

# Fancy That! News & Notes



EXPANDED BOOK  
Ops... BowTie Press attended the American Library Association Annual meeting in Orlando, June 26-29 for the first time with its own booth. **Karla Austin** and **Marie Thomsen** enticed librarians with free BowTie Press tote bags and complementary copies of the *Thoroughbred Times Racing Almanac*.  
Approximately 20,000 librarians attended, ranging from the university level to elementary and public libraries. Attendance at this show opens up a new sales channel not previously pursued and helped to build librarians' connection between Fancy Publications and BowTie Press.—*Karla Austin*

*At another recent book conference, Kennel Club Books' Patti Magnusson and Andrew De Prisco bookend Matt Muncie at BowTie Press' booth at the BEA show in Chicago.*

PROMOTIONS... **Rebekah Bryant** as been promoted to associate editor for BowTie Press. Rebekah started with BowTie in March 2003 as an editorial assistant. Rebekah has been instrumental in the creation of the BowTie Press newsletter, streamlining the acquisition process and co-ghostwriting the *Yuppy Puppy* book, the newest book in the Pampered Pooch series.—*Karla Austin*

**Nora Kollarova** was promoted to business supervisor in Irvine Accounting, effective June 15. Nora joined BowTie in February 2003 as an accounting coordinator and since has demonstrated excellent detail and analytical skills. Doing a great job for the department by first handling Route and Product Sales accounts receivable and billings, she then recently stepped up to the challenge of interim business supervisor and embraced the added responsibilities successfully. "Nora is an excellent example of the company's commitment to work with employees to achieve higher levels of responsibility."—*Vanessa Serrano*

**Rose Brown** has been promoted to senior credit and collections analyst. Rose has always been a steady and solid performer in her department, but recently she has stepped up to another level. Rose is extremely diligent and has been a great asset to the department.

**Olga Vargas** has been promoted to senior sales assistant. Olga has exhibited solid leadership skills and is consistently the go-to person in her department. When I interviewed the sales assistants in the LA office, they all had praise for Olga's guidance and motivation.—*Paul Hannah*

**Elisa Jordan** has been promoted to managing editor of the consumer pond titles—*Ponds Magazine, Ponds USA and Koi World*. Elisa started in the classifieds department and has worked on PPN for the last four-plus years. Until our pond season begins, Elisa will be helping out on *Bird Talk* and PPN. She will continue to oversee the editorial Shattuck Fellowship program.

**Somyr McLean** has been promoted to associate editor of *Veterinary Practice News*. A former Shattuck Fellow, Somyr worked on PPN for close to a year. Because of her vet tech background, she joins VPN.

**Roger Sipe** has been promoted to editor of *Dogs for Kids*. In his four years at BowTie, Roger has worked on *WildBird, Hawaii Magazine, Ponds Magazine* and *Ponds USA*. He will oversee DEFK as it changes to a subscription-based bimonthly title. He will continue to be managing editor of *Hawaii Magazine*.

**Marilyn Zarbock** has been promoted to editor of *Ferrets Magazine*. Marilyn started

on *Dog Fancy* in 1996 and then moved to the bird/small animal team, taking on *Ferrets Magazine, Ferrets USA* and *Critters USA* in 2001. In 2004-2005, she'll be the point person for our newest titles—four Popular Critter magabooks. (See page 4.)—*Jane Kitchin*

HIRE LEARNING... We are extremely proud in the Los Angeles office to have two co-workers who graduated from college in June.

**Rhonda Wise** in the credit department graduated from Trade Technical College with a degree in Liberal Arts. **Lucy Sogomonian** in our accounting department graduated from American University of Hawaii with a degree in Business Administration.

Both of our graduates managed full-time positions at BowTie Inc. while attending college at night and on weekends. We are honored to have them as employees and co-workers here at BowTie Inc.—*Rose Brown*

LEMONY SNAKE-IT... *Reptiles* Group Editor **Russ Case** and Managing Editor **Clay Jackson** recently visited with Jules Sylvester, a professional reptile wrangler who provides reptiles (and other animals) to movie and TV productions. He also supplied snakes and other animals for the first two

"Jurassic Park" movies, cockroaches for "Men in Black," a python for "There's Something About Mary," spiders for "Arachnophobia" and more. Most recently, Sylvester provided dozens of reptiles for the upcoming holiday release, Lemony Snicket's "A Series of Unfortunate Events," starring Jim Carrey.

