



Meow

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

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

MeowWorld Presented by Cat Writers' Association: Oct. 30-Nov. 1: SPEAKERS/EVENTS/PANELS FOR THE 2014 MEOWWORLD (CWA) CONFERENCE

Our first CWA MeowWorld conference is about to get underway, and the lineup of speakers and activities is the best ever. Held in conjunction with BarkWorld, with one-on-one editor meetings and culminating in the sparkly, star-studded CWA Awards Banquet, this conference promises to be ultimate cat's meow. Pack your Halloween cat costumes and head for the convention. You'll boost your career and make friendships that will last a lifetime. CWA President Lorie Huston, DVM, has compiled this partial list of speakers, just to give you a taste of what awaits you next month in Atlanta. You must be there!

We've got lots of exciting events and informative sessions on tap for you in Atlanta. You won't want to miss this conference. Some of our talented speakers (and their topics) include:

JANISS GARZA



Topic: *How to make Your Editor Love You and Get More Writing*

Description: Do you want more writing work? Then give editors what they want! Whether you are writing a query, submitting your work to an editor, or handing in an assignment (or even a whole book), there are rules to be

followed. In this talk, based on her 27 years as a freelance writer and 25 years as an editor, Janiss Garza tells you what editors like... and what they hate.

Bio: Janiss Garza began her writing career as a rock 'n' roll journalist in the mid-1980s. For seven years she was senior editor at RIP magazine, the smartest and sharpest U.S. heavy music magazine of its era. She has been published by the *L.A. Times*, *Entertainment Weekly*, *Cat Fancy*, *CatChannel.com*, *Catster.com* and many other publications, online and off. She is a freelance editor, the author of three books, and the winner of multiple Muse Medallions™. As an editor and publisher, she will be releasing *Rescue Me: The Stories of Twelve Cats Through Their Eyes*, which includes stories from a dozen writers. Janiss is author and chief assistant to Sparkle the Designer cat, who blogs at Sparklecat.com.

ALANA GRELYAK



Topic: *Video Production 101 for Bloggers and Web Writers*

Description: What separates a basic, phone-quality video from a stand-out piece of content? Lighting, audio, music, and writing for the web's attention span are all-important things that need to be considered in order to produce a top-quality video, but where do you

get music? How do you mic your speaker? Does lighting really matter? Alana Grelyak will be answering these and more questions as she gives beginner film makers some tips and basic starting points to help them produce better video content for online use.

Bio: Although her Master's Degree is actually in music, Alana Grelyak has been a writer for many years. In 2010, she teamed up with her now-husband Michael Gabriele and started

Meet colleagues, get assignments, have fun! It's time for our CWA Conference.

making award-winning short films. Their love of pets took center stage when they started the CATastrophes Web Series, now part of The Animalist Network, for which Alana writes the scripts, composes the music, and serves as one of the hosts and producers of the show. She lives with her husband/cat-film business partner in Chicago, IL. Alana blogs at CatInTheFridge.com.

(continued on page 4)

Complete information on CWA's 2014 MeowWorld Conference and CWA Certificate of Excellence winners. CWA MEOWWORLD: Oct. 30-Nov.1!!!

INSIDE THIS ISSUE:



President's Message

By CWA President
Lorie M. Huston, DVM, CVJ

COME TO OUR 2014 MEOWWORLD CONFERENCE!

Can you believe that summer is already winding down? We're in September now, with fall right around the corner. And, of course, our annual conference is fast approaching as well.

I recently returned from Portland, Oregon, where I attended the Women in the Pet Industry Network (WIPIN) annual conference. I promoted CWA there, both in terms of conference attendance and CWA membership. Shawna Schuh, the Chief Pet Wrangler at WIPIN, generously provided us with an exhibit table, and she will be joining us in Atlanta for our own conference. WIPIN, as you probably already know, is a CWA sister organization. On a more personal note, I also competed as a finalist for the Pet Industry Woman of the Year, as did fellow CWA member Denise Fleck. Congrats to Denise for her accomplishments, and huge congrats go to the winner of the competition, Lorien Clemens from PetHub.

For those of you who don't know, we're partnering for the very first time this year with BarkWorld to present a joint conference. Billed as BarkWorld/MeowWorld, MeowWorld is naturally the half of the conference partnership that CWA is hosting. Plans are progressing nicely and the conference promises to be a big event. If you haven't checked out the website recently, lots of information is available there about the conference, including a list of speakers and topics. Check it out and keep checking back because we're continuing to update as more information becomes available.

I hope all of you will join us at the conference. If you haven't made your arrangements yet, it's time to think about doing that. We do have a special discounted rate on lodging through the conference hotel (the Westin Buckhead Atlanta). To help defray the cost for those of you willing to consider a roommate during the course of the conference, we have also published a page under the "Members Only" section of our website to facilitate locating a roomie.

In other conference news, we welcome long-time CWA member Lea-Ann Germinder, her company Germinder and Associates, and the associated website Good News for Pets as our newest CWA sponsor. We value all of our sponsors. Without their generous donations, we wouldn't be able to provide the types of benefits for members that we currently offer and our conference would be sorely lacking without their help. Please join me in welcoming Lea-Ann and in thanking each and every one of our sponsors.

Be sure to read through the rest of this issue of *MEOW* for further updates and information about the conference, including a discount offered by AdoptAShelter.com on conference registration.

I'll see you in Atlanta!

Your president,
Lorie Huston, DVM

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Cat Writers' Association

(www.catwriters.com)

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It's Not Too Late!
Make Reservations Today!

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

Register Now for BarkWorld/MeowWorld Presented by CWA

If you haven't already registered for our upcoming joint conference with BarkWorld, now is the time. Don't miss out!

Register at (http://catwriters.com/wp_meow/?page_id=1201).

A Formal Thank-You to Our Sister Organization Women in the Pet Industry Network

Those of you who read my president's column already know I recently attended the Women in the Pet Industry Network (WIPIN) conference and was able to promote CWA there. I would like to offer a formal thank-you to Shawna Schuh, Chief Pet Wrangler at WIPIN, for allowing us this valuable opportunity. I would similarly like to offer all of her staff a note of appreciation for not only creating an absolutely amazing organization but for making the conference an incredible opportunity to network and grow.

Shawna generously provided us with an exhibit table as well as recognizing CWA as a sponsor of the WIPIN conference. CWA had a quite visible presence at the conference from start to finish (including a very kind and positive mention during the awards ceremony for Woman of the Year), affording an amazing opportunity for us.

For those of you not familiar with WIPIN, I would urge you to find out more about them and perhaps even consider joining. Shawna and WIPIN will be present at our upcoming conference. I encourage you to stop by their exhibit booth and visit with Shawna and her staff for a few moments. I can promise she'll be happy to meet you and speak with you. Shawna is one of the most enthusiastic, motivating, and inspirational people I know. Her energy is contagious. And the women who make up WIPIN are, as a group, some of the kindest and most supportive people I've met.

Thank you, Shawna and WIPIN, for being one our terrific sister organizations. Our two organizations have so much in common and we make a great team, a perfect match.

— CWA President Lorie Huston, DVM

NANCY E. HASSEL



Topic: *Applying Journalism Ethics to Blogging*

Description: This session will help new bloggers just starting out, seasoned bloggers and businesses who blog and post frequently on social media. Bloggers often are on a slippery slope when it comes to understanding what they should be following ethically and legally when posting an article or social media post. The

following topics will be covered:

- Getting permission to use content/photos prior to publishing – how to properly credit and link such material
- How bloggers can also protect themselves in their writing/posts/tweets staying ethically sound
- What insurance you should have that cover your public writing
- Sources and websites that bloggers can use to protect themselves
- he speaker will share her own experiences in having information/pictures/articles literally stolen and/or plagiarized to be used in someone else’s blog – and what she did about it.
- Questions & Answers for attendees.

Bio: Nancy E. Hassel Nancy E. Hassel is the president and founder of American Pet Professionals. She is also the founder and President of Long Island Pet Professionals LLC, an award-winning business-networking group for the pet industry established in February 2009. Long Island Pet Professionals just launched nationally in July 2014 to American Pet Professionals. A pet blogger since 2009 for her own blog, LIPetPlace.com, and columnist in national and local pet magazines such as *Pet Age Magazine*, *Hamptons Pet*, and for numerous local New York area magazines and newspapers covering pets. Hassel was a TV producer for 10+ years and in journalism for 20+ years and has been a Public Relations professional in the pet industry for nearly a decade.

LORIE HUSTON, DVM



Topic: *Panelist*

Bio: Dr. Huston is a practicing veterinarian as well as an award-winning writer, blogger, author, and social media/SEO consultant. Her work can be found in numerous venues both online and in print. She has earned the title Certified Veterinary Journalist (CVJ) and is a member of the American Society of Veterinary Journalists. She is the president of

the Cat Writers’ Association, a professional member of the Dog Writers’ Association of America, and a founding member of the New Media Professional Association. Additionally, she is a member in good standing of the American Veterinary Medical Association, the Rhode Island Veterinary Medical Association, the American Animal Hospital Association, and the Humane Society Veterinary Medical Association. The newly launched REINNetwork sought Huston out to provide her expertise as

their official veterinary expert and she is also Examiner.com’s National Pet Health Examiner. On top of these venues, Huston writes a regular cat column for The Daily Vet blog on PetMD.com that is quite popular. Among her many achievements, Huston is the proud recipient of the 2014 Winn Feline Foundation Media Appreciation Award and a finalist for the 2014 Pet Industry Woman of the Year. Her award-winning blog, Pet Health Care Gazette, provides essential and timely pet care and pet health information to all pet owners. More information about Huston is available at Lorie-Huston.com.

MARILYN KRIEGER



Topic: *Shattering Myths & Assumptions about Cats*

Description: Thanks to the internet and the ease of making videos, cats have become overnight media sensations. Despite their sudden popularity, people still believe harmful myths and make wrong assumptions about them and their care. Some of these beliefs are harmful, can lead to neglect and

in some cases, cats being euthanized. My talk focuses on some of these assumptions, why they are inaccurate and their implications. These include: cats can take care of themselves, they can be left alone for long periods of time without care; cats are not social; cat behaviors cannot be changed and cats cannot be trained. A special treat! I will demonstrate how to clicker train a cat.

Please note: Marilyn will be featuring a cat as part of her presentation. Consequently, this session will be a dog-free zone. If you wish to attend, please make other arrangements for your dog (if applicable) prior to attending the session. For your convenience, there will be a doggie daycare service available onsite for the length of the conference.

Bio: Marilyn Krieger, Certified Cat Behavior Consultant and owner of The Cat Coach, LLC® solves cat behavior problems nationally and internationally through Skype, phone and on-site consultations. Marilyn works directly with clients and through veterinarian referrals. Marilyn, an award-winning author, writes behavior articles for *Catster* and the monthly behavior columns for *Cat Fancy Magazine*. Her book, *Naughty No More!* focuses on changing unwanted cat behaviors through clicker training, environmental management and other force-free methods. In addition to consulting and writing, Marilyn teaches classes and lectures nationally on cat behavior. She is a frequent guest on television and radio, including Animal Planet, National Geographic, ABC, and CBS. For more articles and feline facts, follow Marilyn on Facebook!

SUSAN LOGAN MCCRACKEN

Topic: *Panelist*

Bio: Susan has been the editor of *CAT FANCY*, the world’s most widely read cat care and lifestyle magazine, for nearly 10 years. A veteran in print journalism for more than 20 years, she has spent the past 12 devoted to pet and veterinary topics at I-5 Publishing, LLC, based in Irvine, California.

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JOANNE MCGONAGLE



Topic: *Putting a Face on Your Message*

Description: This session discusses the power of one face and how a single image will make your message stick with your readers. You will gain an understanding of psychic numbing and how to avoid turning off your readers when discussing everything from animal adoption to pressing

animal welfare issues. You will learn why focusing on positive results and giving a message of hope is important if you want to touch the heart of your reader and motivate them to take action.

Bio: Joanne McGonagle is the author of two children's books and the award-winning *The Tiniest Tiger's Conservation Cub Club*. She has a Global Field Master of Zoology degree with a concentration on big cats as well as a Master of Business Administration. Joanne is a member of the International Association of Animal Behavior Consultants, Cat Writers' Association and the Society of Children's Book Writers and Illustrators. Her speaking credits include the Cincinnati Zoo World Community Conference, BlogHer, The Inquiry Based Learning Institute, BarkWorld and BlogPaws. Joanne is an adjunct instructor of Zoology for Miami University and a freelance writer.

RACHEL & BRAD PHELPS



Topic: *Step Away from the Computer – How to Market Yourself Offline*

Description: Many times writers and bloggers overlook opportunities away from their computers as a great way to grow their following, influence, and readership. Readers will feel more connected to your writing if they have actually met the voice behind it. By taking a grass roots approach and marketing yourself in-person at events with a booth, author signing, or as a speaker, you have an opportunity to connect with your audience and make relationships that could help take your platform to the next level.

Bios:

Rachel Phelps

Rachel Phelps is a sought-after pet industry influencer best known for her development of the nationally recognized dog blog PrestonSpeaks.com. She is a professional member of the Dog Writers Association of America, Cat Writers Association, and is a regular speaker on pet issues and the use of social media. She also oversees the social media endeavors, website, and general PR for several non-profits and pet industry companies. Rachel is very involved in the animal welfare

community. She serves on the board of directors of WestieMed as their national Marketing Director, serves on the board of Westie Rescue Indiana, and is a member of the West Highland White Terrier Club of Indiana. She has a Masters of Business Administration (MBA), a Masters of Public Administration (MPA), and a Bachelor of Science degree in Computer Science.

Brad Phelps

Brad Phelps is an information technology professional with 15 years of experience. He is also a Project Management Professional, a Dell SMaC (Social Media & Community) Professional, and holds several technical certifications. Brad has worked since 2006 helping clients with online marketing. As the CIO of PrestonSpeaks.com, he focuses on technology, marketing, and social media strategy. Building on that brand recognition, he started Preston Media Group that provides website, marketing, and social media consulting. Brad is a member of ToastMasters International, the Project Management Institute, and is a part-time college professor. He also serves on the board of Westie Rescue Indiana. He has a Masters Degree in Business Administration (MBA) and a Bachelor of Science degree in Computer Science.

ELLEN PRICE

Topic: *Panelist*

DUSTY RAINBOLT



Topic: *Panelist*

SANDY ROBINS



Topic: *Blueprint for a Successful Book Proposal*

Description: A book proposal is a mini book designed to whet the appetite of an editor to want more — namely your book! This work shop will detail the outline and content needed to make this happen.

Bio: Sandy Robins is an award-winning multi-media pet lifestyle expert, pet industry spokesperson and author of three cat books — *Fabulous Felines: Health and Beauty Secrets of the Pampered Cat*, *For the Love of Cats*, and the just released *The Original Cat Bible* which rewrites the “old testament” in light of the latest research pertaining to feline domestication and the “new testament” which covers everything from behavioral issues, to traveling and social networking with your feline. →

(continued)

SANDY ROBINS (CONTINUED)

Bio (continued): Sandy is the winner of the Excellence in Journalism and Outstanding Contribution to the Pet Industry Award, an endorsement that her work has the power to influence millions of people and positively promotes the joys and benefits of pet ownership. Other recipients include Dr Marty Becker, Victoria Stilwell and Ellen de Generes. She is a special correspondent and columnist for *Cat Fancy* magazine and a regular contributor to a variety of publications, websites, and blogs. Visit her website www.SandyRobinsOnline.com and read her blog [Reigning Cats and Dogs](#).

AMY D. SHOJAI

Topic: *Panelist*

Bio: Amy is a pet expert, a media personality, and an award-winning author of 26 pet care books and books in other genres. She is co-founder of the Cat Writers' Association and blogs at AmyShojai.com.

CLEA SIMON



Topic: *Writing Cat Fiction That Purrs*

Bio: Clea is the author of three nonfiction books and three mystery series. The nonfiction books are *Mad House: Growing Up in the Shadow of Mentally Ill Siblings* (Doubleday, 1997), *Fatherless Women: How We Change After We Lose Our Dads* (Wiley, 2001) and *The Feline Mystique: On the Mysterious Connection*

Between Women and Cats (St. Martin's Press, 2002). The Theda Krakow mystery series was launched with *Mew is for Murder* and continued with *Cattery Row* and *Cries and Whiskers*, and *Probable Claws* (Poisoned Pen Press). Her Dulcie Schwartz series launched with *Shades of Grey*, and continues with *Grey Matters*, *Grey Zone*, *Grey Expectations*, *True Grey*, *Grey Dawn*, *Grey Howl*, and the upcoming *Stages of Grey* (Severn House). The Pru Marlowe pet noir series started with *Dogs Don't Lie* and continues with *Cats Can't Shoot*, *Parrots Prove Deadly*, and *Panthers Play for Keeps* (Poisoned Pen Press). Her essays are included in several anthologies, including *Cat Women: Female Writers on Their Feline Friends*, *For Keeps: Women Tell the Truth About Their Bodies*, *Growing Older*, and *Acceptance*, and *He Said What? Women Write About Moments When Everything Changed* (Seal Press). Her short mysteries are included in *Christmas Cats: A Literary Companion* (Chamberlain Bros.), *Deadfall: Crime Stories by New England Authors* (Level Best), *Cambridge Voices* (Friends of the CPL), and *Tales from the House Band, Volumes 1 and 2* (Plus One Press). She has also written new introductions for two Agatha Christie classics, *The Mysterious Affair at Styles* and *The Secret Adversary*, published by the Barnes & Noble Library of Essential Reading. A regular contributor to the *Boston Globe*, her writing pops up occasionally in such publications as *American Prospect*, *Ms.*, *San Francisco Chronicle*, and *Salon.com*.

