

Here's Your Preview of the Exciting Cat Writers' Association 18th Annual Conference Seminar Schedule Get Your Plane Ticket & Reservations, & Join Us for a Fabulous Weekend in New York

Friday Seminar Schedule (Subject to change)

How to Write an Irresistible Non-Fiction Book Proposal

Rita Rosekranz

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

RITA ROSENKRANZ started her agency in 1990 and has a full-spectrum non-fiction list (www.ritarosenkranzliteraryagency.com). Rita works with major publishing houses as well as regional publishers that handle niche markets. She looks for projects that present familiar subjects freshly or lesser-known subjects presented commercially.

Kiddy (& YA) Lit – All It's Scratched Up to Be

Ann Tobias & Thea Feldman

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

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

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

Finding Web Work

Speaker TBA

Is This a Bad Cat?

Beth Adelman

All too often, perfectly natural cat behaviors are labeled as "spiteful" or "acting out." Certainly, there are lots of ways to modify problematic behaviors, but a cat's got to do what a cat's got to do. What are the behaviors cats can never give up, and how can we learn to live with them? (I'll also include some advice about how to find cat behavior experts with real expertise to interview.)

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

Using Your Public Library to Write Your Next Award-winning Article

Florence Scarinci

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

FLORENCE SCARINCI has been a librarian for more than 30 years and has worked as an acquisitions, reference, and bibliographic instruction librarian in different types of libraries. She is a member of DWAA and CWA. She owns two dogs and is owned by two cats.

Editor Panel

Susan Logan (Cat Fancy), Wayne Barr (Barrons Educational Series), Steph Flanders (Tor/Forge), Diane West (New York Tails) and Mary Grangeia (TFH), Anne Simpkinson

SUSAN LOGAN is the editor of *Cat Fancy*, the world's most widely read cat care and lifestyle magazine. A veteran in print journalism with more than 20 years of experience, she has devoted the past 10 years to pet and veterinary topics at BowTie Magazines. During her seven-year tenure with *Cat Fancy*, the magazine has received five Muse Medallions™ in the national magazine category, and Logan was awarded the Muse Medallion™ twice for her monthly column. A life-long pet lover, Logan is the proud mom of 2-year-old Maine Coon mixes, Madison and Sophie. When she isn't writing and editing, Logan enjoys singing, running, and hanging out with her two-legged and four-legged family and friends.

WAYNE BARR is the acquisitions manager at Barron's Educational Series.

STEPH FLANDERS is an editor for Tor/Forge.

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

MARY GRANGEIA is an editor at TFH Publications, Inc.

ANNE A. SIMPKINSON is the online managing editor for Guideposts.com.

Research That Saves Lives

Margaret R. Slater, DVM, Ph.D.

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

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

Agents Panel

SORCHE ELIZABETH FAIRBANK (Fairbank Literary Representation), ANN TOBIAS (A Literary Agency for Children's Books, KATHARINE SANDS (Sarah Jane Freymann Literary Agency) and RITA ROSENKRANZ (Rita Rosenkranz Literary Agency)

WordPress 101

JaneA Kelley

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

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

Breaking into Other Genres

Speaker TBA

Topics may include travel, food, health, etc.; and From Nonfiction to Fiction.

(continued on the next page)

Preview of the Cat Writers' Association 18th Annual Conference Seminar Schedule (continued)
IT WILL BE PURR-IFIC — SEE YOU THERE!!!

Finding Yourself in the Cloud & Useful Things on the Internet for Writers

Bill Pflieger

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

First-Person Storytelling

Anne A. Simpkinson

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

ANNE A. SIMPKINSON, online managing editor of Guideposts.org, lives with Mimi, an 8-year old tuxedo cat. Anne joined the Web world in 1999 as senior producer of Beliefnet and went on to work at Prevention.com and WeightWatchers.com. In addition to her online work, she also leads writing, editing, and creativity workshops.

Podcasting/or YouTube for Writers

Speaker TBA

When Bad Things Happens to Good Writers

Minda Zetlin

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

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

Saturday Seminar Schedule (Subject to Change)

Vetting Veterinary Sources on the Internet

Lorie Huston

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

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

Writer’s Block, Procrastination, and Other Fun Things That Stop You from Actually Getting Stuff Done

Nancy Boyd

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

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

Build a Blog, Build Your Opportunities: Why Blogging Is the Most Important Writing You Can Do for Your Career

Caroline Golon

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

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

Medical Writing Strategies

Cindy Read

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

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

Medical Problems Can Involve Behavioral Problems and Vice Versa: Taking a Preemptive Stance

Elizabeth Cohen, DVM

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

DR. ELIZABETTE COHEN is a licensed and USDA-certified veterinarian practicing in New York since 1988 after graduating Cornell. She is the WCBS news radio pet reporter delivering *Healthy and Happy Pet* advice since 2004, heard on 880 AM every Saturday and Sunday in New York, New Jersey, Pennsylvania, and Connecticut, and worldwide on the Internet. Dr. Cohen is the author of *Most of My Patients Wear Fur*. She lectures at schools, libraries, and veterinary conferences. Dr. Cohen became an Associate Professor of Veterinary Technology in 2010. ♥

Circle these dates on your calendar: November 17-19, 2011!!!