"Jules was very friendly and loved telling stories." Case says. "We also met some of his reptiles. I held the albino Burmese python Salma Hayek danced with in "From Dusk Till Dawn." It is now 17 feet long and weighs more than 100 pounds. Jules also brought out a diamondback rattlesnake. It dripped venom from its fangs, which I accidentally leaned into while taking photos. No harm done, though... Jules gave me some Windex to clean it off."

The Jules Sylvester interview will appear in the January 2005 issue of *Reptiles*, to tie in with the release of the Lemony Snicket movie.—*Russ Case*



*Recent graduate Lucy Sogomonian.*



*Russ Case, right, gets to handle a celebrity—the snake was in "From Dusk Till Dawn."*



*FANCY SIGHTING... Russ Case and Susan Logan spotted this Cat Fancy mention in Entertainment Weekly's review of "Garfield." Logan, herself, was sighted in the biography of "Carwomian" on A&E in July.*

SAMONS TAKES TO THE (LAGUNA) HILLS... BowTie Press welcomes **Amy Samons**. Amy previously worked in Manufacturing and joined BowTie Press in June as a business analyst. Amy will be analyzing sales data, reprints and monitoring inventory for BowTie, Doral and Kennel Club Books.—*Karla Austin*

SOLD!... The Spirit Team-sponsored Silent Auction generated a total of \$537 for charity. Various older BowTie Inc. computers and framed prints were put on the auction block.—*John Gaydos*

# BOWTIE

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## BowTie Expands Internship

By Christine Hanson

There are plenty of ways to spend a summer vacation. Some travel, some relax and others embark on a career path that will lead them closer—even if just a little bit—to figuring out what they want to be when they grow up. BowTie Inc.'s, internship program is their guide.

"I hope [the internship] will help me improve as a writer and as an editor and give me the insight into what I can expect of and learn from my media career," says **Ezra Mannix**, current college grad and intern for the News Division and *Water Garden News*. "I think it's a great start for a new journalism grad."

Internet intern **Bryan Munson** also is expecting great things from BowTie Inc.: "The fellowship here is preparing me for life in the professional world, and helping me decide where I want to focus my energy best to accomplish what I expect to do."

Wow, these interns are counting on us for a lot—helping them figure out their futures. Good thing BowTie has enlisted the guidance and leadership of two seasoned professionals to help them get on the right track: **Elizabeth Anderson** and **Elisa Jordan**.



### Meet the Interns

At a glance, get to know a little about this year's group—where they graduated and the teams they're working on.

- **Becca Manning**: Ohio University; Bird Talk; Rabbits USA
- **Ezra Mannix**: University of Oregon; News Division (*Water Garden News*, Pet Product News and Veterinary Practice News)
- **Bryan Munson**: Florida Southern College; Internet Department
- **Jennifer Dodd**: Grand Canyon University; Claremont Graduate University; BowTie Press
- **Rebecca Sterbach**: Pomona College; Marketing Department
- **Hironi Yamamura**: New York University; Dog Fancy

## Don't Keep 'Em Separated

*Bundling BowTie Press gift books builds new sales opportunities.*

By Kris Wardwell

BowTie Press will be bundling several dog and cat titles together in an effort to offer customers more value and to increase sales at Petco and Petsmart stores.

The bundling process, known in market distribution as "unitizing," brings several individual products together into one, specially priced, shrink-wrapped package. "It's kind of like when you go to Virgin Records and they have multiple CDs offered as a unit," says **Vanessa Serrano**, business manager.

The bundles, which mark BowTie's first attempt at unitizing, were designed as part of a one-time test that will measure consumer response, Serrano said.

The packages will be equipped with specific UPC labels that will help track sales.

"The idea [of unitizing titles] came about in a meeting last January with Global Distribution Services, where we tried to come up with additional revenue-generating ideas," Serrano says.