DIANE A.S. STUCKART/ALI BRANDON



Topic: *Me, You, and He/She: Unraveling Point of View*

Description: Been accused of being a head-hopper and don't know what that means...or how to fix it? Unsure of the difference between 3rd person limited and 3rd person multiple? Can't figure out how to show your story from your four-legged protagonist's point of view? This

workshop will explain the difference between 1st person, 2nd person, and 3rd person viewpoint styles, give you tips for writing in each, and show you how to choose the most effective point of view for your short story or novel. Applies to human and feline (and canine!) characters.

Bio: Ali Brandon is the New York Times bestselling author of the Black Cat Bookshop Mystery series from Berkley Prime Crime. Writing under her real name, Diane A.S. Stuckart, she penned the popular Leonardo da Vinci historical mystery series, which has received starred reviews from Publishers Weekly and Library Journal, as well as a Florida Book Award. A native Texan with a degree in Journalism from the University of Oklahoma, Diane a/k/a Ali now lives in South Florida. She's a member of Mystery Writers of America and the Cat Writers Association. Visit her at DianneStuckart.com or AliBrandon.com.

RUTH E. THALER-CARTER



Topic: *The Basics of Editing and Proofreading*

Description: Cat writers may focus on animal behavior, health and interaction with people, but writing isn't the only path to working with publications about our beloved felines – editing and proofreading are also needed skills. And getting published can depend on having

good writing and grammar skills, which can mean editing or proofreading your work effectively before submitting it. Ruth E. Thaler-Carter covers skills and characteristics, marks and symbols, style manuals, editing vs. proofreading, levels of editing, using Microsoft Word and Acrobat/PDFs, resources, and more in a practical overview that applies to both freelance and in-house colleagues.

Bio: Ruth E. Thaler-Carter is an award-winning freelance writer, editor, proofreader, desktop publisher and speaker whose motto is "I can write about anything!"® In addition to writing profile, news and feature articles; newsletters; annual reports; conference coverage; website content; and other projects for international, national, regional and local publications and organizations, she edits and proofreads a variety of material for businesses, professional practices, publications, and membership and not-for-profit organizations, including the American Animal Hospital Association. She also teaches classes on "Basics of Editing & Proofreading," among other topics, for a local writers' center and several professional organizations. →

(continued)

RUTH E. THALER-CARTER (CONTINUED)

Bio (continued): Thaler-Carter is the author/publisher of “Get Paid to Write! Getting Started as a Freelance Writer”; author of the Editorial Freelancers Association’s “Freelancing 101: Launching Your Editorial Business”; and co-owner of Communication Central, which hosts an annual conference for freelancers in Rochester, NY.

BOB WALKER



Topic: *Everyone’s a Photographer—*

How to Stand Out in the Cat Crowd

Description: Cameras come and go quickly, but artistic vision is timeless. Award-winning cat photographer/author Bob Walker will guide you through the creative process. Take your photography to the next level, and become a purr-fect visual communicator. Learn how to “see”

photos, master camera settings, control light, capture cats and dogs (photographically), and engage viewers with compelling images. Countless pictures are taken every day. But, how many are worth sharing or can sell a story? Make your photos stand out!

Bio: Bob Walker is “known” for his Cats’ House. With wife Frances Mooney, they remodeled their home into a feline fantasyland of overhead playground. Their creativity has been featured worldwide by TV/print media, including *PEOPLE*, *New York Times*, *Washington Post*, *National Geographic*, *Animal Planet*, *HGTV*, *The Today Show*, and *Ripley’s—Believe It or Not!* Walker’s life was transformed forty years ago after taking a basic photography course. The inspiration led him to become a fine art photography gallery owner/director, a founder of the Museum of Photographic Arts, and photographer/author of the best-selling cat classics *The Cats’ House* and *Cats into Everything*.

VICKY WALKER

Topic: *Panelist*

Bio: Vicky is the managing editor at Catster.com and Dogster.com.

DREW WEIGNER, DVM



Topic: *Panelist*

Bio: Drew Weigner, DVM, ABVP, is one of the few board-certified feline specialists in the nation, having practiced medicine for more than 30 years. Weigner graduated in 1982 from the University of Florida College of Veterinary Medicine. In 1987, he established The Cat Doctor in Atlanta, GA, the first feline specialty practice in the southeastern United States, which became accredited by the American Animal Hospital Association in 1991. In 1995, Weigner became the first veterinarian to become board-certified in feline practice by the

American Board of Veterinary Practitioners. He served as president of the Academy of Feline Medicine in 2002 and as board director of the American Association of Feline Practitioners for several terms. Weigner is the author of numerous scientific and consumer articles and is sought after as an expert in feline medicine by such organizations as CNN, WebMD, the *Chicago Tribune*, and *USA Today*. He is dedicated to educating the public about feline issues and frequently appears in consumer magazine, newspaper, radio, television, and Internet publications.

LAYLA MORGAN WILDE



Topic: *Fearless Photo Editing 101*

Description: Yes, you can learn to improve any photo and enhance your social media presence. Fun, free, and easy photo-editing tips for any camera and any skill level including complete novices. Layla will demonstrate step-by-step examples using Pic Monkey, a user friendly photo editing program.

From the basics to creative effects, overlays, textures, watermarks, frames and fun extras.

Participants will also learn to correctly size images for social media applications from blogs, Facebook, Google+ and Twitter. There will be a Q & A and giveaway. The slide presentation will be available to view online during and after the presentation.

Bio: A holistic cat behaviorist as well as an award-winning writer/photographer and speaker, Wilde founded the premier online magazine *Cat Wisdom 101* in 2011 where the mandate is to enlighten and entertain cat lovers everywhere. A passionate advocate for cats, Wilde founded the Toronto-based Annex Cat Rescue in 1997, currently volunteers at the New Rochelle Humane Society, and is active in social media pet advocacy campaigns. Wilde contributes to Boomer Muse, Petfinder.com, and Catster.com. She is currently writing a book on holistic pet loss and is a CWA Muse Medallion™ winner for photography. A Canadian ex-pat, Wilde lives in Westchester County, N.Y., with her cat lover husband and a coterie of feline muses. Ω

NOTE: OUR SPEAKERS AND TOPICS ARE SUBJECT TO CHANGE.

In addition to a great lineup of individual speakers/presenters, MeowWorld will also be featuring editor panels, panels exploring the differences (and similarities) between dogs and cats, one-on-one editor meetings, and a book signing extravaganza. Of course, as always, the culminating event of the conference will be the CWA awards banquet. Come and rub elbows with some of the most talented writers and authors in the industry. And, remember, this lineup doesn’t even include all the terrific happenings on the BarkWorld side of our joint conference. But you’ll have access to all of the fun, education, and opportunities offered through both BarkWorld and MeowWorld! Ω



CWA's 2014 MEOWWORLD CONFERENCE NEWS

Shipping Books and Other Supplies to the Conference Hotel

For those of you who need to ship supplies (your books for the book signing, or any other materials) to the hotel prior to the conference, please note the following information:

All boxes should be sent to arrive **between October 20 and October 28.**

Have them sent to this address:

Westin Buckhead
c/o Christine Coppola
CWA
3391 Peachtree Road, N.E.
Atlanta, GA 30326

ATTENTION! REGISTRATION DISCOUNT!

AdoptAShelter.com Announcement

Cat Writers' Association Members
Dog Writers Association of America Members

AdoptAShelter.com is an official media partner of the 2014 BarkWorld/MeowWorld Conference in Atlanta! As such, we are offering CWA and DWAA Members a discount of **15%** on their conference registrations!

Simply enter promotional code "MediaPartner" when registering for the conference by **October 6th!**

Be part of BarkWorld/MeowWorld, the industry-wide educational conference covering social media, professional writing, and lifestyle discussions for animal lovers of all fields. 400+ professionals involved in creating content in print and online through blogging, writing, podcasting, Internet radio, social media, digital media, gaming, mobile apps, and online forums will gather, learn, and network at the Westin Buckhead.

— **Chris Ruben, Founder & CEO**
AdoptAShelter.com
Click. Shop. Donate!
Shop Online & Help Animals



Photo © Layla Morgan Wilde, CatWisdom101.com

AdoptAShelter Has a New Website

AdoptAShelter unveiled a new website this fall. From clothing to textbooks and school supplies to dorm accessories, computers, and electronics, everything you buy online from over 500 top-name merchants earns a donation for your favorite animal shelter, rescue and adoption group. [Click here to see a 90-second "How It Works" video.](#)

"Thousands of animal lovers shop through AdoptAShelter.com every day... Now you just Click, Shop & Donate, and your everyday purchases help shelters across the country take care of animals in need," said Chris Ruben, founder & CEO, who announced the new website *and* AdoptAShelter's exciting partnership with BarkWorld Expo and CWA.

"National Animal Shelter Appreciation Week is November 2-8, and this Expo is a great way to kick it off right," said Ruben. "Working together, shopping online, we can help feed and care for more animals."

For more information, contact Chris Ruben at 903-520-5323 or go to AdoptAShelter.com.



Sign up for the autograph party!

Authors are invited to join our CWA book signing at the CWA Conference. The event will take place all day Saturday (November 1) on a pre-scheduled basis at the site of the conference (Westin Buckhead Atlanta). You must contact coordinator Fran Pennock Shaw (franshaw1@juno.com) by **Oct. 20, 2014**, to get on our list of participating authors.

All authors are responsible for getting their books to the conference, displaying, and selling them. Plan in advance so that you're prepared. To participate, authors must be registered for and attend the conference. Since space may be limited at the book signing, CWA members and CWA speakers will receive priority on a first-come, first-served basis. Pending new CWA members, Dog Writers Association of America (DWAA) members and BarkWorld speakers will receive secondary consideration, depending on the space remaining.

This book signing has a potential to put your book(s) in front of hundreds of conference attendees, media representatives, and other book browsers. Plan on bringing your books and joining a "celebrity" lineup of your fellow authors, including Amy Shojai, Clea Simon, Janiss Garza, Deborah Barnes, Marilyn Kreiger, Susan Logan, Diane Stuckart, Christine Booras, Catherine Holm, Gael J. Ross, Linda Miles, Carole Stevens Bibisi, Belea Keeney, Barbara Stretton, and Fran Pennock Shaw.

Authors who are on the list for this year's "autograph party" will receive more details about their participation privately by email as it becomes available.

-- Fran Pennock Shaw

CWA 2014 Book Signing Coordinator
Past President & Treasurer, Cat Writers' Association

CALL FOR CONFERENCE VOLUNTEERS

We're really looking forward to our upcoming convention. But as always, we get by with a little help from our friends and members. We're looking for some volunteers to help us put on the amazing conferences you've come to know and expect from CWA. We need you to volunteer for these positions:

- * Volunteer coordinator
- * Time keeper
- * AV liaison
- * Speaker introducers
- * Runners

Please contact Dusty Rainbolt at gghoster@pobox.com if you can fill any of these jobs.



Photo © Layla Morgan Wilde, CatWisdom101.com

**BRING A HALLOWEEN COSTUME FOR THE TRADITIONAL GOODIE BAG-STUFFING PARTY!
THE TNT (THURSDAY NIGHT TEAM) IS WAITING TO WELCOME YOU!**

NEED A ROOMMATE FOR THE CONFERENCE?

Some of you have asked about finding a roommate for our upcoming conference. To that end, we've started a special page on our website for your convenience.

Please use the comments section on the page to post your desire for a roommate and/or to browse through roommate requests from other members. Please be aware that you are responsible for procuring your own roommate. CWA will not be assigning rooms or roommates, or otherwise helping in your search for a roommate, beyond making this page available to facilitate the process for you.

The page is located here: http://catwriters.com/wp_meow/?page_id=2032. It is password protected (so that your contact information is secure) and is open only to CWA members. Please don't share this information with non-CWA conference attendees. The password to access the page is "litterbox" (without the quotation marks).

CWA's 2014 MEOWWORLD CONFERENCE (CONTINUED)



GRAB THIS CHANCE TO ATTEND A CWA CONFERENCE: ENTER THE FABULOUS PETA SAFE® SCHOLARSHIP DRAWING!

By Barbara Florio Graham, BFG@SimonTeakettle.com



Editor's Note: If the following article looks familiar, it's because our President, Lorie Huston, used quite a bit of what Bobbi wrote in a President's email blast to members. It's worth repeating!

Attending any writers' conference can offer many opportunities. You can jump-start your career, discover a different direction that might allow you to diversify or improve your income, and meet colleagues who come from different locations.

At the very least, a conference will have interesting speakers and panel discussions, and social events where you can get to know other writers.

CWA conferences offer much more than that. Our members come from various countries as well as many states, we offer the chance to pitch your work to editors, and most of our social events are sponsored, with fabulous food that doesn't add to your credit card bill.

I've either attended or spoken at conferences put on by the Canadian Authors' Association, the International Association of Business Communicators, the Professional Writers' Association of Canada, The Canadian Association of University Teachers, the Canadian Square & Round Dance Society, The Canadian Conference of the Arts, and the Alliance of Canadian Television and Radio Artists.

Most had high registration fees, charged extra for meals (as much as \$100 for the awards banquet), and provided programs full of display ads and boring lists. CWA conferences are not like that.

If you haven't been to a CWA conference, you're in for a wonderful surprise! Everyone is welcoming and friendly, beginning with the informal evening where those who arrive early gather to enjoy free munchies as they fill "goodie bags."

I've never been to any other conference that has goodie bags, as well as lots of great door prizes, and a program so filled with art (both drawings and cat cartoons) that it's one you'll want to keep for years to come.

All this, plus access to both BarkWorld and MeowWorld conferences as well!

Am I tempting you yet?

There's more. One of our great sponsors, PetSafe®, offers \$500 to offset your travel and accommodation. All you have to do is email your name to me at BFG@SimonTeakettle.com **before October 17** and you'll be entered in the drawing.

I collect the names, print them on slips of paper, and mail them to Lorie, who handles the drawing at this year's conference. You don't have to be present to win, as the \$500 goes toward attendance at next year's conference (2015).

Three additional names are drawn, and these folks become runners-up, in case the winner cannot attend next year. All current CWA members (except previous scholarship prize winners) who entered the contest via email before the deadline date are eligible for this award.

The check will be presented at the 2015 conference.

PetSafe® manufactures a line of products designed to keep pets safe and happy, a goal we all want to support! Please visit their website to learn more about them: <http://www.PetSafe.net>. They're an international company whose products include electronic pet fences and kennels, dog and cat doors, and behavior training tools including harnesses, leashes, collars, and treat dispensers and clickers.

Don't pass up this wonderful opportunity to learn from some of the best, both those within CWA who have extensive knowledge and experience, as well as outside speakers you might never have a chance to hear otherwise.

This is a win/win situation. Send your name to BFG@SimonTeakettle.com before October 17. You can't do this too early; I start collecting all names in a file as soon as I receive the first one. ☺

Check out Barbara Florio Graham's purrific website <http://SimonTeakettle.com> for lots of free information about publishing (and cats) and for the popular blog by her beloved cat Simon Teakettle, who has a Fan Club your pet can join.

Note about Awards Banquet Fees — and Please Register Now for the Banquet if You Plan to Attend

Because of a loss of sponsorship money, all non-CWA members who wish to attend the Awards Banquet at the upcoming Conference will need to pay an additional fee (over and above their Conference registration fee) of \$90 for the Banquet and the preceding reception. (The price is still \$90 even if you don't attend the reception). If you are a CWA member who has registered for the full Conference, the Awards Banquet and reception are included in your registration. — Susan Ewing, CWA Conference Co-Chair

Also, we need to get a count for the hotel of how many people will be planning on attending our awards banquet. The awards banquet is included with registration as a benefit for all CWA members. However, non-CWA members must pay a fee to attend to cover the cost of the food. Please go to http://catwriters.com/wp_meow/?page_id=2476 to register your attendance. The deadline for notification of attendance is **October 18**, and all attendees (even CWA members) must register. — CWA President Lorie Huston, DVM

CWA's 2014 Annual Awards Banquet

By CWA President Lorie Huston, DVM

Traditionally, each year the CWA conference is concluded with a five-star banquet and awards presentation. This year is no different and writers from around the world will attend the CWA awards banquets to celebrate the Muse Medallion™ winners and finalists and to honor the recipients of 23 special awards. This gala celebration is the pinnacle of the Cat Writers' Association conference. The banquet and awards presentation is scheduled to take place from 6:00-10:00 p.m. on the evening of November 1.



