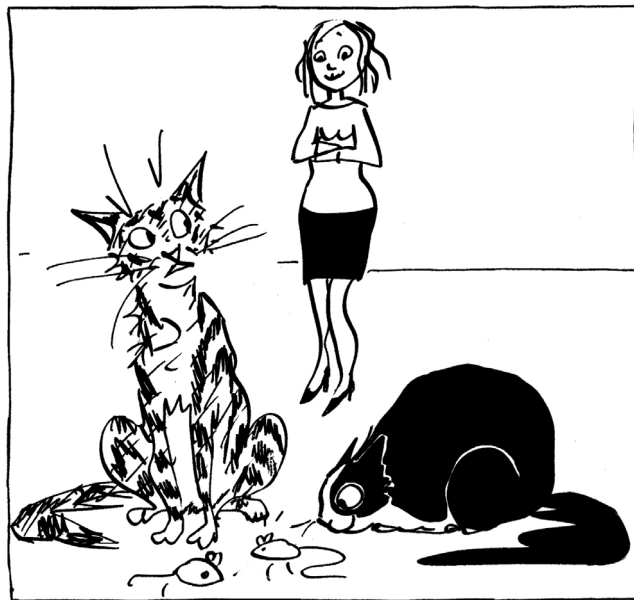
CWA Kitten: In 2010, It's Your Turn! By Robin A.F. Olson (*continued*)

Addendum: Anything Can Happen, and I'm So Glad It Did! Thank You, CWA & Hartz!!

While at the CWA Conference, I met Kim Cassar of Hartz Mountain Corporation and spoke to her about some shelters in Georgia that were in dire need of supplies and donations. A few weeks later, I was thrilled to find out that Hartz donated SIX pallets of dog and cat treats, toys, and more to Jasper County Animal Control in Monticello, Ga. – and had plans to make donations to two other shelters, as soon as they had a few details worked out. I want to thank CWA for doing the hard work to have Kim join us at the Conference and to thank everyone at Hartz for their generosity. ♥



Robin glows with a happy look on her face (left), while her idol, featured 2009 CWA Conference speaker Dr. Kevin Fitzgerald (right) remains as charming as ever.



"You realize we're never going to kick the catnip habit with her enabling us, don't you?"

IMPORTANT NOTICE!! **RE: MEOW DISTRIBUTION**

Last fall, members were asked to respond to a survey about the distribution of CWA's *MEOW* newsletter. Betsy Stowe, *MEOW* Distribution Survey Coordinator, received 89 valid surveys. Considering a membership of 246, that represented a 36 percent response rate for the Options section of the survey. Response numbers are below.

1. 5 I prefer to keep the distribution of *MEOW* as is, i.e., snailmailing each member a paper copy four times a year, plus giving them access to a full-color PDF version via the CWA web site.

2. 13 I prefer to have ONLY the PDF version available. This will mean that members without computers will not have access to *MEOW*, which is a member benefit. (Note: 4 of CWA's 246 current members do not have email.)

3. 17 I prefer to continue to receive a snailmailed paper copy of *MEOW*; however, if there are members who want to read the PDF version only, that would be fine with me.

4. 54 I would be willing to forego a snailmailed paper copy of *MEOW* and have access to the PDF version only; however, any member who prefers to receive a snailmailed paper copy would still have that option.

These results, and additional information gathered in the survey, are under consideration by the CWA Council. We still need your input if you did not respond, so please forward the survey, which you'll find online in the Fall 2009 issue of *MEOW* (Username: member; Password: cwa2009w), to Betsy Stowe at calico2@zoominternet.net. Those who indicate that they are willing may cease to receive a snailmailed paper copy of *MEOW* in the very near future. — *MEOW* Editor Karen Payne



Past CWA Presidents Nancy Peterson & Amy Shojai pal around at the TNT Event.

**COME TO THE
2010 CWA
CONFERENCE:
New Friends
Are Waiting
to Meet You!!**



Ingrid King volunteered to stuff "goodie bags" at TNT.



Betsy Stowe & Arden Moore enjoy good food & friendship at the Friday luncheon.



