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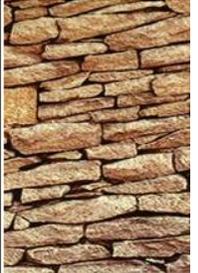
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January
2021

PRESS PASS

The Monthly Newsletter from the Interational Food Wine and Travel Writers Association

Home Page Photography Contest



current topics >>>

Letter from the Editor

Happy New Year! We made it through 2020, and I for one am looking forward to a return to travel in 2021! I'm excited to have been offered the opportunity to edit Press Pass and I look forward to the input you provide to making it your newsletter. Please let me know of any feedback you have on Press Pass.

This issue is packed full of information on freelance opportunities, our photo contest, and Food Wine Travel Magazine's editorial calendar, to name a few.

Remember to register for this month's webinars. They are always fun and informative!

Wishing you a Prosperous New Year!

Amy Piper



By Pam and Gary Baker

Launched in June 2020 with Kurt Jacobson's scrumptious Strawberry Chiffon photo, the Home Page Photography Contest has been a big hit with IFWTWA members. Each month we feature a new member supplied photo as the banner at the top of our IFWTWA website home page.

Because we are Food, Wine, and Travel writers, we feature a food photo one month, followed by a wine photo the next, and then a travel photo before we start the rotation all over again. An anecdote about the photo (where it was taken, a funny story about the circumstances, etc.) displays below the photo along with a link to the contributor's bio on the IFWTWA website.

Once the photo banner is replaced by the incoming one, the photo, story, and link to the member's bio is archived on a page entitled [About the IFWTWA Home Page](#).

Watch for future announcements requesting more submissions via Facebook and email. Until then, Happy New Year!

Here are the winners to date:

June 2020 – Strawberry Chiffon at the Bread and Butter Bakery by Kurt Jacobson.

July 2020 – Wente Vineyards food and wine pairing by Edward Quan.

August 2020 – Cinque Terra featuring its vibrant fuschia bougainvillea by Scott Kendall.

September 2020 – Saint Remy Market featuring pink heads of garlic by Wendy Van Hatten.

October 2020 – A stunning vista over Vidon Vineyard in Willamette Valley by Cori Solomon.

November 2020 – Hot Air Balloon Over Albuquerque by Debbie Stone.

December 2020 – Barcelona Holiday Bakery featuring a cheerful gingerbread by Sharon Kurtz.

January 2021 – A stunning view of the Rogue Valley and vineyards by Travel Medford.

The response to our call for your photos has been outstanding and we thank each and every one of you for your thoughtful contributions. And many, many thanks to **Adrienne Morrison** for her guidance to us, the committee, and her expertise in resizing the selected photos.

Market News...

By Jane Simon Ammeson



Retail sales may be down overall, but according to an article in Super Market News, a Packaged Facts survey expects pet product sales to notch up 8% to nearly \$59 billion in 2020.

Why? Because, according to the article, among U.S. adults, 5% adopted a dog in the three-month period, generally corresponding to the initial COVID-19 impact era — a windfall in a market where dogs account for two-thirds of product and service sales. In addition, given the unique current background of business shutdowns and stay-at-home orders, 4% adopted a cat, and another 4% adopted other types of pets — especially pet reptiles and small mammals.

You may be thinking, well, that's nice, but how does it impact my writing career? First, consider the following:

- 53% of travelers take their pets with them when they go on vacation, making pet-friendly accommodations a fast-growing industry trend.
- 52% of owners only stay at pet-friendly properties.
- 27% want to see more dog-friendly hotels.
- 15% vie for more dog-friendly beaches.
- 14% believe more restaurants should be dog-friendly.
- 27% of pet owners are planning on embarking on one or two trips with their pets in this new year—though that might have changed since the survey was conducted because of the pandemic.
- 31% say they plan to hit the road with their pet six or more times this year.
- 78% of owners are driving and/or flying with pets more than ever before.
- 37% of families now take the family pet along with them on trips, an increase of 19% over the last decade.