CWA Vice President Dusty Rainbolt

With just the right combination of bling and Bordeaux, the awards ceremony is never boring.

Thanks to our generous sponsors, the banquet is included in full conference registration for all attending CWA members. BarkWorld attendees and guests of CWA members are welcome to attend for a fee of \$90. Advanced notice of attendance is required for non-CWA members.

Since cats are so concerned about their grooming and appearance, banquet attendees often dress to the nines. Black tie is in no way required, but as they used to say, "If you got 'em, wear 'em." Bling is encouraged, and in the case of our officers, expected.

For those of you who don't already know, the purpose of the coveted CWA Muse Medallion™ is to promote excellence and recognize outstanding professionally published cat-associated journalism work in 50 categories. Muse Medallions are presented to the best work within a category of publishing, broadcasting or graphic arts. First presented in 1994, the Muse Medallion™ was designed especially for CWA by a founding member, the late Karen Kuykendall.

Karen was the first recipient of the award she designed.

While CWA is known for its Muse Medallion™, the organization also presents numerous sponsored Special Awards to the best entry addressing specific cat-related topics.

We hope you'll all join us for this festive event celebrating the year's winners and finalists. Ω

Don't Miss This Great Opportunity to Attend the Cotton States Cat Show!

The Cotton States Cat Club, Inc., will present its 76th Annual CFA Championship and HHP Show, entitled "Confections (Oh, So Sweet!)," on November 1-2 at the Gwinnett Center in Atlanta.

Our CWA Conference attendees are welcome to attend the show. This is a great opportunity that you won't want to miss!

CFA's Teresa Keiger (tkeiger@cfa.org), has kindly provided this information about the show for fellow CWA members who will attend MeowWorld and can go to the show:

"I wanted to let members know about this show because it is a great opportunity to see some of the best examples of our various breeds. Writers and others often talk about one breed or another — but how often have they actually seen a Devon Rex, a Sphynx, or a Russian Blue? (The latter being close to my heart as an RB breeder and everyone who has a blue cat is



*Cotton States Cat Club is affiliated with
The Cat Fanciers' Association, the world's largest registry of pedigreed cats*

certain that it is a Russian Blue.) Want to learn more about the personality and type of a particular breed? This would be the place to do the research! That's really the reason that I suggest that anyone interested in cats try to attend a show as it's such a great way to learn about the various breeds. And actually being able to see the cats being judged is great. It's one thing to see a photograph of a Siamese, but seeing one strrrreeeeetch out on the judging bench really gives a better sense of the breed.

"Cotton States is one of the largest CFA shows in the country. For that reason, it attracts exhibitors from all over the United States and often outside the United States. It's one of our oldest clubs (this is its 76th year). The club members approach this show not as just a show, but an event! They are known for their fun-themed shows and their extravagant ring decorations (just look through their photo album and you'll see why). There are always fun ring prizes for all exhibitors (one year I came home with lots of super-cute stuffed animals!), so the atmosphere is always just enjoyable."

For show details, see www.cottonstatescatclub.org. This is a stellar opportunity that cat lovers can't afford to miss! Ω

Cat Writers' Association MeowWorld Conference

SPONSORS for 2014

Each year, we rely heavily on the generosity of our sponsors to provide attendees with a fun and educational conference experience. From sponsoring awards that highlight the talents of our members to defraying the cost of special events and general conference costs, these sponsors are invaluable to CWA. Please join me in thanking the following companies for stepping forward to renew and/or offer their sponsorships for our 2014 conference. We welcome several new sponsors this year: Litter Lifter®, Germinder & Associates, Inc., and Fetching Communications.

AMERICAN ASSOCIATION OF FELINE PRACTITIONERS (AAFP)

AdoptAShelter.com

AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS (ASPCA)

CATalyst COUNCIL

CAT FANCIERS' ASSOCIATION

CEVA

CORNELL FELINE HEALTH CENTER

DOG WRITERS ASSOCIATION OF AMERICA (DWAA)

FETCHING COMMUNICATIONS; PetPR.com

GERMINDER & ASSOCIATES, INC.; GoodNewsforPets.com

HARTZ MOUNTAIN CORPORATION

I-5 PUBLISHING (CAT FANCY)

JACAT CATTERY

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MORRIS ANIMAL FOUNDATION

NESTLÉ-PURINA PETCARE COMPANY

PETCO FOUNDATION

PET SITTERS INTERNATIONAL

PETSAFE® (now includes Premier Pet Products)

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PRECIOUS CAT, INC.

SERGEANT'S PET CARE PRODUCTS, INC.

AMY SHOJAI

STURDI PRODUCTS, INC.

THE INTERNATIONAL CAT ASSOCIATION (TICA)

WORLD'S BEST CAT LITTER®

We would also like to extend a thank-you to our sister organizations:

DOG WRITERS ASSOCIATION OF AMERICA (DWAA)

WOMEN IN THE PET INDUSTRY NETWORK (WIPIN)

Thank You So Much!

Our Sponsors: What Have They Been Up To?

BY CWA President Lorie Huston, DVM, CVJ

Our newest sponsor, Lea-Ann Germinder of **GERMINDER & ASSOCIATES, INC.**, shares the following news. We wish her good luck in her new position. Here's Lea-Ann's news:

Germinder & Associates announced that agency founder and president Lea-Ann Germinder, APR Fellow PRSA, has been selected as one of nine candidates for officer and board positions to the Public Relations Society of America (PRSA) national board. Germinder was nominated to serve on the PRSA Board of Directors representing the Tri-State District. The nominees will stand for election by a vote of the PRSA Leadership Assembly on October 11 at the PRSA 2014 International Conference in Washington, D.C.



Lea-Ann Germinder (Photo courtesy of Germinder & Associates)

In the full announcement of the slate, 2012 PRSA Chair and CEO Gerard F. Corbett, APR Fellow PRSA, said, "The PRSA Nominating Committee was presented with an overwhelming response to its recent call for nominations for leaders of the 2015 Board of Directors," said Corbett. "The impressive slate of candidates included many of the industry's leading practitioners who are both highly qualified and demonstrate great energy and enthusiasm at the prospect of leading the Society. With such an extraordinary pool of talent, industry knowledge and leadership capabilities, the Nominating Committee was blessed and challenged with the difficult task of selecting only a handful of pros to lead next year's Board of Directors. We feel that those chosen will do an incredible job of fostering the core principles of PRSA, empowering our members and advancing the profession as a whole."

Germinder has worked in several vertical industries in her 34-year career in public relations, but has concentrated on representing companies and organizations in animal health since launching her own firm in 1998. In 2000 she launched www.goodnewsforpets.com, one of the very first niche portal pet web sites, and recently relaunched the site and its affiliated



social media platforms in May 2014. She and her teams have created over 150 animal

health campaigns including the iconic "Pets Need Dental Care, Too!" the Catalyst Council, Know Heartworms, and more recently executed the "Why Wait for the Bite?" PR campaign for Ceva Animal Health and provided counsel for the Women's Veterinary Leadership Development Initiative (WVLDI).

"I'm honored to have this vote of confidence from my colleagues to help guide our profession during this transformational time in our industry. I've spent my entire career in public relations and the opportunity to have a positive impact on businesses and stakeholders alike has never been better," said Germinder.

Germinder is PRSA Tri-State District Chair-Elect, Immediate Past-President of the New York chapter of PRSA, and a Past President of the Greater Kansas City chapter of PRSA. She is also a member of the Women President's

Organization (WPO), New York Women in Communications, the Publicity Club of New York, the Dog Writers Association of America, the Cat Writer's Association, and Vet Partners.

Germinder & Associates, Inc., provides strategic counsel, digital publishing content, and national campaigns for niche markets including animal health and pet products. The newly redesigned website goodnewsforpets.com curates news of interest and importance to informed pet

parents inclusive of the veterinary profession and pet industry.

For editorial information, advertising, and sponsorship opportunities, contact Lea-Ann Germinder at Lgerminder@germinder.com. For information about Germinder & Associates, visit www.germinder.com.

PRECIOUS CAT, INC., has launched a new brand of cat litter, as announced in our last issue. Here's what they shared with us about the litter, which they are calling Touch of Outdoors™:



Touch of Outdoors™ litter brings the outdoor experience in for your cat with a proprietary blend of natural chemical free prairie grasses grown in our fields. It features natural chlorophyll for continuous odor control and no airborne dust. The texture and scent help enrich your cat's environment. Enrichment can help a cat feel less anxious, depressed, and bored, which translates into a happier cat environment. Touch of Outdoors™ is available in 20 and 40 pounds at PetSmart® and PetCo® and other independent retailers. Visit the Precious Cat® website at www.preciouscat.com.

(continued)

**MORE SPONSOR NEWS
ON THE NEXT PAGE!**

Our Sponsors: What Have They Been Up To? *(continued)*



From CAT FANCIERS' ASSOCIATION, INC.® (CFA) comes the following announcement:

The CFA Board of Directors is pleased to announce the appointment of Teresa Barry to Executive Director effective September 2, 2014. A resident of Massillon, Ohio, Ms. Barry comes to CFA with over 20 years in non-profit

executive management. Her most recent position was serving as Chief Executive Officer for Meals on Wheels of Stark and Wayne Counties (Ohio) where she was responsible for setting the direction, vision, and mission of the organization as well as engaging all funders and community stakeholders for a multi-million dollar not-for-profit agency.



CEVA, another of our very generous sponsors, kindly offers the following tips about cat carriers and the importance of veterinary visits for our furry friends. Pointing out that August 22nd was "National Take Your Cat to the Vet Day" and a great time to make an appointment for a checkup,

Ceva advised as follows:

... Many of those appointments are cancelled simply because owners struggle to get their cat into the carrier. This is part of the reason that fewer than 40% of cats have been to the veterinarian in the past year.

Besides taking your cat to a Cat Friendly Practice, here are a few tips to make that trip to the veterinarian a little less stressful for you and your cat.

Pick the right carrier: The best carriers are hard-sided carriers that open from the top and the front and can also be taken apart from the middle.



Create positive, familiar associations: Place the carrier in a room the cat frequents. Line the carrier with the cat's favorite bedding and toys to make it more welcoming. Associate the carrier with as many positive things as you can.

Technique is everything: When placing your cat in the carrier, gently set them in the carrier from the top, tail first, so that they do not feel like they are being forced into the situation.

Pheromones can help: Using Feliway® may make the carrier a little more welcoming. Feliway® is a synthetic copy of feline facial pheromones. When a cat senses the pheromone, it can help the cat relax and feel more comfortable in potentially stressful situations. Spraying the carrier and



spraying bedding or towels inside or over the carrier can help create a sense of well-being for the cat.

It is important for cats to see a veterinarian annually. Using these tips will help make it easier to keep that appointment.

For more information on how Feliway® can help reduce stress and eliminate unwanted behaviors, please visit www.feliway.us.

PETSAFE® is sharing information about some new additions to their line of cat toys. Here's what they have to say:

Petsafe® is so excited to continue developing the most innovative and exciting cat toys on the market. We continue to refresh our enrichment toys which allow cats to truly hunt and pounce for their meals. The Fishbowl [Cat Feeder Toy] is our newest addition and it requires cats to go "fishing" with their paw to get their food. The Frolicat™ line remains strong with the all-time kitty-favorites, such as the Bolt™, Dart™, and Pounce™. Our team is working diligently to expand this line and we'll be booming with new and exciting items soon!



All of us in CWA look forward to seeing what PetSafe® has in store for us.

Please join me in thanking all of valued sponsors. Without them, CWA would be a much less valuable resource for our members. Ω

We hope you've enjoyed this brief synopsis of some of our sponsors' latest activities. We also extend a special thank-you to each and every one of our sponsors. We'll continue to keep you updated on what they are doing to better the lives of cats everywhere.

With the qualities of cleanliness, discretion, affection, patience, dignity, and courage that cats have, how many of us, I ask you, would be capable of being cats?

*—Fernand Méry,
Her Majesty the Cat*

AND THE WINNERS ARE...

By CWA Communication Contest Chair Marci Kladnik



The Muse Medallion™

ME-WOW, what a contest!

The caliber of entries seemed to be higher this year, something noted by several judges, and that made the competition stiff. So many excellent entries were submitted by our talented members and several non-members, everyone receiving a Certificate of Excellence should be very proud. Said certificates will be in the mail to you soon.

Of course everyone knows that the best of the best culminates in the Muse Medallion™ presentations at our upcoming conference awards banquet. There is nothing sweeter than hearing your name called and having the Medallion placed over your head in front of a room full of your cheering peers. I do hope that all of you in the running will be in Atlanta to experience this firsthand.

Thank you all for making this an exciting year. I hope to see you at conference!

2014 CWA Communication Contest Certificate of Excellence Winners

I.1 Monthly Magazine: National

Susan Logan, Editor, *Cat Fancy*

I.2 Magazine Article: Health & General Care

Deborah Barnes, "Don't Delay" *Cat Fancy*

Helen Jablonski, "Orphan Care" *Kittens 101 2015*

Bernadette Kazmarski, "Tail Vaccines for Cats Could Save Lives" *Pittsburgh PetConnections*

Ingrid King, "Feline Medicine Goes High-Tech" *Cat Fancy*

Ingrid King, "It's In the Will" *Cat Fancy*

Ramona Marek, "Faint Heart" *Animal Wellness*

Arnold Plotnick, DVM, "Change of Heart" *Cat Fancy*

Dusty Rainbolt, "Cat Bathroom Basics" *Ready, Set, Rescue 2014*

Dusty Rainbolt, "Hunters by Nature" *Cat Fancy*

Genevieve Rajewski, "Itching to Know" *Tufts Veterinary Medicine PetConnections*

Fran Pennock Shaw, "A Glimmer of Hope" *Cat Fancy*

Fran Pennock Shaw, "A New Frontier in Medicine" *Cat Fancy*

Fran Pennock Shaw, "Raw Intelligence" *Cats USA 2014*

Rebecca Sweat, "Happy Tails" *Cat Fancy*

I.3 Magazine Article: Behavior & Training

Maryjean Ballner, "Winning the Affection of the Scaredy Cat" *Pet Sitter's WORLD*

Helen Jablonski, "Solve Litterbox Issues For Good" *CATS USA 2014*

Jacqueline Munera, "Training for Cats in the Shelter: Part Three" *The APDT Chronicle of the Dog*

Jacqueline Munera, "Training for Cats in the Shelter: Part Four" *The APDT Chronicle of the Dog*

Jacqueline Munera, "Dogs and Declawed Cats: Extra Caution Required" *The APDT Chronicle of the Dog*

I.4 Magazine Article: Rescue/Advocacy

Kate Hurley, DVM and James Hettinger, "For Community Cats, A Change Is Gonna Come/Putting it into Practice" *Animal Sheltering Magazine*

Bernadette Kazmarski, "The Invisible Cat" *Pittsburgh PetConnections*

Cimeron Morrissey, "Pure Joy" *Cat Fancy*

Cimeron Morrissey, "The Quiet Living Legend" *Cat Fancy*

Cimeron Morrissey, "Setting the Records Straight" *Cat Fancy*

Cimeron Morrissey, "Up to the Challenge" *Cat Fancy*

Cimeron Morrissey, "the things we do for (cat) love" *Cat Fancy*

Nancy Peterson, "The Challenges of a Rural TNR Project" *Animal Sheltering*

I.5 Magazine Article: Any Other Topic

Jim Baker, "Free to Good Home" *Animal Sheltering*

Stacy Hackett, "Around the World With 18 Breeds" *CATS USA 2014*

Bernadette Kazmarski, "Never Enough Time, But Enough Time to Love" *Pittsburgh PetConnections*

Marci Kladnik, "Kittens Gone Wild! The Feral Cat Challenge" *Pet Sitter's WORLD*

Audrey Pavia, "Black Magic" *Cat Fancy*

Jen Reeder, "How Cats Broke the Internet" *Modern Cat*

Sandy Robins, "How Smart is Your Cat?" *CATS USA 2014*

Kim Campbell Thornton, "Protecting Jaguars" *CATS USA 2014*

I.6 Magazine Column

Cimeron Morrissey, "Cat Champions" *Cat Fancy*

Sandy Robins, "Life's Purrfect" *Cat Fancy*

Nancy Peterson, "Catty Corner" *Animal Sheltering*

II.1 Newspaper Article: Health & General Care

Fran Pennock Shaw "Heartworm disease in cats on the rise" *Intelligencer Journal-Lancaster New Era*

II.2 Newspaper Article: Behavior & Training

no entries

II.3 Newspaper Article: Rescue/Advocacy

no entries

(continued)

2014 CWA Communication Contest Certificate of Excellence Winners

II.4 Newspaper Article: Any Other Topic
no winner

II.5 Newspaper Column
Amy Shojai, "P'ETiQuette" *Herald Democrat*

III.1 Newsletter: Breed Specific
Brigitte McMinn, Editor, *Bengals Illustrated*
Brigitte McMinn, Editor, *Savannahs Illustrated*