Conference Speaker Clea Simon shares writing tips. In CWA, we want every member to succeed!



Heike Hagenguth came all the way from Egypt to handle editor-agent appointments; here she is at TNT.

CWA's New Member Tim Link Found His Niche: Animal Communication



CWA member Tim Link discovered his gift for animal communication in 2004 at a workshop for people wanting to find a deeper connection with animals. It paid off this year when Tim pulled off a nearly miraculous reunion between an owner and her cat who had been missing for 14 months.

As the lede in the February 3 story about this exploit in the Gaithersburg, Maryland, *The Gazette* said: "Anyone who ever cried at the movie *Lassie, Come Home* may want to call Nancy Ruffner of Gaithersburg, who smiled ... as she played with her recently returned family cat, Sam."

Ruffner's orange-and-white tabby cat disappeared in November 2008. He was a birthday gift to her daughter, and Ruffner doggedly kept on looking for him. Her research led her to Tim, the founder and CEO of Wagging Tales Inc. in Cumming, Ga. Tim uses his intuitive connection to ask animals questions and they share information with him through words, colors, and emotions.

Tim's first try at helping her in January 2009 did not succeed, and Ruffner consulted with other communicators. Last December she asked Tim to try again, and this time, he asked Sam via telepathy to describe his location, and he used a map and pendulum to center on Sam's energy.

Tim tells *MEOW* that he provided a street name in a subdivision and focused especially on two homes; so Ruffner posted signs on either end of that block. A man who lived in one of the two homes indicated by Tim had moved to town a month before and had taken Sam in because he looked like an orange tabby the man had as a child. That tabby was named Sam, and the man had named Ruffner's cat Sam, too — his right name. Ruffner got a phone call saying her Sam was found, and the unlikely reunion took place.

Tim focuses on three main areas in his practice: behavior change, lost pets, and animals about to transition or who have passed on. Some consultations are described in his book *Wagging Tales: Every Animal Has a Tale*. You can check it out at <http://www.wagging-tales.net/>. He mostly works with cats, dogs, and horses.

It's quite a change from his 20 years of work as a Telecom executive, but Tim is happy helping animals with their problems. "In 2007, I decided to take this leap of faith," he says, "and I know this is what I'm supposed to be doing." ♥

Bits & Bytes



Darlene Arden is writing *Lifestyles of Celebrity Pets*, a new blog related to the new web-based series bearing the same name. The video series is in pre-production. You can find Darlene's blog at <http://lifestylesofcelebritypets.blogspot.com/>.

Darlene Arden was featured in a lengthy interview in the March 2010 *Sashay Magazine*, in which she talks about the cats and dogs who have "rained" into her life, and especially about her "guardian angel" Chartreux cat, the amazing Aimee. Check it out at <http://www.sashaymagazine.com/Sashay-Magazine/March-2010/Rescued-By-A-Cat/>. *Sashay Magazine* is an e-zine that aims to empower women.

Maryjean Ballner made lots of waves with her well-received appearance in December on the *Late Show with David Letterman*. The complete clip (7.28 minutes) of her appearance is available on YouTube at <http://www.youtube.com/watch?v=1yRh27ykRqU>.

Patricia Fry announces the new print version of her *Catscapades, True Cat Tales* (130 pages, \$12.95), which is now available at <http://www.matilijapress.com/catscapades.html> and at www.amazon.com. The book features over 40 stories and vignettes about real cats in all sorts of harrowing, humorous, and heartwarming circumstances, and it's illustrated by 46 color photos of cats and kittens. Patricia did most of the photos, but professional photographer Ruth Miller did the cover shot of Patricia's Lily. Patricia also has a *Catscapades* blog at www.matilijapress.com/catscapades.