"[Unitizing] has been done before in other parts of the [pet product] industry, such as with pet food and treats, but it is the first time we have done anything like it," says **Steve Farris**, national operations manager. "It's a really exciting opportunity."

See *Bundling*, page 2



# Animal Network Uses WebTrends to Boost Info on Site Traffic

By Hazel Barrowman

Thanks to WebTrends, a recently installed Internet traffic reporting tool, Bow Tie is now able to see how the 30 Animal Network Web sites are being received on the Internet.

Assigned editors and other employees will be able to login to the WebTrends Traffic Center at <http://irvcon/fancy/webtrends/home.html> and access the data collected for their particular site.

“WebTrends is an industry standard,” explains

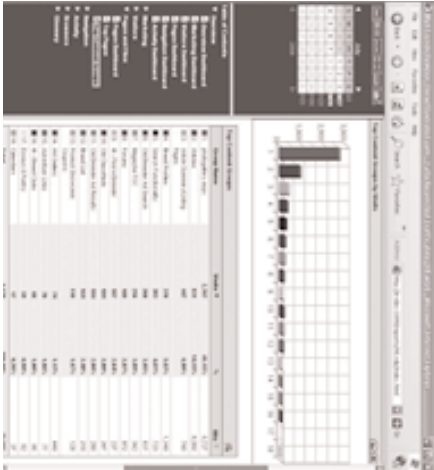
Travis Walker, Internet traffic administrator, who

is overseeing the WebTrends project. “It allows us to identify what resources visitors use for each individual Web site,” he says.

This tool provides magazine editors, advertising sales reps and content developers with a wealth of useful information—everything from how many people are viewing a site in a day, week, or month, to which pages visitors use to enter or exit the site, and what major content areas they visit within each site.

This information will allow editors to better determine the interests of their Internet audience and, in turn, create high-interest content to further market Bow Tie publications and products. In addition, “WebTrends will allow us to track promotional activities to see if it spikes or drives traffic to that site,” Walker adds.

One interesting WebTrends feature can track how many visitors were referred to an Animal Network site from an unrelated Web site. For example, Walker recently noticed that a lot of traffic on *Hob-*



*WebTrends will help editors, sales reps and content developers to better determine the interests of their Internet audience.*

*byFarmsMagazine.com* was being directed from a herding dog and sheep breeder’s Web site. Walker visited the site and discovered that it had a link to *Hobby Farms* because one of the breeders had written an article in the magazine.

WebTrends reporting can also tell what browsers visitors are using to view our sites, as well as which systems they’re using.

Animal Network WebTrends reports have been updated daily since April 1. Reports are available from the WebTrends Traffic Center at <http://irvcon/fancy/webtrends/home.html>.

Authorized users have been notified via e-mail, however they may attempt to login using their first initial, last name as the username (ex: twalker) and their PC workstation password as their WebTrends password. For information on how to obtain a login and password to access WebTrends data, contact Walker.

## Interns, from cover

“The intern is really functioning as the editorial assistant, which is the core person to our group ... I hope **Jennifer Dodd** learns the diverse nature of the book publishing industry.” And likewise, Dodd hopes this serves as an apprenticeship in book editing and exposes her to many aspects of the publishing process.

Bow Tie benefits just as much as the interns.

“The interns bring our department a valuable breath of fresh air,” says **Michelle Iten**, managing editor of *Dog Fancy*. “They bring tons of fresh creativity and untethered thinking ... they come in with new perspectives and paradigms about media and publishing.”

Along with the interns helping them, Iten explains that she hopes they learn that the pace and intensity of the corporate world, while demanding, is doable.

“I hope they take away a lot of self-confidence,” she says. Looks like DF intern **Hironi Yamamura** is looking for some of the same things: “Bow Tie will give me the strong foundation and confidence I need.”

**Melissa Kauffman**, co editorial director, oversees the internship program and says, “former Shattuck interns become some of our best editors.” With their hands-on training and professional environment, it is no surprise. The 10-week internship sessions essentially serve as an interview for a potential hire.

Anderson likens it to the most famous job interview around, “The Apprentice.” “If there’s a position open and an intern is a good fit, we’re thrilled to be able to say, ‘You’re hired!’”