III.2 Newsletter: National Circulation
Cimeron Morrissey, *Cat Tales*

III.3 Newsletter: Regional or Membership Circulation Advocacy combined with III.2

III.4 Newsletter Article: Health & General Care
Arnold Plotnick, "Blood Test to Detect Cancer" *Catnip*
Arnold Plotnick, "Double Whammy!" *Catnip*
Arnold Plotnick, "Cryptococcosis in Cats" *Catnip*
Arnold Plotnick, "Hypertension in Cats" *Catnip*
Arnold Plotnick, "Heart Disease or Not?" *Catnip*
Arnold Plotnick, "New Advances in Treating FIP" *Catnip*
Fran Pennock Shaw, "Pursuing a Cure for Breast Cancer" *Cat Watch*
Kim Campbell Thornton, "Hospice Care for Cats" *Catnip*
Kim Campbell Thornton, "Holiday Hazards Can Tempt the Curious" *Cat Watch*
Kim Campbell Thornton, "A Simple Way to Check the Ears" *Cat Watch*
Elissa Wolfson, "The Coat Tells the Tale" *Cat Watch*
Elissa Wolfson, "Be on the Lookout for Nail Injuries" *Cat Watch*

III.5 Newsletter Article: Behavior & Training
Kim Campbell Thornton, "Fearful Cats Can Go on the Attack" *Cat Watch*
Kim Campbell Thornton, "Appealing to the Heart of a Hunter" *Cat Watch*

III.6 Newsletter Article: Rescue/Advocacy
Kim Campbell Thornton, "Kitten Nurseries Save Lives" *Catnip*
Nancy Marano, "Albuquerque's Community Cat Program" *Petroglyphs*

III.7 Newsletter Article: Any Other Topic
Nancy Marano, "Cat Colors and Stereotypes" *Petroglyphs*
Lee Wardlaw, "Eight Things I've Learned from My Cats about Writing Haiku" *Meow*

III.8 Newsletter Column Topic
Lyn Garson, CVT, "Technically Speaking" *OurCompanions.org*

IV.1 Short Story
no winner

IV.2 Poem
Andrea Dorn, "Once a Cat" *Meow*
Andrea Dorn, "Lady Butterfly" *Meow*
Carole Nelson Douglas, "Feline Domestic" 2013 CWA Conference Program
Bernadette Kazmarski, "Once" *thecreativecat.net*
Linda Mohr, "Untitled Haiku" *nlapw.org*

IV.3 Humor
no winner

IV.4 Brochure, Pamphlet, or Short Publication
Teresa Keiger, "CFA World Show Ad" *The Detroit News*

IV.5 Annual or Long Publication
Bernadette Kazmarski, *12 Sketches of Cats*
Susan Logan, Editor, *Kittens 101 2015*
Brigitte McMinn, Editor, *Ragdoll Illustrated Calendar*

IV.6 Opinion Piece, Essay, or Editorial
Deborah Barnes, "The Many Shades of a Crazy Cat Lady" *Zee & Zoey's Chronicle Connection*
Janiss Garza, "Cats Do Not Equal Children" *CatChannel*
Janiss Garza, "Soul Cat" *CatChannel*
JaneA Kelley, "I Think Mandatory Spay/Neuter Laws Do More Harm Than Good" *catster.com*
JaneA Kelley, "9 Reasons I'm Adopting Special-Needs Cats from Now On" *catster.com*
Dusty Rainbolt, "When is it Time to Say Goodbye to Your Cat?" *catster.com*
Amy Shojai, "Cats Under Attack! TNR, TB, Toxo and Talkback" *AmyShojai.com*

IV.7 PR / Humane Education / Press Kits
combined with VI.1

V.1 Books: Fiction
Catherine Holm, *The Great Purr*
Belea T. Keeney, *The Tiger Whisperer*
Amy Shojai, *Hide and Seek*
Clea Simon, *Panthers Play for Keeps*
Linda Stewart, *The Great Catsby*

V.2 Books: For Children
no winner

V.3 Books: Health & General Care
no entries

V.4 Books: Behavior & Training
no entries



The Muse Medallion™

(continued)

2014 CWA Communication Contest Certificate of Excellence Winners

V.5 Books: Gift

Angie Bailey, *whiskerslist*

Bernadette Kazmarski, *feline style sampler*

V.6 Books: Poetry

no entries

V.7 Books: Other

Bryan Kortis, *Community TNR: Tactics and Tools* for PetSmart Charities

VI.1 Video, DVD or TV Production

Alana Grelyak, "CHATastrophe" catcatastrophes.com

VI.2 Broadcast, Audio - Any Format Advocacy

no winners

VII.1 Online Magazine or Newsletter

Vicky Walker, Editor, *Catster*

VII.2 Online Article: Health & General Care

Lorie Huston, "Seven Common Pet Parasite Myths Busted" pet-health-care-gazette.com

Ingrid King, "The Feline Health Care Crisis" *The Conscious Cat*

Letrisa Miller, DVM, "Senior Cat Dental Health" catwisdom101.com

Letrisa Miller, DVM, "Squeaky's Long Fall" catwisdom101.com

Dusty Rainbolt, "The Feline Quality of Life Scale" catster.com

Sandy Robins, "How to Form a Lifelong Bond with Your Cat" pawnation.com

Sandy Robins, "What You Need to Know to Keep Your Cat Healthy" momtastic.com

Sandy Robins, "Summer Cat Concerns" pawnation.com

VII.3 Online Article: Behavior & Training

Marilyn Krieger, "What Do You Do When Your Cat Shows Signs of Senility?" catster.com

Marilyn Krieger, "Why do Cats Purr? Some of the Reasons Might Surprise You" catster.com

Marilyn Krieger, "How to Stop Litterbox Problems Before They Begin" catster.com

Marilyn Krieger, "I'm Willing to Bet Your Cat Hates Her Litter Box – Here's Why" catster.com

Nancy Peterson, "It's National Answer Your Cat's Questions Day" catster.com

Amy Shojai, "Why Cats Hate Halloween Costumes and How to Get Your Cat to Tolerate One" catster.com

VII.4 Online Article: Rescue/Advocacy

Deborah Barnes, "World Spay Day: Setting the Record Straight – The Basic Facts on Cats, Conception, and the Benefits of Spay/Neuter" *Zee & Zoey's Chronicle Connection*

Janiss Garza, "10 Signs of Cat Hoarding" *CatChannel*

Joanne McGonagle, "Love At First Sight" *Rescue Me I-5*

Dusty Rainbolt, "9 Reasons Why Yours Should Become a Cat Foster Family" catster.com

Jen Reeder "Celebrating National Pet Week With Jake the Therapy Cat" *Huffington Post*

Sandy Robins, "We Chat With Beth Stern About Her Life as a Foster Cat Mom" catster.com

Sandy Robins, "Meet the Stray Cats Who Live in Nelson Mandela's Former Jail" catster.com

VII.5 Online Article: Any Other Topic

Janiss Garza, "Top-Secret Tips to Get Your Cats to Pose for Your Camera" catster.com

Janiss Garza, "5 Totally Legal Ways to Get Your Cat Stoned" catster.com

Elyse Orecchio, "Cats, Kids, Reading = Enrichment, Adoptions, Compassion" aspcapro.org

Paris Permenter, "Zeki the Pet Safety Cat: From Rescued to Rescuer" Pet360.com

Dusty Rainbolt, "The History of Cat Litter and Litter Boxes" CatWisdom101.com

VII.6 Online Column

Dr. Marty Becker, Kim Campbell Thornton & Mikkel Becker "Pet Connection" uexpress.com

Keith Bowers, "Cat Dandy" catster.com

Dusty Rainbolt, "Ask Einstein" catster.com

VIII.1 - Blog: Health & General Care (URL plus 3 blog posts)
no entries

VIII.2 - Blog: Behavior & Training (URL plus 3 blog posts)
no entries

VIII.3 - Blog: Rescue/Advocacy (URL plus 3 blog posts) Advocacy combined with VIII.5

VIII.4 - Blog: Entertainment (URL plus 3 blog posts)
Lisa Richman, "A Tonk's Tail Blog"

VIII.5 - Blog: Any Other Topic (URL plus 3 blog posts)

Janiss Garza, Sparkle the Designer Cat

Alana Grelyak, The Cat in the Fridge

Amy Shojai, Bling, Bitches & Blood

Dr. Emily Weiss, ASPCApro Blog

Layla Morgan Wilde, Cat Wisdom

VIII.6 Website

no entries

IX.1 Black & White Photograph (Single)
Debbie Glovatsky, "I'm Innocent"

IX.2 Black & White Photography (Series)
Debbie Glovatsky, "As Moody as B & W"



The Muse Medallion™

(continued)

2014 CWA Communication Contest Certificate of Excellence Winners

IX.3 Color Photograph (Single)

Bernadette Kazmarski, "Frankencat and Old Grand Dad"

IX.4 Color Photograph (Series)

Jerry Thornton, "Protecting the Jaguars"

IX.5 Photographic Art

Janiss Garza, "Tortie"

Lisa Richman, "Monday Mathematics"

IX.6 Cartoon

Bernadette Kazmarski, "Purring Points"

Bernadette Kazmarski, "Saturday Morning"

Stephanie Piro, "Favorites"

Stephanie Piro, "Litter Boxes"

Stephanie Piro, "Peace on Earth"

Stephanie Piro, "Rainbow Bridge"

Stephanie Piro, "House Cat"

Stephanie Piro, "Endorsements"

IX.7 Illustration (Single)

Bernadette Kazmarski, "The TNR Story"

Dawn Secord, "Mr. Knuckles"

Cori Solomon, "Kissin' Cousins"

Cori Solomon, "Milly"

IX.8 Illustration (Series) Website

no winner

**See You at the CWA
Awards Banquet!**



The Muse Medallion™

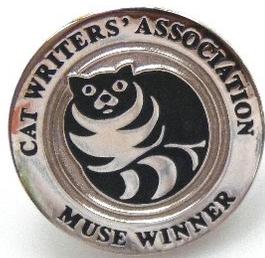
JEWELRY NOW AVAILABLE FOR MUSE MEDALLION™ WINNERS

Many of you who have won MUSE Medallions™ in the past have expressed an interest in having a smaller representation of the medallion that can be worn as jewelry, either as a pin or a pendant. We are proud to offer you that opportunity. Both pins and pendants are now available for purchase. These are really lovely, and something all MUSE winners will be proud to wear.

See photos of both the pin and the pendant here: http://catwriters.com/wp_meow/?page_id=2008.

You can purchase your new pin or pendant (or one of each) on this page, directly through PayPal, OR send your check, payable to the CWA, to Wendy Christensen, CWA Secretary, 256 Timbertop Rd., New Ipswich, NH 03071-3018 to request your pin(s) and/or pendant(s). Please be sure to specify exactly what you want: pin, pendant, or one of each (or, if you are paying by check, any other combination.)

NOTE: These items are available only to MUSE MEDALLION™ winners. Questions? Email Wendy at wendy@wendycats.com.



CWA NEWS



CWA Wants You: Volunteer for the Social Media Committee

We need some volunteers to help with our social media efforts. Duties would include posting content on a regular basis to our Facebook and Twitter pages. If you are interested in volunteering, please contact Lorie Huston at loriehuston@pet-health-care-gazette.com.

Your efforts in this position would be most appreciated and would help promote CWA to the general public. Thank you for your consideration.



CWA's Member Book List Updated



Our member bookstore page has been updated to include the submissions of both new and previously published books written by our members. The newly updated page is available here: http://catwriters.com/wp_meow/?page_id=2353. All submissions received to date have been included. However, if you have additional books that you would like listed here, please contact me at loriehuston@pet-health-care-gazette.com and include the name of the book, the link where the book can be purchased, and the category under which you would like the book listed.



This book listing is an exclusive benefit available only to CWA members. We encourage all published authors to take advantage. Books of all sorts are welcomed, including both fiction and nonfiction. Books do not need to be cat-related in content to be listed.



— CWA President Lorie Huston, DVM, CVJ

You Must See CWA's New Facebook Page!

Lorie Huston, DVM, our CWA president, advises that CWA has established a new members-only Facebook page for CWA at this address: <https://www.facebook.com/groups/CWAMembersOnly/>. All CWA members should have received an invitation to join via email. If you did not receive an invite and wish to join, please contact Lorie or request an invitation via Facebook and she will add you to the group. This is a private, members-only group in which we can discuss CWA matters and other writing topics within the confines of our group. The previously established Facebook group (<https://www.facebook.com/groups/catwriters/>) was closed. However, the public Facebook page (<https://www.facebook.com/CatWriters>) remains, giving us the opportunity to promote CWA outside of our membership.

CWA NEWS

(CONTINUED)



AND THE NOMINEES ARE... CWA OFFICER CANDIDATES!

By BJ Bangs, CWA Nominating Committee Chair

It was a challenging decision to nominate only three people from the great group of candidates who stepped forward to serve on the Cat Writer's Association Council. We were required to keep the Council at an odd number, and therefore it was decided to keep the Council at three nominations for this upcoming term, and nominate two more members next year.

As print and mainstream media face a growing number of challenges, and as CWA takes on the role of sponsoring MeowWorld, we are adding new roles for the Council. Following MeowWorld, for example, Council members will be asked for their input on what worked and what didn't work at the conference.

We are also looking for the Council's assistance to make our online presence stronger and attract new members for CWA.

The Nominating Committee is excited to nominate these candidates for the CWA Council of Directors. Since the MeowWorld Conference is less than 2 months away, we ask them (and all our members as well) to please give thought about how to best step up and help CWA navigate into a whole new kittysphere.

The full slate of officers to be presented for a vote of the membership at the CWA Annual Conference is as follows:

PRESIDENT: LORIE HUSTON, DVM, CVJ

VICE PRESIDENT: BJ BANGS, APR

SECRETARY: WENDY CHRISTENSEN

TREASURER: LYNN MILLER

COUNCIL OF DIRECTORS, CLASS OF 2016:

MARCI KLADNIK

LINDA MILES

LAYLA MORGAN WILDE

BJ Bangs, Nominating Committee Chair

Committee members: Linda Hardie and Barbara Florio Graham

Ex-officio member: Fran Pennock Shaw

*Welcome our new
CWA nominees!*

DWAA Members: DWAA Has a New E-List

For CWA members who are also DWAA members, this is to let you know that the old DWAA e-List is being shut down. You should receive a message from Ida Estep to join the new list. Please check your spam. This is not spam, it is for real.

Here's the message from Ida:

"We have opened a new DWAA list on Yahoo as our present list is inadequate for our needs. We can invite 100 people a day to the Yahoo list and, by the end of the week, everybody should be invited. The old list will be taken down by the weekend. Please join when you receive your invitation."

Susan M. Ewing

Past president, Cat Writers' Association

Vice-president, Dog Writers Association of America

dogwriter@windstream.net

CWA'S 2014 CONFERENCE

MEOWWORLD

in conjunction with

BARKWORLD

Atlanta, Georgia

Oct. 30-Nov. 1

BE THERE!

[CWA President Lorie Huston, DVM, CVJ:] Veterinarian, Blogger, Woman of Firsts

By Lea-Ann O'Hare Germinder on July 16, 2014 Guest Interview

EDITOR'S NOTE: This interview appeared on Goodnewsforpets.com at <http://goodnewsforpets.com/category/guest-interview/>. It is reprinted here by special permission of Lea-Ann O'Hare Germinder.

This marks the return of our Goodnewsforpets Guest Interview feature since the relaunch of the site at BlogPaws just a few months ago. Dozens of guest veterinarians have been interviewed over the years for this column but the selection of this person is especially significant. That's because Lorie Huston, DVM, CVJ is someone we met at BlogPaws then slowly came to realize shared our past, present and future too. She is the **first** veterinarian to serve as president of the Cat Writers' Association, which was the **first** media member of Goodnewsforpets with special thanks to then president and founder Amy Shojai, when the site launched in 2000.

She recently was named the **first** veterinarian to win the prestigious Winn Feline Foundation Media Appreciation Award. Goodnewsforpets has championed the cause of the Winn Feline Foundation since original columnist Steve Dale brought it to our attention and the "she is everywhere" Susan Little, DVM, DABVP was Winn Feline Foundation president (now AAFP president-elect). Susan asked our parent company Germinder & Associates to rebrand its logo, still in use today.

Lorie has quite a few more **firsts** ahead. She and her board at CWA are changing the way the CWA organization meets the needs of cat writers and bloggers today. That's why we are announcing the very first Goodnewsforpets sponsorship of the CWA meeting. We will be checking in with and promoting the conference over the next few months, but here is our very **first** interview with the very special, and now we can reveal, musically talented, Lorie Huston.



Every veterinarian has a story to tell about how they decided to become a veterinarian. What's yours?