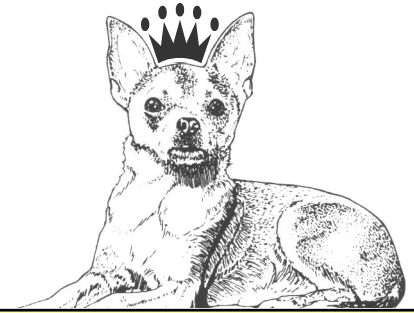
Bobbi Florio Graham's *Readers' Digest* article, published in Canada, can be viewed online now at http://www.readersdigest.ca/money/cms/xcms/tapping-into-your-creativity_3592_a.html. In other news, **Bobbi Florio Graham's** Terzo's Facebook fan club now has 60 members, and the fan page on her website has photos of a llama, an alpaca, and several dogs as well as cats. Birds and a bunny will be joining soon. See www.SimonTeakettle.com/fan.

Bobbi Florio Graham's Facebook group called Freelancers Working Together (in conjunction with the Cassell Network of Writers, publisher of the monthly *Freelance Writer's Report*) has grown phenomenally in just a month, to 183 members. Check it out at <http://tinyurl.com/ylhrmg9>. Bobbi tells us that both of her Facebook groups are intended to drive traffic to her web site. Facebook has 300 million users, and its fan pages are the only Facebook feature fully indexed by Google.

Marilyn Krieger, CCBC, now has her new book, *Clicking Cats to Better Behavior*, available for pre-order through her web site, www.thecatcoach.com. She's also busy working on her monthly and weekly cat behavior columns for *Cat Fancy* and www.catchannel.com. The focus of Marilyn's new book is solving cat behavior problems using clicker training along with other behavior modification techniques, education, and environmental management. She's the author of *Click Your Cat to Better Behavior* and a member of the Board of Directors of the International Association of Animal Behavior Consultants.

CWA members **Mary Shafer** edited and **Roberta Beach Jacobson** contributed to *Almost Perfect: Disabled Pets and the People Who Love Them*, which was a finalist for DWAA's Merit

BARKS & BYTES



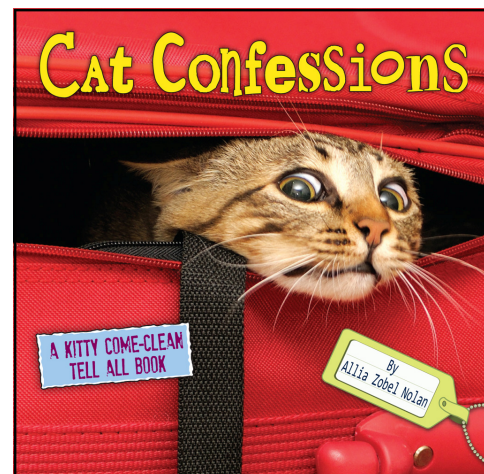
The following CWA members won awards in the 2009 DWAA Writing Competition. Results were announced in February at the annual DWAA Banquet. Congratulations!

CWA members **Fran Shaw, Kim Thornton, and Deborah Wolfe** won Maxwell Awards in the 2009 Dog Writers Association of America Writing Competition. **Fran Pennock Shaw** won for "Heartworm Disease" (Sunday News/Lancaster Newspapers, 5/31/09) (newspaper story); **Kim Thornton**, for "Creature Comforts" (msnbc.com) (web site column); and **Deborah Wolfe**, for "Dog Talk with Guest Darlene Arden" (Progressive Radio Network) (broadcast), and also for "Animal Party: Brainy Breeds with Dr. Stanley Coren" (Pet Life Radio) (podcast). Three woofs for each of these outstanding writers!!!

Human-Animal Bond Award and has been getting national press notices, including a write-up in *Publishers Weekly*.

Debra White was a finalist in the 2010 San Francisco Writer's conference with her book *I Walked into Her Nightmare*, which relates her experience in 1983 as a volunteer in a child abuse prevention program; she was partnered with a woman who abused her children. The story did not have a happy ending, but after this experience, Debra decided to attend social work school.