These traveling pets whose owners are either taking them on short road trips now or are planning on longer trips in the future as the coronavirus vaccine becomes more widespread need places where they and their pets can stay, play, and eat. As writers, we know how to get information about pet-friendly destinations that can be very helpful for readers.

I've included a list of magazines that publish animal (well, really mostly dogs) articles. There are magazines for pocket animals such as hamsters, gerbils, as well as reptiles, and horses, among others, but I've only included a few. That said, I should note that on their submissions pay, Reptiles Magazine pay can be \$500 for an article. There is also American Falconry though their writer submission page says they pay \$100 for a 5,000-word piece, which I think comes to .02 cents a word; but then again, if you are really into falcons, it might be fun to do.

Overall, I'm not sure how broad of an appeal an article about reptile-friendly destinations would be, and though I know, from reading the newspapers that a former congressman unlawfully spent campaign money on plane tickets for the family's pet bunnies, again probably focusing on dogs is a much surer approach.

But beyond specialized magazines, I'd suggest querying local and regional newspapers and magazines that have travel or family sections and pitch to them. They might be interested in nearby destinations that offer pet-friendly amenities. Gathering that information is fairly easy—just choose a city or town you're familiar with and then contact their tourism board. They most likely will have a list of pet-friendly places. A visit, if possible, to reacquaint yourself and to take photos would, in normal times, be a no-brainer. Now, it can be a little more daunting.

You might also think about developing a traveling with Fido road trip itinerary, again noting places that offer pet friendly hotels, restaurants, and even attractions such as dog parks and venues that accept pets. Or, consider more personal accounts such as how traveling with a pet gave you a different perspective of a place, was a great way to meet other pet owners, and people who you shared common interests, or share a funny story of traveling with a pet.

Magazines Publishing Animal Stories

Also included in this list are magazines that regularly have pet sections.

- All Pet Voices: <https://www.allpetvoices.com/>
- American Falconry: <http://www.americanfalconry.com/>
- American Kennel Club Family Dog Magazine: <https://www.akc.org/products-services/magazines/>
- The Bark: <https://thebark.com/>
- Bird Watching Magazine: <https://www.birdwatchingdaily.com/>
- Catster: <https://catster.com>
- Dogster: <https://www.dogster.com/>
- Everyday Dog magazine: <http://everydaydogmagazine.com/>
- Guide Posts: <https://www.guideposts.org/>
- Modern Dog magazine: <https://moderndogmagazine.com/>
- Petful: <https://www.petful.com/>
- RV Lifestyle: <https://rvlifemag.com/>
- Readers Digest: <https://www.rd.com/article>
- Reptiles Magazine: <https://www.reptilesmagazine.com/>
- Sunset Magazine: <https://www.sunset.com/>

Jane Simon Ammeson can be reached at janeammeson@gmail.com.

Photo Contest >>>

Remember the First Annual IFWTWA Photo Contest

More details and entry information are on your members-only IFWTWA page!



Categories

FOOD

- Beautiful Meal
- Raw Food
- People of Food

WINE

- Vineyards
- Bottles or Glasses
- Wineries

TRAVEL

- Landscape
- People of a Place
- Architecture



Submissions open now!

Submissions open to all IFWTWA members.

\$15 First Entry
\$10 Additional Entries

Submissions CLOSE
January 15, 2021.



Trending... >>>

From Around the Web

Each month, we try to find articles about the travel industry that might interest members. Since the pandemic has hit the industry hard, there have been a number of changes to all facets of travel. Hopefully you will find these articles both informative and interesting.

Milestones

New Members

- Mike Howard
- Roxie LaFever

January Anniversaries

- Christine Cutler – 5 years

Associate Renewals

- Visit Phoenix
- Visit Albuquerque
- Greater Birmingham CVB

See Page 5 for a list of Member Renewals.