I've always loved animals and always played with the idea of being a veterinarian even as a child. But, when I was younger, I was active in music, playing both the piano and cello, and I really enjoyed that as well. My family, particularly my parents, were always supportive and encouraged me to follow whatever path seemed right for me. I wavered for a time between a career in music and one in veterinary medicine. But, as a musician, I had some talent but was never going to be the virtuoso that I would have wanted to become. A career teaching music didn't appeal to me and I knew I didn't have the ability to become a concert pianist and/or cellist, which would have been my goal. I was good at science and good with animals though. And I felt like I could become a top-notch veterinarian. So, I chose that path. I never looked back and don't have any regrets. I love being a veterinarian and I love being able to help animals. I do still enjoy music though.

You decided to become a practicing veterinarian and then you decided to start blogging. Can you tell us how you got started?

I started blogging as a means of relaying accurate up-to-date information about pet care. Many of my clients were searching online for information and some of what they were finding was good. Some was not so good though, and some was even dangerous. Originally, my intent was to provide a source that I could send my own clients to. Before long, my blog was being read by pet owners across the US, in Canada, and even in the UK.



Lorie and Rhett

What is your favorite area of veterinary medicine to write about?

That's a good question and I'm not sure I really have a favorite topic or area. I write almost exclusively about dogs and cats, because that's where my expertise lies. And I particularly enjoy talking about new developments and advancements in health care and about preventive health care.

Now you are president of the Cat Writer's Association. Is that a first for a veterinarian to lead the association? What do you hope to accomplish in your role?

It is a first. I was also the first veterinarian to be awarded the Winn Feline Foundation Media Appreciation Award. My goal is to help grow CWA and to increase recognition of our association. I believe CWA already has a lot to offer its members. I would like to continue to add new benefits and see our members take full advantage of all the opportunities afforded to its members. Ultimately, I believe our members are the people who can and should be responsible for delivering the message that cats make good pets and that they require the same

level of care that dogs do. I think that we, as an organization made of cat lovers, advocates, and educators, have the ability to help solve some of the many problems facing cats as a species. We have members that primarily seek to educate and others that prefer to entertain. We do this, depending on the individual, through the written word, through images, and through the spoken word. All of these avenues have possibilities in fulfilling the goal of promoting the cat as a species.

(continued)

Veterinarian, Blogger, Woman of Firsts *(continued)*

We recently attended BlogPaws where you were presented with the Winn Feline Foundation Media Award. Congratulations! We also saw more veterinary bloggers and Mike Cavanaugh, DVM, DABVP, CEO of the American Animal Hospital Association who we've interviewed for this column, announced the BlogPaws Nose-to-Nose Pet Blogging and Social Media awards at the conference in May. Why do you think veterinarians are taking such an increasingly high interest in blogging and bloggers now?

Honestly, I think veterinarians, as a profession, are still missing the boat when it comes to blogging and making use of social media. Too few take advantage of the opportunities afforded by these venues even now. I think it's way past time for the profession to enter the digital age and realize that the message that we should be delivering is being delivered by someone else entirely because we're simply not there. I do applaud those organizations, like AAHA, AVMA, AAFP, Winn Feline Foundation, and CATalyst Council (to name only a few), that are successfully getting their respective messages out. But I would like to see more veterinarians lending their own voices to the discussion and supporting these organizations openly via social media channels.

Can you tell us more about the Cat Writer's Association and this fall's new BarkWorld/MeowWorld Conference?

This year's conference is an exciting change for CWA as we partner with BarkWorld. Each organization (CWA and BarkWorld) adds something unique to the mix and provides opportunities for attendees of the conference that just wouldn't be possible without the partnership. CWA, being made up of professional authors, writers, journalists, broadcasters, editors and publishers, will provide access to the world of professional publishing to the bloggers and social media users that make up BarkWorld's audience. On the other hand, BarkWorld provides access to brands and to learning opportunities relating to blogging and social media, giving CWA members a unique chance to learn the ins and outs of these venues. In today's world, a professional needs to know how to use their blog and their social media avenues for promotional purposes. And BarkWorld will teach that skill. And, of course, there's the obvious – that CWA brings information about cats while BarkWorld focuses on dogs. Networking, the opportunity to meet new people as well as catching up with old friends, also plays a big role in any conference like this.

How do you effectively combine traditional writers and bloggers into one conference?

I think of bloggers as writers, in every sense of the word. Granted, they publish online rather in print. And they may have a writing style that is a bit different than the traditional. However, I don't (personally anyway) make that much of a distinction between the two. There is a great deal of crossover between bloggers and more traditional writers, with many writers functioning as both. Writing is writing, wherever it appears. I will admit, though, that there are bloggers of all levels of skill. Some write very well and others could use some improvement. (To be fair, the same can be said of traditional writers also.) Traditional writers have editors to which they must answer. However, on a blog, the blogger wears many hats, including writer, editor, publisher, and marketer. Blogs are, at least

in the case of personal blogs, published without any oversight. I think many bloggers can learn a bit more about professionalism from CWA members, whereas CWA members can learn a lot about growing an audience and forming a network from many of the more successful bloggers.

Are there journalistic guidelines for writers and bloggers who write about pet products and information?

There are no guidelines for those providing information online. That's something that troubles me deeply. It's one of the primary reasons I started writing and blogging. Too many bloggers and writers offer information carelessly, without citing sources or providing attribution. Too many offer their personal opinion as fact, with little if anything to back up that opinion other than personal experience. Sharing personal experiences and opinions is fine, as long as the reader understands that's what a writer is doing. But it rises to the level of becoming unprofessional and potentially even dangerous when personal opinion is presented as indisputable fact. Those who write about pet products must adhere to Federal Trade Commission (FTC) guidelines regarding disclosure. Essentially, that means that if a writer or blogger is compensated in any form (including free product), they must disclose that fact in the review.

How can a pet owner determine if the information given in an article or a blog is appropriate for their pet?

One of the most important things a pet owner can do is to check on the credentials of the writer or blogger providing the information. If there is a source quoted within the article or post, what are that person's credentials? Are they actually qualified to be providing the information they are offering? References cited should be considered as well. Is the reference a respected journal, text book, or the proceedings from a reputable conference? Or is it the equivalent of the "National Enquirer"?

The other point I always emphasize is that, if you have a question about your individual pet, the best person to ask is your veterinarian. Even if the information in an article or blog post is accurate, it may or may not provide an appropriate solution for your pet. Each pet is unique, with different needs. Pet food is a good example. There are many people that extol the virtues of one type of diet or another because their pet does well on the diet. But just because my cats do well on a particular food doesn't mean that your cat will. There are many different factors to consider – the pet's species, age, overall health, the pet owner's expectations, and much more. There really is no one-size-fits-all solution when it comes to pet food. The same is true for many other pet care issues and products.

Is there anything else you would like to add?

I would like to thank you for giving me the opportunity to talk more about some of my favorite subjects – pets, CWA, our upcoming conference, and my writing efforts. Ω

To contact Dr. Lorie Huston, email her at loriehuston@pet-health-care-gazette.com or follow her on Twitter @loriehuston.com. Also please visit: www.lorie-huston.com or www.pet-health-care-gazette.com.

Thanks to Lea-Ann and Lorie for this opportunity to hear from our CWA President !

IN TRIBUTE TO ZEKI THE COOL CAT

By Arden Moore, published on August 25, 2014, in FourLeggedLife™

EDITOR'S NOTE: This article is reprinted by special permission of Arden Moore.



Arden and Zeki on Pet Life Radio

Dear Friends:

Zeki the Cool Cat, who miraculously survived being skinned with a hunting knife as a sweet stray to become a certified therapy pet and a very tolerant pet first aid demo cat, crossed over into feline heaven on Saturday [August 23, 2014]. Though she didn't quite make her sixth birthday, she accomplished much in her short life.

In her travels with me, I observed that she never seemed to have met a stranger or felt like she was in a strange place. She would enter a hotel room and confidently leap up on the king-sized bed and find a comfy spot to snooze after a long drive. She traveled by car and by plane, visiting people in eight states.

Zeki partnered with me as co-keynote speakers at the Pet Sitters International conference in North Carolina; me-WOWed attendees at Blog Paws in Las Vegas, met canine celebrities like Tillman the Bulldog while sampling products at Super Zoo, and even helped me open a dog park in Carlsbad, Calif. And during two Cat Writers Association conferences, she plopped in a cushiony chair – sans a leash — to meet and greet old and new friends and even attend a couple happy hours.

Among our favorite memories:

* Enjoying a “date” with Jackson Galaxy, host of “My Cat from Hell” on Animal Planet. He describes Zeki as “My Kitty from Heaven.”

* Playfully “crashing” a book signing event for dogs and dog lovers for Dr. Marty Becker, on a national tour for the release of his latest dog book.

* Wowing Victoria Stilwell, dog trainer extraordinaire, at the Del Mar Pet Expo where we were all featured speakers. As she held a calm Zeki in her arms while circled by a pack of confused canines Victoria declared: “This is the best cat ever!”

* Bringing joy to a terminally ill gentleman in a wheelchair whose sister brought him to a national cat show in Del Mar to

specifically meet Zeki, who was giving pet first aid demos. Ignoring all the loud speaker announcements and the throngs of people, Zeki calmly sat on this man's lap and purred for more than 30 minutes. As he stroked Zeki's soft coat, he began to speak softly to her and smile.

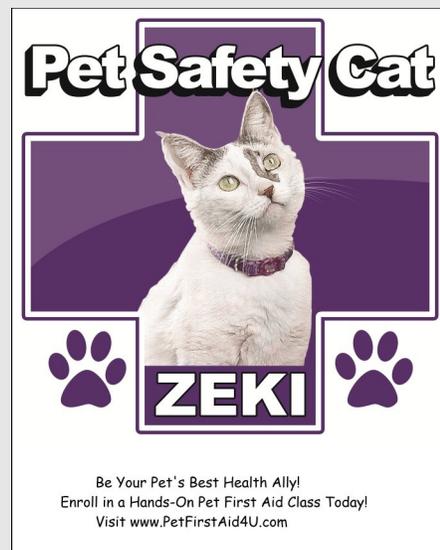
* Meeting Hall of Fame pitcher Orel Hershiser at SuperZoo. He was autographing baseballs to admirers and personalized one for Zeki and commented: “I do believe this is the first time I autographed a baseball for a cat.” Zeki showed no outward excitement.

* Tracking down a sweet senior named Edwina in Dallas with the help of Zeki's foster parent, Dusty Rainbolt. Edwina and her sons heard painful cries from under a porch and discovered a bloodied Zeki after being attack with a hunting knife. Despite being on a fixed income, she wrote a check for \$1,000 to help towards Zeki's medical bills. Zeki and I were able to present her with flowers and thank her in person a few years later.

* *Hanging out at home with the other members of our Furry Fab Four: dogs, Chipper and Cleo and her older feline sib, Murphy — with regular visits from her canine cousins: Stanley, Buddy, Jeanne, Maddie, and Gracie.*

I have had cats all my life, but Zeki was special in so many ways to so many people, cats, and yes, even dogs. This petite Turkish Van mix had a special way of bringing joy out in others, including a few who confessed that they “never liked” or “never really understood” cats until they met Zeki — and they looked forward to each time they got together with her.

(continued)



For the past two years, Zeki was a headliner at the Cat Writers' Association annual conference. Zeki assisted Arden with presentations and the pet first aid course. Zeki also wowed conference attendees such as Jackson Galaxy, who was one of her many special CWA friends.

IN TRIBUTE TO ZEKI THE COOL CAT *(continued)*



Zeki performing CPR

For the past few months, Zeki's health declined. She lost weight, became blind, and then had difficulty breathing. We made frequent trips to our veterinarian, consulted veterinary specialists. Despite ultrasounds, comprehensive and repeated blood and urine testing, various medications, and lots of love and prayers, we could never pin down what she had. Lymphoma, rabbit fever, and histoplasmosis were among the top contenders behind her mystery disease. Please forgive me for not posting her medical woes publicly as it has been a very emotional roller coaster ride for me and my pets. We were blessed to have a core of friends during this time, including Dr. Lorie Huston, Nedra Abramson, Jocelyn Shannon, Mark Winter, Cathy Conheim, Dan St. James, Flo Frum, Jill James, and my family – Deb, Kevin, Karen, Alicia, Chrissy, and Andy.

My ache due to her passing is beyond words. So, I try to focus on the gift that was — and always will be — Zeki. I selected that Turkish name because it translates to “clever and courageous.” She was both. Zeki loved, loved, loved deli turkey and knew a fresh supply was always in the refrigerator where she would “guide” me often.

She drew admiration and astonishment from many of our pet first aid students due to her leaping up on the demo table on cue, permitting strangers to brush her teeth, check her capillary refill, and wrap her in a towel like a purr-ito. She taught classes in yoga studios, homes, and even dog boarding kennels and never hissed once at a dog startled to see a cat in a canine hangout. And forever in my class presentations will be a short video clip of her doing chest compressions on a stuffed demo dog to illustrate that even cats know how to perform CPR.

Some cats live nine lives. Zeki lived 18 lives — plus. She taught me many life lessons, including to live in the Me-NOW. For those of you fortunate to have a special pet in your life — the one we refer to as “heart dogs” or “heart cats,” remember to celebrate each and every day you get to spend with them on this planet.



Sending hugs, tail wags, and purrs,
Arden,
Chipper,
Cleo,
Murphy,
and our new kitten, Casey Ω

Photos and text © Arden Moore



Photo by BJ Bangs

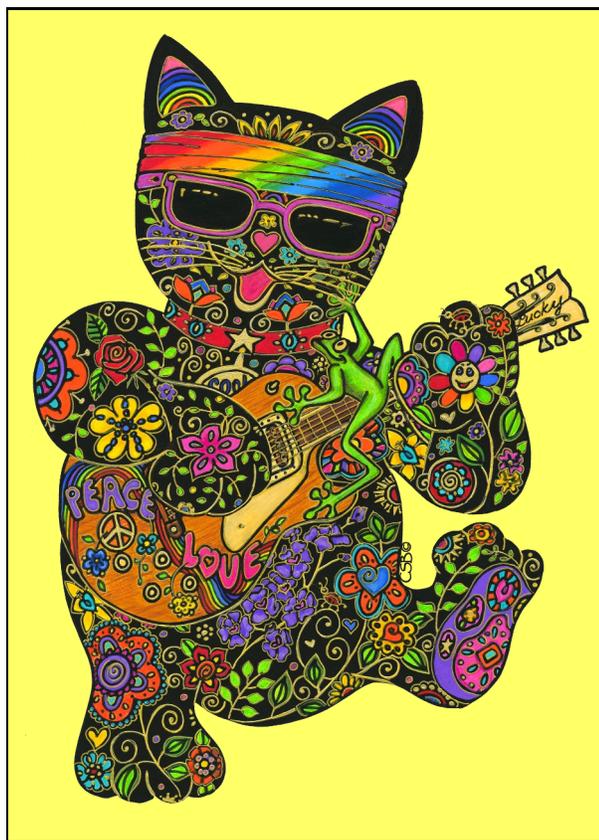
*Presenter Arden Moore
with Cat Ambassador Zeki
and Jackson Galaxy, star of
Animal Planet's My Cat from
Hell, seen here together at the
2012 Cat Writers' Conference.
Zeki was one of our own.
Condolences to Dusty Rainbolt,
who rescued her, and Arden,
who loved her and helped Zeki
touch so many lives.*

Rub my belly. No.
 Changed my mind. Scratch my chin. No.
 Now rub my belly.



Cats = Works of Art

HAIKU BY CAT: CHANGE
 © Susan Willett
 See more of Susan's Haiku by Cat
 at Life with Dogs and Cats.



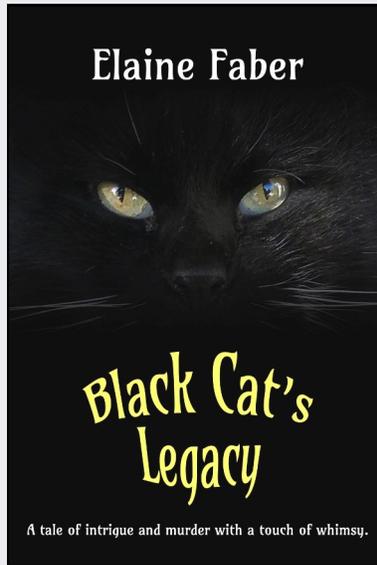
(Left) COOL CAT. (Right) HIPPIY CAT (from the Lucky Black Cat Collection of POP Art with Cattitude)
 © Carole Stevens Bibisi
 Carole is at caroleart@hotmail.com; her website is www.ArtHarmonyCreations.com.

WHY I WRITE

By Elaine Faber

If 100 people were queried, at least 75 of them would claim that someday they plan to write a book, most likely a memoir. The remaining 25 likely would admit, humbly, that though they may *never* get around to it, and the world will be the lesser for it, deprived of reading about their fascinating lives, they could if they wanted to. The thousands of hours required to write, edit, and format a book is irrelevant. Yet a frightening number of books DO get published every year. Most are available on Amazon where they are buried as deep as a *sticker in a cow plop* among a million other books. Occasionally, one actually sells!