Allia Zobel-Nolan's new book, *Cat Confessions: A Kitty-Come-Clean Tell-All Book*, published by Harvest House, will be available in June 2010 at all book stores and online. Pre-orders and regular orders can be made through Amazon.com at http://www.amazon.com/s/ref=nb_sb_ss_i_0_11?url=search-alias%3Dstripbooks&field-keywords=cat+confessions&srefix=cat+confess, and books can also be purchased (and personalized) at the 2010 CWA Convention book signing event. ♥



WELCOME MAT



NEW MEMBERS [member numbers in brackets]

Nikki Batalis [P610-10], 1101 Cambera Lane, Santa Ana, CA 92705; 949-855-8822, Ext. 3194 (business), 714-368-1025 (home); Email: nbatalis@cox.net, nbatalis@bowtieinc.com; Web site: www.cat.channel.com; Blog: Cat Scene at <http://www.catchannel.com/cat-blog/nikki-batalis/default.aspx>. Nikki Batalis is the managing editor of CatChannel.com, the web site of *Cat Fancy* magazine. Her interests include humane issues, fostering, adoption, feline-human bond, books, and book reviews. Her sponsors are Susan Logan, Sandy Robins, and Suzanne Stowe.

Debra Halborn [P609-10], 119 Oakleaf Drive, Landrum, SC 29356; 864-457-7555; Email: debra@starcatscluster.com; Web site: www.starcatscluster.com. Debra's specialties are editing, proofreading, grammar, and vocabulary. She's a "thesaurus-a-holic." She's a member of the Society of Children's Book Writers and Illustrators, and the author of *The Starcat Cluster: It's the Place in Space*. Her sponsor is Amy Shojai.

Brigitte McMinn [P611-10], P.O. Box 6297, Oroville, CA 95966; 530-679-2712; Email: bengals@inreach.com; Web site: www.BengalsIllustrated.com. Brigitte McMinn is an editor and graphic designer whose interests include feline welfare, rescue, and Bengal cats. She's affiliated with The International Cat Association (TICA) and is the editor of the monthly magazine *TICA Trend*. She's also affiliated with The International Bengal Cat Connection (TIBCC) and publishes and edits *Bengals Illustrated*, which was a Muse Medallion™ and Kuykendall Image Award winner in 2009. Her sponsors are Nancy Marano and Mike Friese. ♥

ADDRESS CHANGES

Ana Lopo has a new Email address: ALopo@aol.com.

For **Lorrie Bell Hawkins**, the correct Email address is jolicurecats@nb.aibn.com.

Heike Hagenguth has a new job title – congratulations, Heike! Her contact information is now as follows: Heike Hagenguth, Country Manager, Comergon Egypt, Nile City Towers, North Tower, 22nd floor, Corniche El Nil, 11624 Cairo, Egypt; +20224518573 (office), +20105445066 (cell Egypt), +966540885764 (cell Saudi Arabia), +491737567782 (cell Germany); Email: worddesign@usa.net. Please remove all other numbers and email addresses, and use these.

Jane Popham's new address and phone number are as follows: Jane Popham, 1021 North McKnight Road, 4FN, St. Louis, MO 63132; (314) 991-8809; Email: jane-popham@att.net.

Linda Stewart has a new ISP, and her new email address is sam_the_cat@verizon.net.

MARKET NEWS



FYI: The National Society of Newspaper Columnists (<http://www.columnists.com/>) welcomes not only newspaper folks, but online columnists/bloggers as well. This heads-up is from **Roberta Beach Jacobson**.

Bobbi Florio Graham told *Ottawa Citizen* readers and shares with us that "an array of so-called 'publishers'... fool authors into thinking they are 'self-publishing' (because they pay most of the cost) while the company owns the ISBN and controls distribution of the book." Bobbi's self-published book, *Mewsings/Musings*, has sold 1,000 copies and paid back all costs in 18 months. As a publishing consultant, Bobbi offers free information on her web site, www.SimonTeakettle.com; including a page about various types of publishing, prepared in consultation with the President of the Small Publisher And Writers Network (SPAWN).



Memorial Award to Honor Anne Page

Free 2010 CWA Conference Attendance To Be Presented by Petwriterscentral.com

Petwriterscentral.com will offer a very special memorial award in memory of Anne Page. According to CWA's Deb Eldredge, DVM, the award will go to the nominee chosen by an independent panel who did the most mentoring for pet writers, whether for a fellow writer, an editor, or a publisher.

