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### **3rd Annual “Business of Pet Writing” Conference Registration Begins August 9**

*Conference line-up includes Jeff Kleinman, Valerie Smaldone, Chrissy Persico and more!*

NEW YORK – August 9, 2010 – The Pet Socialite, Inc. is excited to announce plans for the 3rd Annual Business of Pet Writing Conference, taking place Saturday, February 12, 2011 in New York City. As one of the largest pet writing conferences in the United States, the event brings together national pet writers with leading veterinarians, publishing and pet industry professionals. Together they participate in an intense day of workshops, seminars and one-on-one meetings focused on the cutting edge of pet journalism and the ever-growing popularity of pet-related books.

To compete in the marketplace, pet writers need to be on top of their game learning from industry insiders. The line-up for the conference is a virtual who’s who of the publishing world including Folio Literary Management’s Jeff Kleinman; 5 time Billboard Magazine Award winner, Valerie Smaldone; and AOL.com’s Paw Nation Chrissy Persico.

Seminars and workshops include: better blogging, the art of column writing, building your brand with an internet show, book publishing trends, building your freelance portfolio, narrative and creative non-fiction, how to create a saleable proposal and more. Participating writers will have the rare opportunity to meet with editors and agents on a one-on-one basis to pitch book and article ideas. Notable veterinarians and prominent representatives from the pet food industry will assist pet writers with research, book and article ideas. A major focus of the conference will also center around the importance of newer, virtual communication vehicles like websites, blogs and social media.

”Like most industries affected by the fluctuating economy and changing technological developments, publishing is also changing on a daily basis,” said Charlotte Reed, President of The Pet Socialite, Inc. and founder of the conference. “I’m happy to present the latest innovations in the pet publishing field from industry professionals in the know.”

The Pet Socialite, Inc. is offering a scholarship in memory of Mordecai Siegal, author of 35 pet books including Good Dog, Bad Dog (Henry Holt and Co., revised edition 1991), The Cornell Book of Cats (Villard Books, 1st edition 1989), and UC Davis Book of Dogs (Collins Reference, 1995). Applicants can apply for the scholarship online via: [www.petwritingconference.com](http://www.petwritingconference.com).

The Business of Pet Writing sponsors include: Greenies, Nutro, American Pet Products Association, Bow Tie Inc., Comfort Zone and Dyson.

The cost to participate is \$200.00. Early Bird Registration is \$150.00 and begins August 9, 2010.

To register visit: [www.petwritingconference.com](http://www.petwritingconference.com)

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