Now, I've become one of those people who decided there was a book in me that the world would be the lesser for, did they not delve into its pages. After about a skillion hours of writing, editing, and rewriting, my novel was available for sale to the millions of folks clamoring to be amused, entertained, charmed, and delighted by my scintillating characters. In this yet-to-become a New York Times Best Seller, there is a cat who, with his ancestors' memories of the murder, wants desperately to help the inferior humans solve a cold case murder. . . . Well, it's quite a ride involving jealousy, unrequited love, a smattering of downright stinkerisms and a cat that is appalled that these *no-good-niks* can't understand a clue when he puts it



right under their inferior noses. And yes, it's available on Amazon for only \$3.99 (<http://tinyurl.com/lrvevgm>).

So, why do I write when the hours are long, the glory is nonexistent, and the financial rewards are few?

I guess I write because the characters in me are screaming to get out and even if I don't have a Best-Seller, folks who read **Black Cat's Legacy** come back and tell me that for just a little while, they are able to leave their troubles behind, travel to a little resort town, and experience my make-believe world where the good guy wins. For a few hours, they frolicked through the pages with a cat on a mission to help solve a murder. Then my friend

says, "I loved it. When is the sequel coming out?"

That's when I know. That's why I write. That's why it's all worth it. Ω



Elaine Faber is a member of Sisters in Crime, California Cat Writers, and Inspire Christian Writers, where she volunteers as an editor for their annual anthology. Her stories have appeared in multiple magazines and anthologies. Elaine enjoys talking about her debut novel, Black Cat's Legacy, on mystery panels and at book signing events. The sequel, Black Cat and the Lethal Lawyer, featuring Thumper, a cat that plays "cat and mouse" with murder, will be published in the fall. Find more of Elaine's stories on Facebook and at www.mindcandymysteries.com.

*"If you're chasing a dream,
don't stop until you cat-ch it."*

*—Niki Andersen,
What My Cat Has Taught Me About Life*

Yancha, the Quadripartite Cat

By Toni Eames

Two-and-a-half years ago when my nursing home closed for my four elderly cats, I told friends I would not consider adopting a kitten. I wanted an older cat with an established personality. But we don't always get what we want! So not long after, I could not resist the charms of a three-month-old totally blind kitten I named Meadow. Then, a scant two weeks after this loving girl entered my family; I fostered a four-month-old kitten whose family's home had been badly damaged in a fire. To my surprise, we quickly bonded, and I was beyond thrilled when they did not want him back!

I changed his name from Meow to Yancha, Japanese for playful.

Unlike calm Meadow, Yancha was, and still is, the stereotypical curious cat, getting into drawers, cabinets, and closets. When I moved into a new house, an orange-and-white Yancha popped out of every box I emptied!

He and Meadow had already become great friends, wrestling and grooming one another. Now in their new surroundings, Yancha mentored Meadow, giving her the confidence to explore the new house and to climb the cat trees.

Not always fond of his role as cat, Yancha tries to be one of the dogs. He lives with a Cockapoo, my working Golden Retriever guide dog Adora, and my late husband's retired guide dog Latrell. When I pick up the harness and call Adora to come for a walk, Yancha is often the first animal to thrust his head into the strap! If I thought he'd sit still, I'd love to take him with me someday. If I call the dogs to the back door to go out for a relief break, Yancha comes running to be first

in line. I train my cats to be indoors only, but since Yancha is part dog, he thinks he should go out back with his pack! If discouraged from the door with a squirt bottle, he seems to unfurl hidden angel wings and fly across the room to achieve his goal of joining the dogs. In the yard.

But for me the most endearing aspect of this paper-shredding, knickknack-dropping, food-stealing, and wire-chewing active feline/mentor/canine-angel, is his nightly transformation... The bedtime ritual is to herd the Golden Retrievers and Yancha into my bedroom and close the door. The dogs prefer to sleep on the floor, and Meadow usually comes in and joins them in the middle of the night when I take a bathroom break. But Yancha is a full-fledged bedmate. He immediately settles under the blanket with me with our heads meeting on the pillow.

After patting my face with his soft paw and offering a few licks. He turns and presses his back against my chest, when I turn over, he readjusts his position. We stay together all night until he hears my housemate

get up to feed the other resident cats. Then Yancha's passion for cuddling with me vanishes, and my little angel reverts to his mischievous, mentoring, dog pack-loving daytime self – and he's gone in a flash!

I may have gotten more than I bargained for, but I adore my four-part boy! Ω



Toni holding Yancha, with Meadow nearby as always. Clever Yancha plays many roles in Toni's household.

Toni Eames is the co-founder and president of the International Association of Assistance Dog Partners and the award-winning author of many books and co-creator of a new Assistance Dog DVD, *Partners in Independence*.

Kitten, my kitten, soft and dear,
I am so glad that we are here
Sitting together just us two,
You loving me and me loving you.

– Marchette Chute, "My Kitten"

"The smallest feline is a masterpiece."
– Leonardo da Vinci



A Couple of Reasons I Have Peed on Your Stuff

By The Sundance Kid
As Told to Michael Ray, DVM

I was asked by a dear human friend of mine to address this topic from a cat's point of view. He pointed out to me how many humans poorly understand the basic elimination needs of their pet cats. Since he feeds me great food, I will oblige his request this one time. I will first tell you what should happen in the box if your kitty is content and happy.

You need to actually watch your kitties go into the box for this discussion. Can they get in the box easily and turn around both ways to find a good spot? Do they actually engage the litter, digging to prepare a hole for elimination? Then, they should eliminate in the hole dug and most importantly cover the elimination up by again engaging the litter to cover the mess. If they will not engage the litter in burying behavior, you have made a poor choice of litter. And if you find a litter with which they will consistently bury their elimination, you may have solved your soiling problem.

The most commonly successful type of litter is very fine sand, clumping rather than not clumping, and, most importantly, unscented. Scented, odor control, and multiple cat formulas are all very bad human ideas that may give us a very valid reason to not bury our poop and urine. Burying our elimination is an innate behavior, not learned. If kitty has not buried for long enough without a human response, they are left no choice but to poop very near the box but not inside the box! So there is one of reasons I have peed on your stuff. If the litter box and/or litter chosen is not allowing a normal process in the box, look out!

By directly observing me in the box, you can gain very valuable insight on my opinion of your litter and litter box choices. How many people have honestly taken the time to even try to observe the process when kitty is in the box? You know your kitty comes to visit you when you are toileting, right? But not all kitties will allow easy observation during this vulnerable time. Many curious humans have even had to set up a filming situation with the litter box. All curious humans should immediately check out a great website www.litterboxguru.com. It is informative, comprehensive, and written in a way that makes people think about litterboxes.

Also don't put the litterbox by a loud dryer with a buzzer, or limit us to too few boxes for the space or the cat density that we live in. In short, think about what works for kitty unless you want us making executive decisions on where to eliminate. If you have unrealistic expectations about the box, or boxes, that is another reason your stuff might get peed on.

In closing, you can simplify a very complex argument by thinking like a cat. If the inappropriate elimination is near the box, but not inside the box, the human has usually chosen an undesirable litter or an undesirable box. The other large category is when the inappropriate elimination is nowhere near a box. This is more common in multi-storied homes, or those with large square footage. It is also much more common in multiple cat homes. We kitties are often exhibiting "litterbox-seeking" behavior. And in many of these cases, the elimination is only inappropriate from the human's point of view. If you have too few boxes, or do not have at least one on every level of the home, then things like beds, couches, laundry baskets, and even clothes on the floor (especially in piles) can all serve as excellent litterbox substitutions! And if these "inappropriate elimination" choices are bumming you out, then listen to what kitty is telling you. Once a general area has been chosen by kitty for elimination, compromising by placing a litterbox there is often the only solution. Kitties live in the here and now and do not make elaborate plans about elimination behavior. We kitties are a primal bunch making mostly predictable decisions. Not enough litterboxes for the size home and number of cats – that is possibly the biggest reason that I have peed on your stuff!

I hope my advice helps everyone think a little more *inside* the box! Ω

ordered the tuna
minutes later, still waiting
service here is slow



HAIKU BY CAT: ABIDE © Susan Willett
See more of Susan's Haiku by Cat at Life with Dogs and Cats.

Goodbye to My Greatest Cat of All Time: Delilah “FlippyQueen” Ray

By Michael Ray, DVM

On Sunday, August 10, 2014, in the late morning, the Greatest Cat of All Time left this world in her human Daddy’s arms. Her old cat body was tired, and had to go back home. She was born in April 1993, in Gainesville, Florida. Her kitty mama was owned by two 18-year-old ladies, and they were less than responsible. Kitty pregnancy was the result. I wound up with a kitten because I lived next door. As the “older” guy in the building (because I was in graduate school), I felt the need to be the responsible one. How responsible is highly debatable, as I was only 22 years old myself!

When I first saw the pregnant queen roaming outside, I said I would take a kitten once they were born. Since I was in vet school, I was awoken one night to actually observe the birth. From the girls’ perspective, I was there in case something went wrong. Thank goodness it was an uneventful birth, since I was only in my first year of vet school and I was really versed only in anatomy. Hey, the kitten and I grew up together! I picked her out the night she was born! One kitten was the prettiest by far. She had a white streak down her blue nose, and I decided she was the one. I wanted to name her Delilah because I knew she was a boss lady, even though she was just a newborn.

Delilah remained with her kitty mom for about six weeks. During those weeks, since I lived next door, I noticed that one kitten was much louder than the others. And yes, that was my girl, who brought that extremely robust meow over to my house when she moved in. I already had one other girl kitty, so Delilah’s start at my house was tough. She had to hole up in my bedroom for the first few weeks. She started sleeping on my chest, but was reluctant to be held – a pattern that lasted 21-1/2 years.

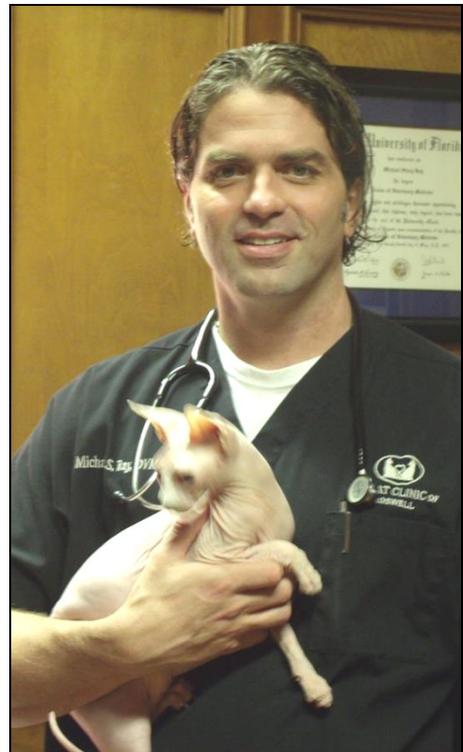
When my elderly Delilah got sick, I knew there was a problem because she had not slept on my chest for three nights in a row. At the clinic, Delilah was found to have a significant exacerbation of her pre-existing kidney disease. Unfortunately, for our story, it was the beginning of the end. Of course we tried to get her kidneys to respond, but they did not bounce back this time. As tough as it was, I decided to let her go the day before writing this story, and she was euthanized in her house, as we snuggled.

Now, going back to Gainesville... I used to work for a great professor of anesthesiology during my tenure at the University of Florida. I asked him if we could spay Delilah, and he said yes. I anticipated that this would mean I would assist him and hold things while he worked. I had seen the doctors I worked for do the operation, and had read about the procedure in a textbook, but had not had any formal surgical training. When I showed up in the lab, the doctor looked at me and said, “Scrub up and I’ll watch you.” I had always been confident, but this was ridiculous! As the years went by, I often reflected on how beginner’s luck must have been on

my side. Or maybe it was just that this was the Greatest Cat Ever, and nothing could mess that up. I take no credit for the fact that things did not go wrong that day.

Delilah paid me back with lots of love for over two decades. She saw me through a move from Florida to California, and then from California back to Georgia nine years later. She helped me pick out my girlfriend, now my wife of 16 years. She was around for the dramatic change when my children arrived nine and six years ago. And she was around for the realization of my professional dream of owning a cats-only hospital. So when Delilah told me that fated weekend that she could not go on anymore, I just cried and thanked her for all her help. And I realized that the best cat ever needed me to help her this time. I will miss you, baby girl, and thanks for all the love!

Some people who know me also knew Delilah. They know she taught me the robust meow I use when greeting cats at my clinic. They know she taught me all the rules of living with a real Queen of Cats. She taught me all the rules for feeding cats and medicating cats, and most of all she taught me the joys of cat companionship. Cats are the best – and she was the best of the best! Ω



Michael S. Ray, DVM, is the owner of the feline specialty practice The Cat Clinic of Roswell, Georgia. He blogs at FelineDocs.com.

JEFFREY: FROG INTO PRINCE

By Rosie Sorenson

When I first laid eyes on Jeffrey, a giant streak of a black cat with a bloodied ear, I thought, *My God, that's the most feral cat I've ever seen*. In fifteen years of taking care of a colony of homeless kitties, I'd never encountered such a fierce-looking, junkyard dog of a cat.

I had no idea where he came from or how he happened to show up in the parking lot near the small lake where I tended my colony.

At the first sight of me, he dashed in a fury toward the storm drain at the end of the parking lot and disappeared. After several days of watching him slip under the cement grate, the name "Draino" popped into my head. Not very original, I admit, but apt. So, "Draino" he became for the next several months.

The lake, nestled in a woody canyon of about 40 acres, had around its perimeter a blacktop path where the cats grouped themselves equidistantly into 3 different "suburbs": the Buster Hollow Gang, the Pump House Gang, and the Parking Lot Gang. Over time, I noticed that the residents of one suburb never strayed from their patch to visit another 'urb. You'd never find Buster, for instance, joining in the festivities at the Pump House Bend. Likewise, once Draino took up residence in the parking lot, he would never be seen touring Buster Hollow. Creatures of habit are these pussycats.

Each day when I fed the Parking Lot gang of eight cats, including Cutie-2, Bojangles, Tuxedo, the Professor, and others, I noticed Draino watching from a distance. By the time I reached the cement grate to leave him some food, he had already disappeared. This ritual continued for several months. Whenever he heard me calling for the kitties, he popped his head out from beneath the grate, but slipped back under as soon as I approached. His ear needed medical attention, I was sure of that, but there was no way I could get close enough to examine it.

Over the next several months, I noticed that instead of disappearing down the drain as usual, Draino now sat on top of the grate, staring while I fed the other cats. He was no longer so quick to run away when I approached with a handful of food.

Who is this creature? Where did he come from? What is he thinking?

I was surprised at how easily in the beginning I had dismissed Draino – just a "feral" cat, unlike my other sweet, friendly homeless, but civilized kitties. How easy it was to make a judgment, and a harsh one at that, about someone who seemed so wild, so desperate. I had unwittingly fallen into the trap of thinking that there are "good" kitties, and "not-so-good ones." My other kitties were "good," because they let me socialize them, they came when I called, and they were beautiful. Draino didn't measure up. I had disregarded him and hoped he would just go away. He apparently had other ideas.

Gradually, I began to feel guilty for calling him "Draino." It was not his fault that he looked like hell. Who knows what he'd been through in his short kitty life? I thought perhaps the name "Jeffrey" would be more to his liking. More Ritz Carlton, less trailer park.

Over the next many months, Jeffrey insinuated himself into the

group of eight. Those kitties didn't exactly hand out an engraved invitation, but little by little, hiss by hiss, growl by growl, they worked through their territorial issues.

Eventually, after more than a year, he started to come closer and closer to the feeding station. And, then: one day, to my shock, I bent down next to him and he let me lay my hand on his scruff. He froze, and for a few minutes allowed me to gently massage his neck. *This raggedy old cat is letting me pet him? How does this happen?*

The part of his brain that developed alongside humans around 9,000 years ago must have lit up when he saw the other cats enjoying my attention. *Maybe I could get me some of that*, he might have thought.

Now that he had become "Jeffrey," and was no longer "Draino," and he was letting me pet him, I could see in more detail his battered and bloodied ear. One day it looked like it was healing on its own, but the next, it was bloody again, probably from scratching.

His new status as Jeffrey ushered in with it a new moral dilemma which I'd not had to face when he was Draino: Do I spend time,

energy, and money to trap him and take him to the vet? And, who can I get to help?

The problem with having chronic fatigue and fibromyalgia pain, the gifts that keep on giving after a car accident, is that people so afflicted often look normal. I didn't look decrepit enough to need help, nor did I like to ask for it. Even though my body was racked, I still harbored an image of my pre-accident self as one of health and physical competence. I would go to almost any length to keep from admitting there was something I couldn't do. I was afraid that other homeless cat caretakers would think I was a slacker.

I had learned over the years of caring for homeless cats that there was within the feral cat community, a one-upmanship among certain of the trappers I met at the monthly clinics. "Well, I trapped 43 cats this weekend, how about you?" A Cat Lady's version of a pissing contest. Since the most cats I ever brought to a clinic at one time was two, I felt like a piker.