With the intensity of the internship comes great rewards. The instant writing, editing and coding experience these interns gain put them one step ahead of their competition. That’s how the Shattuck and Bow Tie Fellowship programs were designed.

The internship weekly seminars are not only educational, they are headlined by some of Bow Tie’s most familiar and respected faces. The interns not only benefit from their team’s expertise, but they get learning sessions from upper-level managers, as well as **Norman Ridker**, chairman of the board.

*The interns meet several managers and team members at their welcome lunch (right). One of the seminars is a newsstand exercise (below) in which the interns use hot topics in other magazines to glean story and blurb ideas for their Fancy magazine titles.*



## July/August Anniversaries

Stella Santo	7/14/87	17
Tami Zigo	7/22/94	10
Brian Hutchins	7/25/94	10
Cheri Morrisroe	7/25/94	10
Don Kremers	7/8/96	8
Chris Shulda	7/16/96	8
Ann Richmond	7/12/99	5
Karla Austin	7/19/99	5
Steve Farris	7/26/99	5
Susan Roark	7/10/00	4
Marie Perdue	7/16/01	3
Natalie Dao	7/23/01	3
Maureen Kochan	7/16/02	2
Allan Reznik	7/26/02	2
Connie Levine	7/29/02	2
Jim Roseman	7/21/03	1

### AUGUST

Bill Rauch	8/10/92	12
Lesley Ward	8/21/95	9
Leslie Simon	8/1/96	8
Marylou Zarbock	8/19/96	8
Tom Law	8/10/98	6
Michele Macdonald	8/31/98	6
Jim Sipkovich	8/1/00	4
Rose Brown	8/13/01	3
Marilyn Itturi	8/27/01	3
Evelyn Cruz	8/31/01	3
Deanna Lyons	8/5/01	3
Billy Huntington, Jr.	8/6/01	2
Colleen Sullivan	8/1/02	2
Christopher Bauer	8/5/03	1
Kris Wardwell	8/13/03	1
Oscar Ayala	8/25/03	1
Dave Cravotta	8/25/03	1
Christina Turk	8/29/03	1
Romy Naranjo	8/29/03	1
Kim Slater	8/29/03	1

### SEPTEMBER 1-7

Elizabeth Anderson	9/1/95	9
Sonja Gynn	9/7/99	5
Craig Horowitz	9/1/00	4
Laura Foutch	9/5/00	4
Agnes Ho	9/5/00	4
Andrea Abel	9/5/00	4
Dave Blum	9/4/01	3
Kara Sutton-Jones	9/3/02	2
Agnes Lucas	9/4/02	2
Somyr Mclean	9/2/03	1



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Proofreader Wendy Bedwell-Wilson

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Design Brian Carpenter, Gina Cioffi, Joe Paxton, Chris Shulda

Circulation Andrea Abel, John Gaydos

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## Bundling, from cover

Petco and Petsmart will each have several unitized packages for both dogs and cats. For dogs, Petco will be displaying bundled packages of Bow Tie gift books, including “Why Do Dogs Do That?” “Dog Blessings” and “Wild Life of Dogs.” Also on display at Petco will be packs for training dogs that will include copies of the magazines “Training and Obedience” and “Dog Training and Behavior,” together with the gift book “Simple Solutions to Barking.”

The unitizing project benefits Bow Tie Press, too. “By partnering slower moving books with better selling titles, it allows us to move inventory that we might not have been able to,” says **Karla Austin**, business operations manager of Bow Tie Press. “It also allows us to offer the customer a value package, hopefully putting the books into hands of customers who might not have bought the product in the past; therefore raising the awareness of our product line.”

For cat lovers, Petco will have gift packs that include “Why Do Cats Do That,” “Cat Blessings” and “Cats Are.”

Petsmart will have similar gift packs, with the ex-

ception of a bundle for new dog parents that will replace Petco’s training pack. It will include the titles “Training Your Puppy,” “Simple Solutions to Chewing” and the 2005 issue of Puppies USA. Petsmart will also replace “Wild Life of Dogs” with “Splendid Dogs,” and “Cats Are” with “Splendid Cats.”

“We wanted to make sure that we offered this deal to both chains, so that neither side of the competition felt left out,” Serrano says.