[National Geographic 2020 travel photos](#)

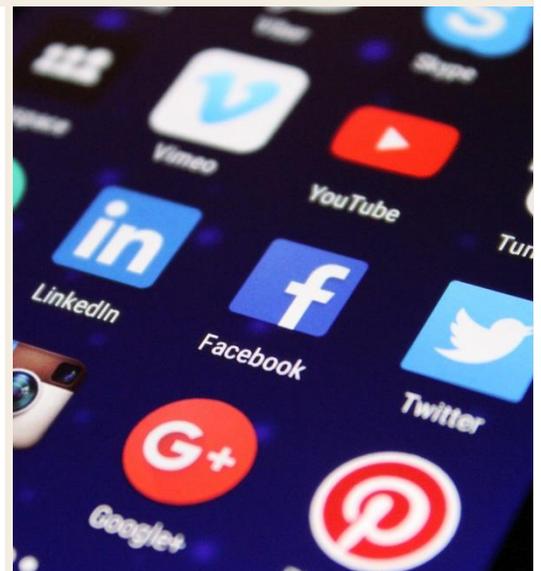
[Can you travel to Europe without quarantining?](#)

[Delta's Atlanta-to-Amsterdam flights are quarantine free.](#)

[Will the vaccine increase confidence in travel?](#)

[All US Airlines have COVID testing](#)

[How do families feel about 2021 travel?](#)



2021 FWT Magazine Tentative Editorial Calendar

Below you'll find the tentative editorial calendar for the digital issue of Food, Wine, Travel Magazine. The calendar is tentative because, as was the problem in 2020, we had to change some themes due to the pandemic. The editorial board tried to choose evergreen themes.



PLEASE ONLY SEND PITCHES
DURING THE PITCH PERIOD.

April: Winners/Entries of the Photo Contest

June: The Colors Issue – This issue will be photo-heavy with each writer getting a two-page spread and a maximum of 250 words. More information coming in March Press Pass. **NO PITCHES UNTIL ANNOUNCEMENT IN MARCH.**

August: Off the Beaten Path – The small towns, small restaurants, and tiny wineries of the world.

October: What We've Brought Home

The foods, customs, traditions, recipes, friendships we've brought home from our travels.

November: Meet the Spiritmakers (beer, wine, liquor)

December: Holiday Traditions Cultural traditions and foods (with recipes)
Pitch and submission deadlines for remaining these will be announced in *Press Pass*.

PLEASE ONLY SEND PITCHES DURING THE
PITCH PERIOD.

February: Most Romantic Places, Food, Drinks on Earth – This fits with the February theme of love and Valentine's Day. You may write about a place, food or drink.

Please send your pitch for the February issue to chris@fwtmagazine.com by January 2. If accepted, your submissions are due January 20. **NOTES:** All articles must be between 500 and 750 words, and you must submit at least 10 photos(both horizontal and vertical.) I want to write about XYZ is NOT a pitch.

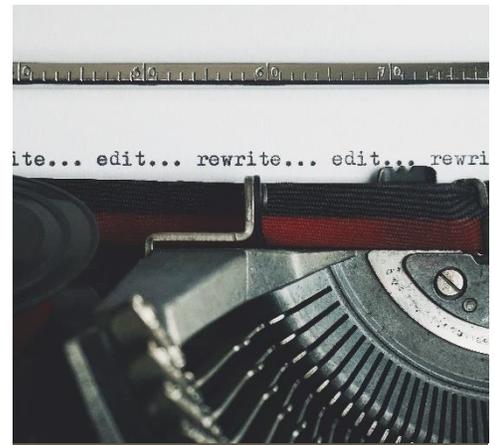
IFWTWA Webinars

IFWTWA members continually grow in this fascinating business of writing, photography, and sharing about food, wine, and travel. IFWTWA is proud to offer our members the following learning opportunities.