But, I couldn't not help Jeffrey.

I called my cat-loving friend, Katherine. We met in the parking lot where I set up the metal trap I had borrowed from Fix Our Ferals in Berkeley. We were a ridiculous sight on our fool's errand, trying to keep the other cats from entering the trap to snatch up the tuna I'd placed at the back, praying to the cat gods to usher Jeffrey into it. Some of the drivers entering the parking lot stopped and rolled down their windows to watch, some smiling, others staring at us as if to say *Who-are-those-crazy-ladies?*

Finally, the gods heard our pleas! Jeffrey walked in and sprang the trap. But we had forgotten to ask the gods to keep him there. In less than a nanosecond, Jeffrey backed out, leaving us with our mouths hanging! *Now, what?*

I called another friend, Ann Allen, founder of the Marin Cat Connection and cried Uncle! She thought her drop trap would be more effective for trapping Jeffrey. I could borrow it if I would drive the twenty-five miles to San Rafael and meet her. For a normal person, no big deal; for me, a very big deal, what with the sitting, the bending, the lifting. But, in for a penny, in for a pound. I gulped down some Advil and took off.

(continued on page 32)

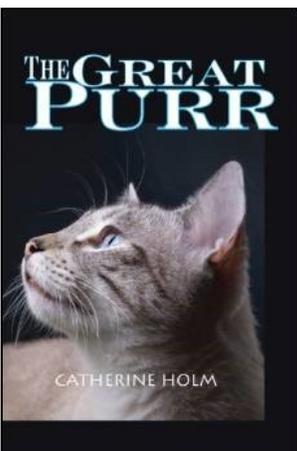


Bits & Bytes



Barbara (Bobbi) Florio Graham read “Cats vs. Dogs,” one of the humor pieces in *Mewsings/Musings* written from the cat’s point of view, at the annual reading night at Ottawa Independent Writers on June 26. Here’s the video taken that evening by a member: <https://www.youtube.com/watch?v=4HikrWKbcXY&feature=youtu.be>. Meanwhile, Bobbi’s second profile at the Cassell Network site is now live at <http://writerseditorsnetwork.com/featured-author-bf-bobbi-graham/>; these links on the site are permanent. Also, a goat in Kenya has been named Terzo, a gift from a member of Bobbi’s Private List. The goat will provide milk and baby goats to help a young orphan boy go to school. Last, but not least, Bobbi has had several new articles published. These are listed on the Media Room page of her website <http://SimonTeakettle.com/media.room.htm>. You’ll find Bobbi on Facebook, LinkedIn, and Pinterest. Check her website, <http://SimonTeakettle.com>, for lots of free information about publishing (and cats) and for the popular blog by Simon Teakettle, who has a Fan Club your pet can join.

Just one more thing: Joan Stewart, The Publicity Hound, who frequently ranks #1 for “free publicity” on Google, invited Bobbi to guest blog for her over the summer. The first of two blogs is at: <http://publicityhound.com/?p=27580>, and the second one at <http://tinyurl.com/nwfxw9r>. Joan was pleased; she asked Bobbi to become a regular contributor and introduced her in The Publicity Hound newsletter.



Catherine Holm’s first cat fantasy novel, *The Great Purr*, was released in June. In a northern Minnesota mining town, cats have always maintained the Great Purr, a force that holds the Real World, the UnderEarth, and the Spirit World together. But when the Great Purr becomes corrupted and threatens to destroy the world, the magical cats of Ironton must work together to prevent disaster. Can Karma use her exquisite sensitivity without it destroying her? Will Target harness his gift of focus

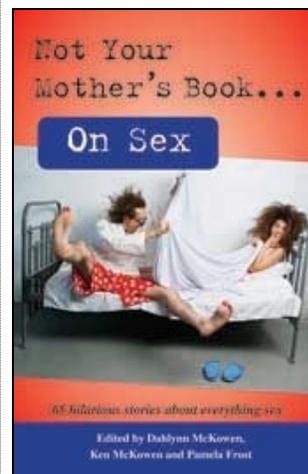
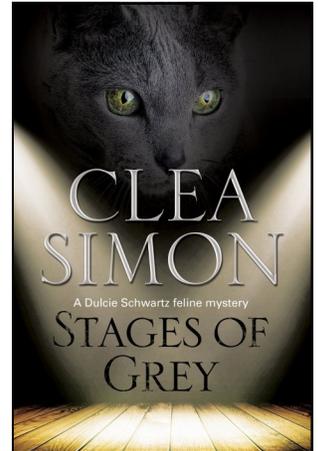
at the right time? And will sensual Kali be able to resist the temptation of the Evil that threatens to unravel The Great Purr? You’ll find the book at Amazon.com: [The Great Purr: Catherine Holm: 9780878397204: Amazon.com: Books](http://Amazon.com:Books). Catherine is the author of the memoir *Driving with Cats: Ours for a Short Time* and the short story collections *My Heart is a Mountain* and *Voice Lessons*. As Ann Catanzaro, she self-published cat

fantasy fiction chapbooks that are available on her website. Catherine is a yoga instructor, freelance writer, and regular blogger at catster.com. Find out more at catherineholm.com.

Mary Shafer, social media maven and author of several articles for our CWA newsletter, recommends a social media book that focuses on baby-boom-age professionals. Mary is hard at work on her own book, which will focus on social media just for writers. Here’s the boomer book:

<http://www.amazon.com/Boomers-Guide-Social-Media-Success-ebook/dp/B00LBNI0A2>.

Clea Simon’s *Stages of Grey*, which publisher Severn House is calling “a feline-filled academic mystery,” will be published in the United States in October (it is already out in the UK). This eighth installment in the Dulcie Schwartz mystery series follows the adventures of a literature graduate student and the various cats – both alive and in the spirit realm – who help guide her. You can find it [here](http://www.amazon.com) on Amazon.com.

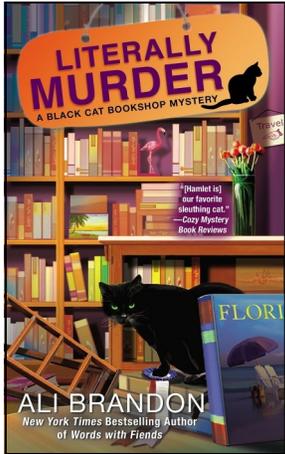


Rosie Sorenson has received confirmation that her story, “Cinderella and the Codpiece,” has been accepted for publication in the anthology *Not Your Mother's Book... On Sex*. Says Rosie: “It’s a humorous take on men and sex! (What other ‘take’ could there be?)” Pub date: Spring 2015.

The Mark Twain House & Museum presented an evening for cat lovers at the home of one of America’s most famous cat enthusiasts. It was MEOW-ZA! Cat Writers Come Clean, held on September 20. Three CWA-member authors did the honors. **Alia Zolan Nolan**, author of more than 200 titles including *Cat Confessions: A Kitty Come-Clean Tell-All Book*, *101 Reasons Why a Cat is Better than a Man*, and *Women Who Still Love Cats Too Much*; **Clea Simon**, author of 16 cat detective books including the Dulcie Schwartz Feline mystery series (*Grey Dawn*); and **Darlene Arden**, Certified Animal Behavior Consultant and author of dozens of cat and dog books including *The Complete Cat’s Meow* and *Beautiful Cats*, held a panel discussion on how to create successful feline novels. The free event was followed by a book sale and signing. The Mark Twain house is at <http://www.marktwainhouse.org/>.

(continued)

**Bits
&
Bytes**
(continued)



Diane Stuckart announces a new book that is coming out this month: *Literally Murder: a Black Cat Bookshop Mystery* by New York Times bestselling author Ali Brandon (who is also award-winning writer Diane A.S. Stuckart), published by Berkley Prime Crime. For details, see www.dianestuckart.com, www.alibrandon.com, and www.facebook.com/blackcatbookshopmysteries.

ADDRESS CHANGE

MEOW Editor Emeritus Betsy Stowe is in the process of moving from Pennsylvania to her home state of North Carolina. Please note her new email: calico2223@yahoo.com. More information will follow in the next issue.



LAYLA MORGAN WILDE AND TARA THE HERO CAT © Cat Wisdom 101

Layla Morgan Wilde, holistic cat behaviorist at [Cat Wisdom 101](http://CatWisdom101.com), and Tara the Hero Cat, LLC announce their partnership. Tara the Hero Cat is the latest celebrity cat known for her viral video saving a boy from a dog attack. Layla has joined the Tara team as their official cat behaviorist. See www.TaratheHeroCat.com and www.catwisdom101.com.

See you in Atlanta!

JEFFREY: Frog into Prince
By Rosie Sorenson
(continued from page 30)

I met her in the parking lot of Petco where she held her adoption events. She dragged over the huge drop trap made of white PVC tubing covered with netting. We emptied my trunk of all its junk and piled the contents into my back seat. After we hoisted the trap into the trunk, we tied down the lid with bungee cords and fastened a rag around the trap's bottom to alert other drivers.

Steve, my long-time sweetheart, bless his heart, met me at the parking lot near the lake. He set up the trap and then waited in my car while holding onto the cord attached to a stick propping up one end.

I called for Jeffrey, petted him a little, then backed away as he ducked under the trap to get at the tuna.



Steve yanked hard on the stick. Ka-boom! The trap flopped down and surprised the hell out of Jeffrey. I threw a blanket over the trap to calm him.

After Steve and I calmed down, we transferred Jeffie from the drop trap to the smaller metal one for transport to our vet. She examined him, cleaned his ear, gave him shots, and handed me some antibiotics. We drove him to the home of my friend, Irma. A former nurse who had been feeding these same kitties at dawn for twenty years, Irma had recovered many a kitty in her spare bathroom.

After several weeks of her exquisite care and another trip to the vet, followed by an additional week-long stay at Chez Irma, Jeffrey's ear had finally healed. Jeffrey's transformation from junkyard dog to sleek, handsome prince was now complete.

Which just goes to show: you can't judge a cat by his cover. Ω

Photo © Rosie Sorenson

WELCOME MAT



NEW MEMBERS *[member numbers in brackets]*

Keith Bowers [P759-14], 1649 Spruce Street, Livermore CA 94551; 510-913-4302; Email: Keith.s.bowers@gmail.com. Keith's expertise is in men who love cats, opinion/commentary, humor, the human-cat connection, and behavior. He is Senior Editor for Catster.com and Dogster.com. His sponsor is Dusty Rainbolt.

Suzanne M. Doute [A763-14], 8705 Thorntree Drive, Grosse Ile, MI 48138; 734-675-4020; Email: blkcatgal@gmail.com; Website: <http://www.island-cats.com>. Suzanne is a cat blogger. Her blog is "The Island Cats." Her sponsor is Debbie Glovatsky.

Belea T. Keeney [P756-14], 1201 Salem Church Road, Apex, NC 27523; 919-267-9308; Email: belea@beleakeeny.com; Website: www.beleakeeny.com. Belea's interests are big cats, tigers, lions, leopards, and other exotics; also, general horsemanship, English equitation, and dressage. She's a lifelong cat lover who has been able to indulge her interest in both domestic and wild cats by writing about big cat refuges and rescue operations. She writes both fiction and nonfiction. She's the author of *The Tiger Whisperer* (JMS Books, 2014). Her sponsor is Wendy Christensen.

Bettina Krone [P754-14], 2105 Ellicott Drive, Tallahassee, FL 32308; 850-491-1300; Email: catlifefd@earthlink.net; Website: www.catlifefoundation.net. Bettina's areas of interest are cat behavior, grief, spirituality, self-improvement, cat care, and big and wild cats. She is the author of *Love Always: My Journey Through Grief* (Pelorian Digital, 2013). Her sponsor is Wendy Christensen.

Julie McAlee [A761-14], 4500 Bar Harbor Drive, Orlando, FL 32821; 321-297-1721; Email: Julie@CatsHerdYou.com; Website: www.CatsHerdYou.com. Julie is an author, geek translator, technical writer, and cat blogger ("Sometimes Cats Herd You"). Her sponsor is Lisa Richman.

Joanne McGonagle [P755-14], 149 McKinley Avenue, New Lexington, OH 43764; 614-530-0474 (home), 740-343-0073 (business); Email: joanne@thetiniesttiger.com; Website: <http://thetiniesttiger.com>. Joanne is an author who specializes in cat behavior, lifestyle, wellbeing, and cat products. She's a member of the Society of Children's Book Writers and Illustrators and the International Association of Animal Behavior Consultants. She holds a Master's degree in Zoology from the University of Miami's Global Field Program, where she is also an instructor. Her sponsors are Lorie Huston, Sandy Robins, and Janiss Garza.

Jeffrey D. Miller [A762-14], 3500 Dirksen, #5, Springfield, IL 62702; 217-415-3688; Email: Jjeffdmiller42@aol.com. Jeff is a book author and stray cat advocate. He's the author of the children's book *A Home for Bella*. His sponsor is Wendy Christensen.

Jennifer Niemi [A758-14], 36 Elm Street, Jefferson Pines, RR#6, Kingston, Nova Scotia, Canada BOP1R0; 902-765-6629 (home and business); Email: elsiepea-body@bellaliant.net; Website: www.nerissalife.com. Jennifer is a cat blogger and a mystery writer "in progress." She writes the blog *Nerissa's Life*, updated twice weekly since November 2011. Her sponsor is Layla Morgan Wilde.

Jocelyn Pedersen [P760-14], 5 Mockingbird Court, Norman, OK 73071; 405-823-7674 (home and business); Email: jp@greatwritingworks.com; Website: www.greatwritingworks.com. Jocelyn is a writer and photographer who specializes in Savannahs, Aphrodites, Blues (Russian Blue and Korat), and household pets. Her sponsor is Deborah-Ann Milette.

Vicky Walker [P757-14], 533 Ellsworth Street, San Francisco, CA 94110; 415-823-9235; Email: Vicky.walker@gmail.com; Website: www.catster.com, www.catster.com/author/vickywalker (author page). Vicky is the managing editor at Catster. Her sponsor is Dusty Rainbolt.

Welcome to CWA!

Quarterly Quote



"If there were to be a universal sound depicting peace, I would surely vote for the purr." ~ Barbara L. Diamond



MEMBER & MARKET NEWS

NEW COMPILATION OF DATA ON DOG ATTACKS

Steve Dale sent this news item regarding a compilation of data about dog attacks:

"I know this is a cat list, but personally many of you may have a dog and more important many of you also write about dogs.

"Dogs identified as pit bulls (though they are rarely truly that) are often maligned.

"Breed-specific bans were put into place to lessen dog attacks on people? Have they worked?"

"No surprise to anyone here – the answer is 'No.' We now have data to show this. I compiled that data with veterinary behaviorist Dr. Sagi Deneberg. We co-authored the American Veterinary Society of Animal Behavior new position statement on BSL.

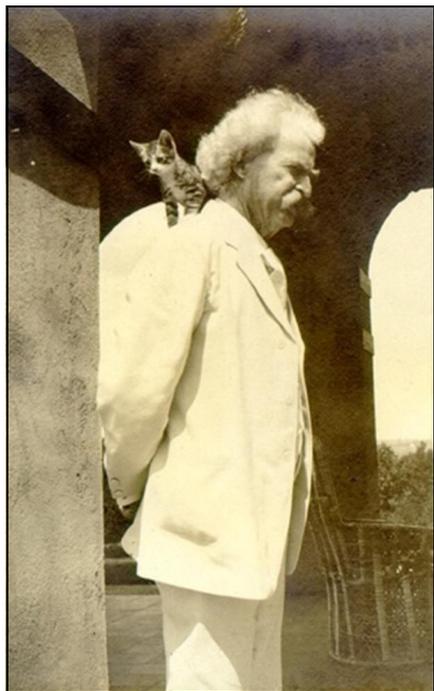
"We have about 40 citations, and could have used many more to write the paper. So, this paper isn't based on my views or emotion, but on facts.

"I know when I have testified regarding BSL, if I had all the info in one place – it would have been very helpful. As pet experts you can become involved. You can proactively speak to public officials and use this position statement, and if your community does consider BSL, you now have superb ammunition.

I know this paper will save lives. I hope you share it. I hope you promote it. I am available to talk with you, and so is Dr. Denenberg, and the AVSAB President Dr. John Ciribassi."

The position statement is free, here: http://avsabonline.org/uploads/position_statements/Breed-Specific_Legislation-download-1.pdf.

Steve is at www.stevedalepetworld.com and <http://www.chicagonow.com/blogs/steve-dale-pet-world/>.



"A home without a cat — and a well-fed, well-petted and properly revered cat — may be a perfect home, perhaps, but how can it prove its title?" — Mark Twain

PET360 AND PETSMART ANNOUNCE A MERGER

Pet360 Inc. and PetSmart, Inc., have announced a merger. The announcement by Yvonne DiVita, co-founder of BlogPaws in 2009, was **forwarded to us by Amy Shojai**. Yvonne wrote as follows:

"A few of you have contacted me to ask, 'What does this mean for BlogPaws?'"