In addition, the magazine and book packages will be shelved in new cardboard displays, located in pet-specific areas throughout the stores. This idea is a step away from previous marketing strategies, which grouped all titles and categories in one general area, Serrano says.

Starting Sept. 25, Bow Tie will send 10 of each bundle to approximately 1,300 Petco and Petsmart stores nationwide.

“This is a great opportunity for Bow Tie for sales and exposure, and we are very optimistic about its success and hope to expand it to other sales channels if successful,” Austin adds.



# Irvine Makes a Splash With Parking Lot Picnic

By Tracey Armstrong



On July 23, the employees of the Irvine office got together for the third annual Parking Lot Picnic. The timing could not have been better since we have been having a string of some of the hottest days all year. We all got to go outside and enjoy shaded canopies, good vibes and some of the best eatin' we've seen around these parts.

The picnic was catered by Texas Bar-B-Q and included rolls, brisket of beef, barbecued chicken, three kinds of salad, watermelon, four types of cookies and all the soda you could drink.

Once everyone had their fill of the great food, the games began. To combat the hot weather we all enjoyed a highly-animated water balloon toss. We had two rounds of tossing fun with the top three teams competing in the finals. The final results were:

- First Place: **Patrick O'Rourke** and **Tracey Armstrong**
- Second Place: **Michael Capozzi** and **Art Garcia**
- Third Place: **Melissa Kauffman** and **Anastasia Thrift**



**John Gaydos**, who organized the event with the rest of the Spirit Team was quite pleased with the turnout. "It was fantastic that everything came together so perfectly. The weather was hot, the barbecue was delicious and the water balloons were flying. Employees letting their hair down and having a fun time is always great to see."

Other Spirit Team members include **Andrea Abel**, **Elizabeth Anderson**, **Cherri Buchanan**, **Henry Campbell**, **Amy Hooper**, **Kim Lockwood**, **Tom Kimball**, **Theresa Rahlwes** and **June Weingart**.

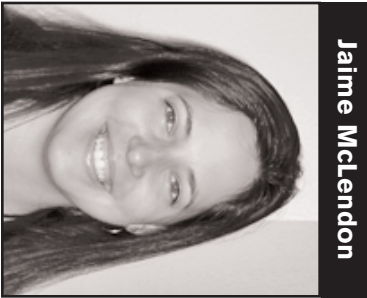
Fellow employees concurred that a fun time was had by all.

"It was great to meet new people here at work," says **Kevin Rockwood**. **Cheri Morrisroe**'s favorite part of the picnic was, "Getting such a nice lunch. I thought it was wonderful. I felt very appreciated."

"I was telling friends of mine that it's great to work for a company that allows us to take a longer lunch, have a picnic and have some fun," says **Clay Jackson**.



# NEW FACES



Jaime McLendon

**Asst. Editor: Pet Product News**

■ **Hire date:** 6/7/04  
■ **Personal info:** Jaime recently earned her BA in journalism from Cal State Fullerton. She has a cat, a Chow Chow, two aquatic turtles, two toads and a fish. She enjoys acoustic guitar.



Jassey Nguyen

**Internet Sr. Web Developer**

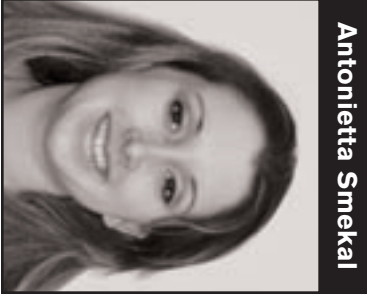
■ **Hire date:** 7/1/04  
■ **Personal info:** Jassey and his wife, Sydney, live in Anaheim. A graduate from Cal State Fullerton, Jassey plays keyboards in a local band and is currently pursuing his MBA.



Sandy Pickett

**Advertising Sales Rep**

■ **Hire date:** 4/26/04  
■ **Personal info:** Sandy and his wife, Kristen live in Illinois with their children, Chase, Thomas and Tristan. Sandy enjoys riding his four-wheeler ATV.



Antonietta Smekal

**Marketing Coordinator: BowTie Press**

■ **Hire date:** 6/14/04  
■ **Personal info:** Originally from Huntington Beach, Antonietta recently graduated from USC. Antonietta studied abroad in Italy and is fluent in Italian. She enjoys travelling.