Through her *Houston Canine Chronicle*, Anne mentored many, many canine writers and was a big fan of the CWA as well. While Anne was basically in the canine world, this award will be open to all pet writers.

The award will consist of a conference registration at the CWA 2010 Conference in November in White Plains, N.Y., and two nights at the host hotel. The CWA Conference was the first writing conference aimed at pet writers and virtually all of the seminars are 'multipetual'.

More details will be available soon. If you wish to send a memorial donation for Anne, please contact Deb Eldredge, DVM, at debme15@hotmail.com. ♥

Quarterly Quote

"At times our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us."
— **Albert Schweitzer**



The Cat's MEOW

The Ties That Bind Our Hearts in Love: The Triad of Veterinarian, Patient, and Client

By Meow Editor Karen Payne

This article is based on my remarks to the 2005 International Veterinary Emergency and Critical Care Symposium (IVECCS) about the founding of the Robert P. Knowles Memorial Lecture.

My tiny Siamese cat Sheba slept next to my heart every night. She had adventures I would never allow my cats today, such as roaming free in an enclosed estate in France, where we lived for a year. Most of her life, though, she was strictly indoors, in my lap or in my arms.

After moving to Miami, I drove quite a distance to the veterinarian recommended so highly by the University of Illinois Veterinary School. Once we met, there could be no other!

Dr. Robert P. Knowles was a great man who seemed like a kindly country doctor. The number "10½" stitched on his medical jacket was not vanity, but fact. He gave his best, was the best, and expected the best from others. He was a founder and the second president of the Veterinary Emergency and Critical Care Society (VECCS), a founding fellow of the American College of Veterinary Surgeons and the National Academy of Practice, president of the American Animal Hospital Association, professor of medicine, researcher, textbook author, and a legendary professional. For me, he was the doctor I loved and trusted totally – and so did Sheba, my cherished pet.

Dr. Bob talked and acted in an open, down-to-earth way.



When Sheba became ill with kidney failure, he fought hard to save her because that was what we all wanted. We were a team, in that fight together. After Sheba died, he counseled me for months, better than any therapist: "You can't replace Sheba, but keep an open mind. Something different and wonderful will come to you with your next cat."

Sure enough, along came Princess Kitty, a stray who taught me to act like an animal trainer so she could show off more than 100 tricks. She became a show-biz performer and the most highly trained cat who

ever lived. We owe that to Dr. Bob, who noted Princess Kitty's super-intelligence when he first saw her, told me to train her to stop biting, and then insisted that of course I should do trick training with her when I asked him if it was possible. Much later, he admitted that until the day I asked, he had never heard of teaching a cat tricks. Dr. Bob was very clever!

Dr. Bob was also supremely kind. A national field trial judge, he swept my parents and me off to an exciting field trial event when they visited Florida. He treated us like family.

Dr. Bob's sense of humor never deserted him. During his final days, I took Princess Kitty with props and costumes to his home to show him the 35 tricks she did then.

"Before I saw this show, I thought you were the most patient person in the world to train a cat like this," he said. "Now I think she is the most patient animal in the world to put up with it!" But, he added, "You could line cats up head-to-tail for a hundred miles without finding one to compare to Princess Kitty."

During Sheba's last illness, Dr. Bob never gave up on her and sought ways to save her to the end. The day she died, he spent a long time talking with me. After a few weeks, I asked Dr. Bob to help me find a way to honor Sheba, and the result of our conversations was the VECCS/IVECCS keynote lecture now called the Robert P. Knowles Memorial Lecture.

When he delivered the inaugural lecture in 1986, Dr. Bob himself defined its purpose: "To reflect on our patients and the clients who think enough of them and us to bring them to us seeking our care" – and to honor the special bond that joins veterinarian, patient, and family.

Back then, VECCS consisted of a handful of pioneers in emergency medicine. By 2009, the IVECCS Symposium drew 3,500 attendees, including 1,500 veterinarians. Veterinary emergency medicine is now considered an essential specialty, with its own college and diplomates.