"Let me first say I respect our long standing relationship and the value we provide to the community of pet parents everywhere – using our voices to educate and inspire. I am personally very excited about this announcement, as it will increase our ability to continue to do the good work we have been doing by leveraging a larger platform, when appropriate.

"You have my word that I am working with the team at Pet360 to continue business as usual. We will continue working with you on programs, creating the best conference on the planet for pet bloggers everywhere, and supporting your needs to grow and improve in the skills you need to be a better blogger.

"What I want you to know is that Pet360 and BlogPaws are excited about this opportunity. We have always been about the pet parent – we are still about the pet parent, about sharing the right content via the variety of channels open to us. Your role is important. Your participation is important. Because, not only are all of you pet parents, but many of you are bloggers, and as such, you are the voice of today's pet parent. You will be instrumental in helping us continue our strong and positive support of pet parenting" today.

I wanted to send this right away and I am available to hop on the phone, if you feel the need to chat. You may also email me, as I know many of you prefer email. Just know that I am here for you. My direct line is 720-442-7148 and my email is yvonne@blogpaws.com."

Enter a New Writing Competition:

The Freddie Award for Writing Excellence

Diane Stuckart shared this news about a new writing competition that may interest our members. If you have an unpublished cat (or other subgenre) mystery manuscript and want feedback, this is for you. The deadline is October 15, so you still have plenty of time to enter! Published mystery authors are needed as judges. Here is the press release:

"The Florida Chapter of Mystery Writers of America (FMWA) is proud to announce its first Freddie Award for Writing Excellence. Designed to recognize outstanding unpublished mystery writers and novels, Freddies will be awarded to winning contestants in two categories, **HARDBOILED** and **TRADITIONAL**.

"Submissions will consist of the first 20 pages of an unpublished mystery manuscript. Judges are published authors, and the top five entries in each category will be read by an acquiring editor or agent. Freddie winners will be announced at Sleuthfest 2015, February 26-March 1, in Deerfield Beach, FL.

"Entries may be submitted electronically. Deadline for the contest is October 15, 2014. The entry fee is \$20 for FMWA members, \$25 for Mystery Writers of America (MWA) members, and \$30 for non-members.

"Score sheets will be used and judges will be encouraged to comment on the manuscripts.

"To enter the contest, go to: <http://mwafloida.org/contest/>. To learn more about MWA or Sleuthfest, visit our chapter site at <http://mwafloida.org/>.

"For further information, or to volunteer as a judge if you are a published mystery author, contact Diane A.S. Stuckart at diane@dianestuckart.com."

STRAYS, THE MUSICAL: A Dream Come True

By Amy Shojai

The CWA has been a part of my world for 20+ years, and has inspired my writing life and fed my creativity like no other organization. That's why I feel so strongly about sponsoring the SHOJAI MENTOR AWARD and donating my time to this organization. CWA creates careers, and launches dreams. And one of my dreams is about to come true.

As a pet writer, I wear many furry hats. I've written more than two-dozen nonfiction books, authored a thriller series that features an animal behaviorist and trained cat, "voiced" my own audio books, and have written more columns and articles than I can count. I love working with pets to stem behavior problems as a certified animal behavior consultant, but my undergraduate degree was in music and theater. And on November 6, 7, 8, 2014 (the weekend AFTER the CWA conference) my career reaches a new milestone.

STRAYS, THE MUSICAL will be performed at the Honey McGee Playhouse in Sherman, Texas. Join the Facebook Group to stay up to date and (eventually!) see video of the show. Here's the URL: <http://tinyurl.com/m8tjhs>. You can read some of the lyrics and listen to a few samples here: <http://amyshojai.com/plays/strays/>.



Photo by B.J Bangs

Amy got rave reviews when **STRAYS, THE MUSICAL** debuted at recent CWA conferences.

Last spring, my co-writer Frank Steele and I invited four actor friends to perform a "staged reading" at a local theater, and received great audience feedback. As a result, yet another song was added – GOTCHA DAY – as well as several scenes. A middle-school choir teacher in attendance requested permission to have her class perform the song NORMAL. As a result, the class learned why pets act "bad" and effective ways to fix problem behaviors – they explained this to the audience during their concert! – and also collected donations for a local rescue. Wow!

STRAYS, THE MUSICAL feels like a marriage of all my passions: writing, theater, music, and pets. In fact, CWA helped birth STRAYS last year in a preview performance – and now there are 12 fully orchestrated songs in this full-length 2-hour show. **STRAYS, THE MUSICAL** explores furry foibles from the *PETS'* point of view. The actors give voice to a variety of cat and dog characters in this hilarious – and often moving – musical review "drama-dy" that seeks to edu-tain audiences about normal pet behavior while honoring the bond we share with them.

Why a play with actors portraying cats and dogs? Only a small percentage of pet parents seek out books or one-on-one advice to help their cats or dogs. But if I can edu-tain them in other venues – on my blog, or newspaper column, or even a thriller (of all things!) maybe a pet/owner relationship will be saved. Maybe, just maybe, that will make a positive difference. While many of my theater friends love cats and dogs, many more might never find out this information any other way. STRAYS is one more way to reach the audience, through song and dance and theater. Then the actors and audience will pass it forward.

On September 13, Frank hosted a workshop for students and adults interested in the show – all ages from 9 up welcome, all shapes and sizes and experiences. Auditions will be held in late September, and rehearsals run all of October to prepare for the November performance weekend. Here's the blurb going out to area schools this fall:

*What HISSES you off or makes you HOWL about your special pet? Channel your "inner cat or dog" during the **STRAYS, THE MUSICAL** workshop September 13 from 10:00 to noon. Learn pet-centric music, from litter box blues to a-mews-ing rock-and-roll and feline gospel. Show off your best pet Beat-box and Rap. Shake your puppy tail to the dawg-gone beat, display your kitty ballet moves, and read funny or sensitive scenes from the script. Love backstage techie stuff? Join the pack! The fur will fly at the September 22-23 auditions – and we want to adopt you to be a STRAY!*

It's our hope that **STRAYS, THE MUSICAL** will help every stray out there to find a forever home and celebrate their own Gotcha Day. We plan to offer the show to be used as a fundraiser for rescue and animal welfare organizations – the family-friendly script and score seem perfect for community, regional, and college theaters and more – so stay tuned!

Now I have a challenge for you: CWA members and other pet lovers/cat advocates can think outside the litter-ary box to reach a new audience. That's good for writing, and good for pets. What could be more purr-fect? Ω

*Amy Shojai, CABC, is the co-founder and past president of the Cat Writers' Association, an IAABC Certified Behavior Consultant, and the author of 27 award-winning pet care books, the *Bling, Bitches & Blood Blog* (AmyShojai.com), and two thrillers: *LOST & FOUND, a Thriller* and *HIDE & SEEK, the Sequel*. For details, see <http://www.SHOJAI.com> and follow Amy on Facebook and Twitter. She's also the co-writer of **STRAYS, THE MUSICAL**.*

The Cat's MEOW

Seeking a View from on High

By MEOW Editor Karen Payne

Autumn is here! You know what that means, of course — it's time for the fabulous CWA MeowWorld Conference in Atlanta. Time for those crazy cat costumes and bag-stuffing fun with new and old friends in our cat writers' group. Time for CWA Kittens (newbies) to meet the clowder. Time for seminars and book signings. Time for your sparkliest duds and the CWA Awards Banquet. Time to celebrate!

I wish I could be there, but, alas, must once again sit out the festivities as I'm in a situation that seems impossible to resolve.

Last spring I rescued a cat for TNR who turned out to have an incredible resemblance to the famous French poster Tournée du Chat Noir. Known as Roger Federer Jr., then Roger Rabbit, and finally Roger Le Chat Noir, this cat is a medical train wreck. He had diarrhea crusted all over his skin (the vet who initially saw him thought he had mange; he didn't), and he has since been diagnosed with IBD and pancreatitis. Gripped by a respiratory illness caused by accidental exposure to another cat in the home where he's fostered, he stopped eating for 12 days and turned diabetic; he was on sub-Q fluids for a month. Now he requires insulin shots twice a day.

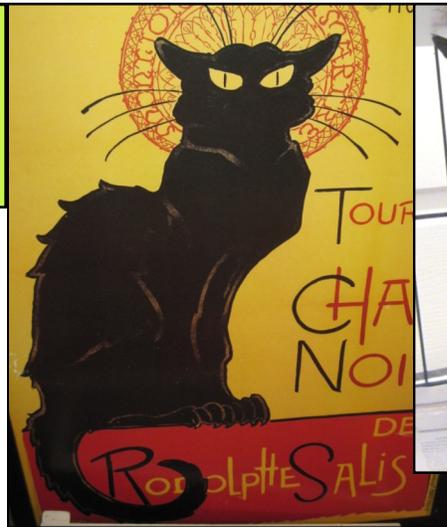
As this situation unfolds, to the tune of thousands of dollars and exhaustion on my part because I must travel to his foster home twice a day to care for him, I have become increasingly stressed. Stephanie Piro's cartoon on this page speaks to me. Grrrr! Right now I can't go to see my ailing, elderly mom in Texas as I haven't found a way to secure Roger's care without risking his life (and going to our conference is out, too — boohoo!).

In this extremity of emotional and financial need, I'm turning to every spiritual and earthly resource I can think of. One of the most comforting is a book I've had on my shelves quite a while: *What My Cat Has Taught Me About Life: Meditations for Cat Lovers*, by Niki Anderson.

Keep an overhead perspective. "Climb a tree. The view is better from on high." ... "Dear God, help me avoid tunnel vision. Remind me to survey my world with the broad perspective of a sky view. Amen."
—Niki Anderson, *What My Cat Has Taught Me About Life*

I'm doing my utmost to stay true to myself and my lifelong devotion to helping people and cats. Several times I've thought Roger was not going to make it. Other times I've thought that this is a matter of his life or mine. But I could not do anything to harm, or give up on, a cat who so clearly wants to live. Before his rescue, Roger's throat was slashed — he has terrible scars — and his jaw was dislocated. Abuse, car accident, or both? It's a miracle he has survived. And he's gone through a few more of his nine lives while in my care. Yet, despite his travails, Roger is a real sweetheart.

As in Rosie Sorenson's wonderful story in this issue about her rescue cat Jeffrey, Roger can't be judged as unworthy to live — quite the contrary. He is truly an admirable survivor.

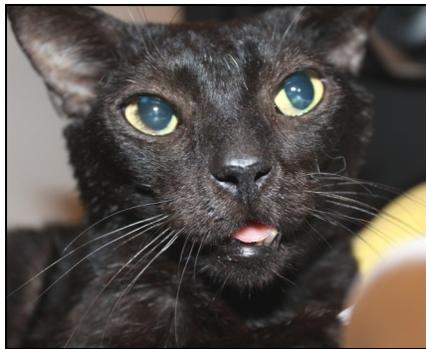


Roger Le Chat Noir Then

Everybody deserves to be rescued. "Never ignore a cry for help."... "Dear God, don't let me judge a person's worth before launching a rescue. Amen."
—Niki Anderson, *What My Cat Has Taught Me About Life*

Until I find solutions for Roger's short- and long-term care and find a way to get out of town to care for my mom, I'm also bearing in mind that only one perspective is likely to be helpful, and that's the view from a higher plane. Things happen for a reason. I hope for better days for Roger, for me, and for my mom.

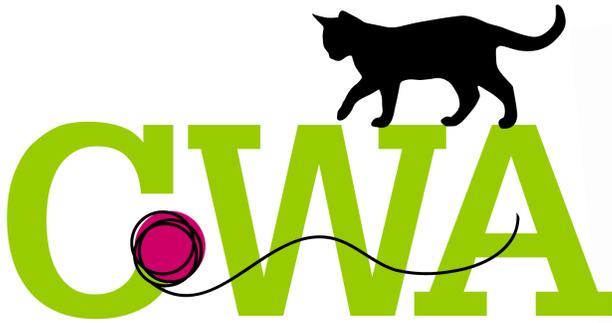
And now, in the words of Ludwig van Beethoven, introducing the famous setting of Friedrich Schiller's "Ode to Joy" in his Ninth Symphony, "O friends! Not these sounds! But let us strike up more pleasant sounds and more joyful!" Please listen, y'all — be sure you get to our 2014 CWA conference in Atlanta, and have a little extra fun for me. I guarantee that at CWA's memorable MeowWorld conference everything will be peachy, and you'll forget any troubles you may have, at least for a while! It will be the cat's meow! Ω



Roger Le Chat Noir Now



© Stephanie Piro



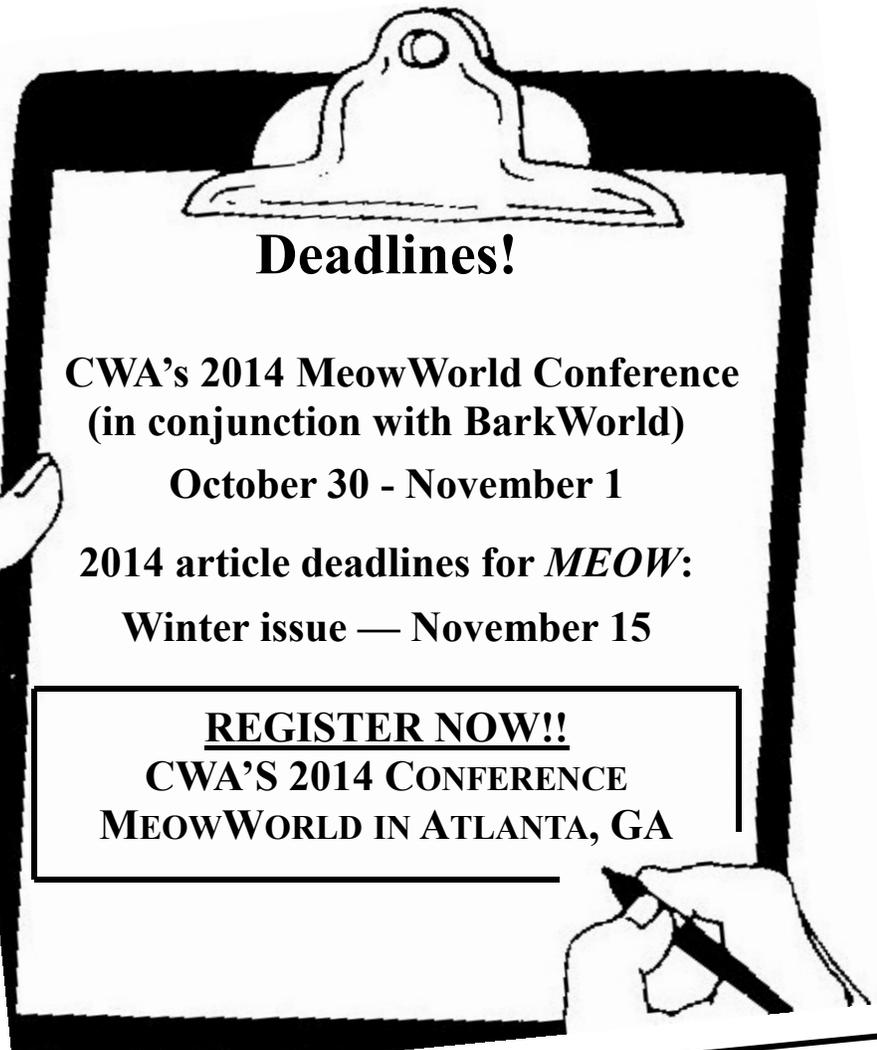
CAT WRITERS' ASSOCIATION

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

Send all CWA-related email inquiries to
wendy@wendycats.com

CWA has a new website and blog:
www.catwriters.com

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Deadlines!

**CWA's 2014 MeowWorld Conference
(in conjunction with BarkWorld)**

October 30 - November 1

2014 article deadlines for *MEOW*:

Winter issue — November 15

REGISTER NOW!!

**CWA'S 2014 CONFERENCE
MEOWWORLD IN ATLANTA, GA**

"Mark" Your Calendars!

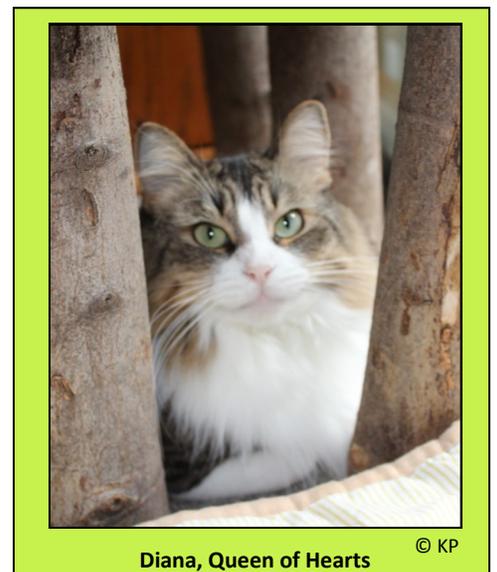
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First Class



Diana, Queen of Hearts

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