# Four New Critters Join the 'Popular' Crowd

By Mari Wadsworth

As early as November 2004, the Popular Critters umbrella will unfold to include the first in a series of four retail titles. Business Manager **Vannessa Serrano** says each of these "magabooks" capitalizes on a top-selling niche in the pet-book market, according to ongoing reviews of Petsmart sales and several years of market research by Global Distribution Services.

The new venture, estimated to generate \$3 million in sales over its two- to three-year lifespan, kicks off with *Hamsters* in November, followed by *Guinea Pigs* in March 2005; *Rats* in May 2005; and *Rabbits* in July 2005. Staggered start dates respond to the seasonality of their subjects and non-competitive placement with Fancy's *Rabbits USA* and *Critters USA* annuals.

"These animals have always been incredibly popular pets, and there isn't that much information out there," says **Melissa Kauffman**, co-editorial director. "They are much more challenging to keep than people realize."

In scope, the new titles are "one-shots" on health, selection and care (with the option to revise and reprint), and will sport the same price and page count as Popular Dogs titles. *Ferris* Editor **Marylou Zarbock** will be the editorial point-person for the four magabook titles, with **Loren Chidoni** as assistant editor.

Serrano, a special projects and logistics manager with BowTie for 2½ years and business manager

for the last 1½ years, based her proposal on her book management experience at GDS and insight gained through her participation in selecting and marketing titles for Petsmart stores nationally. Book Category Supervisor **Rochelle Taylor** helped with the sales research.

With the retail pet giant considering breaking its in-line magazine section into a category-by-species display, Serrano saw a unique opportunity for BowTie to fill a new niche—a strategy to which Chairman of the Board **Norman Ridker**, CEO **Doug Steil**, and GDS Vice President of Sales **Chuck Kruder** agreed.

"Petsmart is the main thrust," Serrano says. "But we hope sales will 'spill over' to other retail sales down the road. They won't all sell equally, but the first year all are out [2006], estimated annual revenue for the four titles is \$1 million, if everything goes according to plan."

Based on conservative data from *Rabbits USA* and *Critters USA* annual sales, Serrano projects combined sales of five copies per month per store, for a total circulation of approximately 34,200 in 2006.

Currently, there are no subscriptions for small animal titles and historically, no ad sales, either. Package deals on back-page cover ads for the new titles are one possibility Group Publisher **Bill Rauch**, from the Retail Pet Division in Chicago, is pursuing.

# Spotlight On: Loopy Letters

Here is some recent reader mail sent to various BowTie employees. Loopy Letters are unedited; identifying information was deleted.—*Elizabeth Anderson*

THOSE SPOILED CATS!...I am writing a book about setting up aquariums for cats. To whom could I submit a manuscript? What are the guidelines for such a submission?—*Submitted to Aquarium Fish, Patricia Knight*

NO COMMENT...hi i was wonderin if u could send me a free copy of a epitle magazine as i am intersted in suscribin but i wanted to seee how the books are befor i do and from wot i heard its good so in a way i probly will suscribe but i still want to c if the book is eghat i want ok ththatux if u will then contactk me on this email and i will give my details—*Submitted to Susan Roark*

MIRANDA WRITES...Dear well you know, I would like to put in information about golden retrievers. I am only eight, but I have had one. So as reminder e-mail me at XXXXX, and don't call. My dad would get mad. Miranda.—*Submitted to Internet Ad Submissions, Susan Roark*

BABE HAS ISSUES...I have 64 horse toys and one real horse. Her name is Babe she is 25 years old, that leads me to my first question. How should I take care of a horse that is stubborn and has a tumor in her brain? My next question is how do I gain my horse's trust when she is blind in one eye and is very skittish?—*Submitted to Internet Horse Illustrated, Micacela Hanley*

YOU'VE GOTTA BE KIDDING...Dear Editor: I notice, in your classified advertising section, several videos for cats are offered. Perhaps 'twould be a good idea to establish a rating system for these films, because many of us do not want our cat(s) to watch any pornographic programs.—*Submitted to Susan Logan*