- January 6, 11 am Pacific, Deep in the Heart of Texas, Part 1: Visit Austin with Julie Chase
- January 20, 5 pm Pacific, Deep in the Heart of Texas, Part 2: Texas Fine Wines with Denise Clarke
- February 10, 11 am Pacific, How and Where to Sell Your stories with FWT Editors
- February 24, 5 pm Pacific, Discover Hungarian Wine with Diane Dobry

WATCH THE REPLAYS!

Miss a webinar? You can always catch the replays through links on the IFWTWA [website](#).



Executive Editor
Chris Cutler

Managing Editor
Amy Piper

Assistant Editors

- Debra Dunning Brouillette
- Noreen Kompanik
- Irene Levine
- Jan Smith

Editorial Board

- Chris Cutler
- Debra Dunning Brouillette
- David Drotar
- Mary Farah
- Noreen Kompanik
- Irene Levine
- Kathy Merchant
- David Nershi
- Robyn Nowell
- Amy Piper
- Jan Smith

IFWTWA Renewal Options

When it comes time to renew your IFWTWA membership, you have several options at this time. Most people renew for one year, but if you feel a bit of a pinch at this time, IFWTWA accepts a 50/50 payment plan. That means 50 percent due on your renewal date and another 50 percent due in 6 months.

For those that would like to receive an extra discount, you can pay two years of dues at once during your renewal month and receive a \$51 discount.

If these plans do not work for you, please contact IFWTWA, and we will look at your case individually.

Did you know that if you refer a new member to IFWTWA, you will receive a \$20 credit towards your next membership renewal? All you have to do is make sure the person apply lists your name as the person referring you to IFWTWA.



Member Renewals

Continued from Page 3

1	Gary	Baker
2	Pamela	Baker
3	Robert	Black
4	Andrew	Der
5	Robin	Dohrn-Simpson
6	Jim	Farber
7	Andrew	Harris
8	Brenda	Hill
9	Michael	Hodgson
10	Therese	Iknoian
11	Jerome	Levine
12	Athena	Lucero
13	Lori A	May
14	Gregory	McCluney
15	Susan	Montgomery
16	Tamara	Muldoon
17	Dale	Sanders
18	Deborah	Stone
19	Ronald	Vasser
20	Melanie	Votaw

Longtime Emeritus IFWTWA Member Ronnie Greenberg Passes June 5, 1937 - December 31, 2020

With great sorrow, we announce that Ronnie Greenberg, a member of IFWTWA since the 1980s, has passed away. She and her late husband Mel both joined IFWTWA. IFWTWA awarded Ronnie a lifetime membership in IFWTWA because of her work with the organization.

In the last five years, her companion and partner in travel was Joe Hilbers. Joe said, "Ronnie revealed at an early age that she had a real talent for writing." Her daughter, Jill Rosenfeld, said IFWTWA meant a lot to Ronnie. IFWTWA members have said she was fun to travel with, bringing life and spunk to a media trip.

You can make donations in Ronnie's name to the So. Cal. Restaurant Writers culinary arts students scholarship program entitled the Doris Crandall Scholarships.

Over the 40-year history of the So. Cal. Restaurant Writers, the group has raised over \$100,000 and awarded scholarships to culinary arts students enrolled in such programs at So. Cal., community

colleges. Ronnie was an active member of this group.

To donate to this cause, send a check to:
SO. CAL. RESTAURANT WRITERS
P.O. BOX 17114
ANAHEIM HILLS, CA. 92817-7114

Check Memo Line:
Scholarship/Greenberg

For questions:
Email: scrw@sbcglobal.net

NOTE: All monies received will be utilized towards scholarships.

You can also make donations in Ronnie's name to Temple Aliya Rabbi Vogel's discretionary fund, 6025 Valley Cir Blvd., Woodland Hills, CA 91367. If you need a contact, it is Lisa Leib at 818-346-3545.

If you wish to send a condolence card to either Ronnie's family or Joe Hilbers, please send an email to Cori Solomon at terikor1@gmail.com, and she will arrange to get you the address.