I am delighted – and Dr. Bob would be, too – that every year attendees are reminded of Dr. Bob and Sheba and the precious triad that he honored and placed at the center of his concerns. I only wish that more veterinarians – and people in general – could be like Dr. Bob. He died on December 3, 1987, only 65 years old. I keep flowers on his grave and will always hold him in my heart, along with Sheba and Princess Kitty, the beloved cats I so willingly entrusted to his compassionate care. ♥



EARLY BIRD SPONSORS for 2010

We thank you all so much!!

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Call for Volunteers: Raise Your Paws Now!

By Susan M. Ewing, CWA President



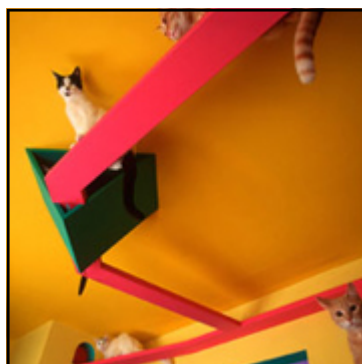
CWA always needs volunteers, and many times members just “jump in” and help anyone who may need it, which is terrific! However, we also need “official” volunteers.

We have four open positions, so if you'd like to fill one of these slots, or if you and a friend would like to team up and do one of these jobs together, just send me an e-mail at dogwriter@windstream.net – and we'll sign you up!

You may also request to serve on a committee that already has a Chair; many of them can use your help.

And, of course, huge thanks to those who have already volunteered, or who are continuing to volunteer.

Contest Winner Display: OPEN
Awards Banquet Program: OPEN
Non-Attending Author Display: OPEN
Conference Photographer: OPEN
Editor/Agent Appointments: Heike Hagenguth handles this, but we need an assistant for on-site duties.



THE CATS' HOUSE PLANS AN OPEN HOUSE

The Cats' House in San Diego will hold its first open house/benefit in six years on April 18. Benefits will go to the FACE Foundation, which assists pet owners who are unable to partially or fully cover the cost of their pets' life-saving veterinary care.

Bob Walker and Frances Mooney, the designers of this unique cat palace, are CWA members and recipients of a CWA 1996 Muse Medallion™ for their spectacular illustrated book about the house they built for their cherished felines.

The Cats' House has been described in national media as “the ultimate cat-friendly fantasyland, a kitty kingdom, cat paradise for sure, and the world's biggest jungle gym for cats.”

CWA members are requested to join the email list and help spread the word about the upcoming event.

Says Bob: “Paws are crossed that you would like to share our journey. Join the Cats' House email list and we'll keep you informed of our ups and downs; from improvements to our elevated feline lifestyle, to down to earth ways to create more meows in your cats' lives.”

See the floor plan and join the email list at www.catshouse.com.

CWA Mourns the Passing of Our Friend and Guiding Light: MORDECAI SIEGAL

As *MEOW* was going to press, CWA Co-Founder Amy D. Shojai informed us of the death on April 2 of Mordecai Siegal, the peerless pet writer and founding director of the Cat Writers Association, past president of the Dog Writers Association of America, and tireless advocate for cats and dogs – and writers.

“His library of books taught generations of dog and cat owners (and horse owners) how to better care for their animal companions,” Amy said. “*The Cornell Book of Cats* was arguably the ‘cat bible’ and still remains to this day an incredible achievement. His more recent *CFA Complete Cat Book* repeated his talent for bringing together the best experts and distilling an incredible resource.

“More than that, Mordecai was a supporter of writers, a mentor to beginners, and an incredible guide to me personally and this organization during its first kitten-steps of life. He will be missed.”

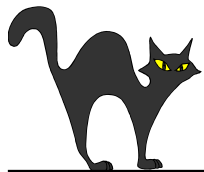
We will remember Mordecai Siegal and his invaluable contributions in the next issue of *MEOW*. — *MEOW* Editor Karen Payne

2010 CWA Contest Entry Deadline!!!!

Must be postmarked by July 1st
NO EXCEPTIONS!

Contest details are found on pages 3-12
of this issue of *MEOW*
Get the latest information about new contest
categories. Read the contest rules. Sign up
to be a contest judge. Fill out entry forms,
and get your entries ready to mail to

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



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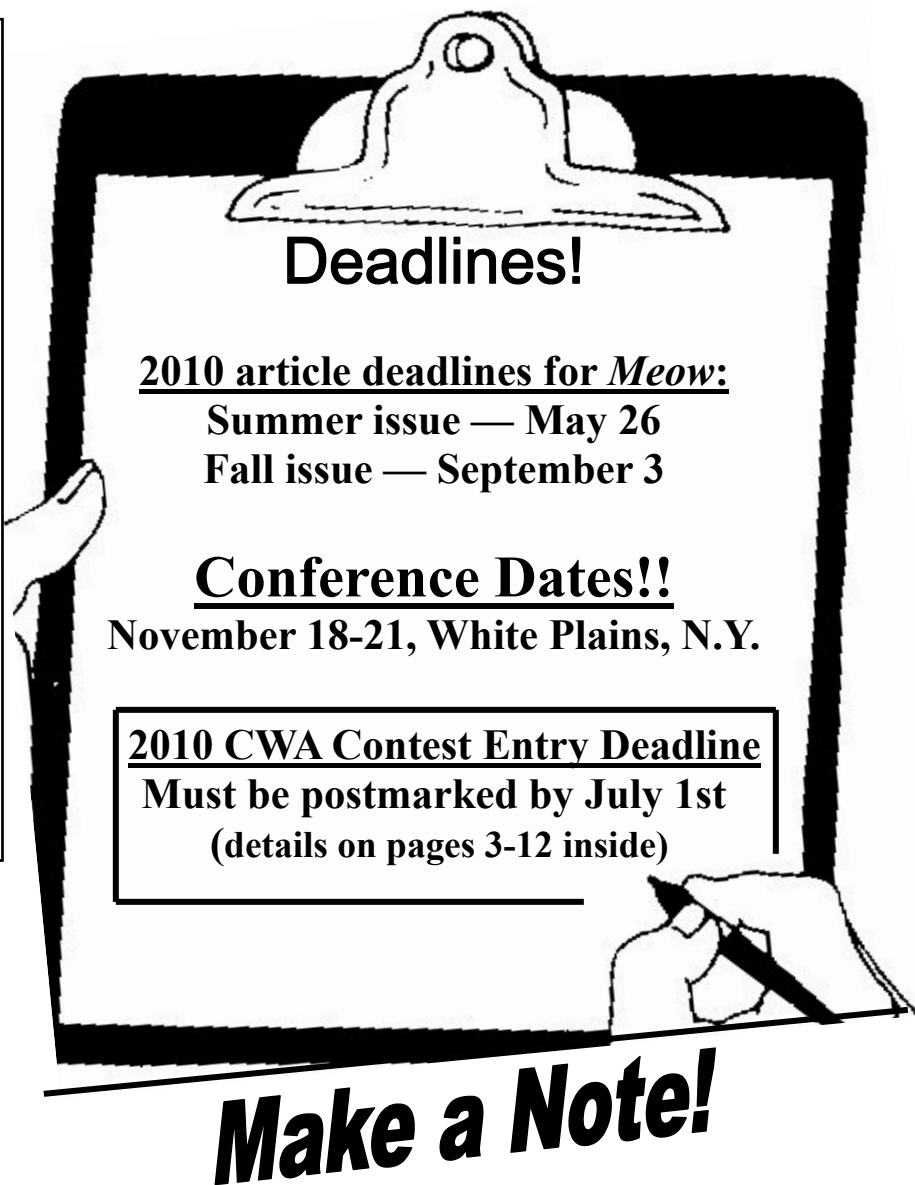
~ Heartfelt thanks to the generous sponsors who make our CWA Contest possible ~
~ Special thanks to our generous *MEOW* contributors ~



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First Class



Did I hear you say "treats"?

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