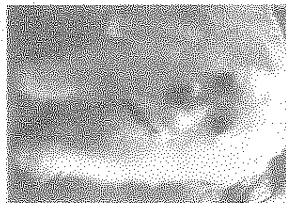


Maui Weekly, July 21, 2005 page 9
with photo/caption tease on page 1



Maui the Maltese has fame in her future.

Meditate With Your Dog

Maui author gives dog lovers conscious tips on how to practice non-dogmatic meditation.

nationwide in October.

Sky Benhart
From Schnauzers to Shepherds, James Jacobson has never met a dog who wouldn't meditate.

"Dogs are natural meditators," Jacobson says matter-of-factly. "Your dog may look like he's staring blankly into space, but he's actually living purely in the moment."

As if in agreement, Jacobson's fluffy white Maltese, Maui, yawns widely and stretches out into an even more restful pose on the sofa—a position Jacobson calls "found-houngie."

Jacobson is not a dog whisperer or an animal behaviorist. He's not a high falutin', woo-woo kind of guy. He's a real person, who just happens to meditate daily with his beloved dog. He finds the daily practice an effective way to tune in with her, while at the same time enjoy all the calming benefits of meditation.

The concept is so simple, but at the same time so unique, that Jacobson has written a book on the topic called *How to Meditate with*

to raise planetary consciousness. Eventually, he

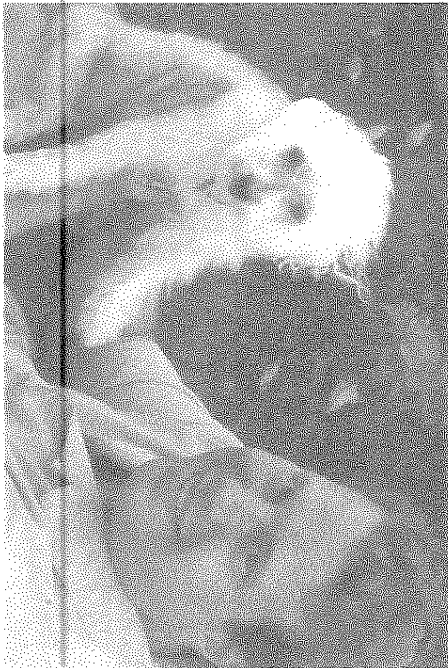
A native of Washington, D.C., Jacobson grew up working as a page in the U.S. Senate. Even when meeting presidents and heads of state, he was able to keep a serene outlook.

"From a young age, I think meditation really kept me calm and focused, both at school and at work," Jacobson says.

Which Cover Do You Like Best?
Help James Jacobson pick a cover for his upcoming book, *How to Meditate with Your Dog: An Introduction to Meditation for Dog Lovers*.
Go to: howtomeditatewithyourdog.com and take the quick 30-second survey. In return, you'll receive a sneak preview from the book.

He graduated with honors from the University of Virginia with a degree in rhetoric, a background that he has drawn upon as a teacher and speaker on introductory meditation techniques throughout the U.S.

This project over the years have involved many different types of media, from television and radio to internet and print publications. But all his work has a



James Jacobson says Maui the dog is often in meditation, "not staring blankly into space."

dog Maui.

Once the book comes out, Jacobson hopes to put his experience to the test on live television and radio. "I'll be going across the country to different shows, teaching the host how to meditate with their dog on the air," he says. "I think the whole idea will be quirky enough that people will pick it up. Then they'll realize that it really makes sense."

Don't tell Maui, but Jacobson probably won't be taking her on his road trip—he'll be taking a trained service dog. "Maui doesn't fly well, and the last time I promised her that would be her last flight. She'll spend her golden years here on the island."

Jacobson recently attended BookExpo America in New York, a huge event with all the major publishers, booksellers and book buyers. He describes it as "a barometer of how your book will be received."

The barometer reading? "People loved it!"

that are big in the market, Jacobson explains. "Pets are really hot topics right now." He has high hopes for the book's success and is planning a festive bash for its launch in October. "I want it to be the #1 best-seller in the state of Hawaii," he says.

Lofly as it may seem, his goal has a good chance of becoming reality. After all, this is the same guy who got his last client—Archbishop Desmond Tutu—on *Oprah*, not to mention CNN and *The Daily Show with Jon Stewart*. Jacobson recorded and promoted Tutu's audio book *God Has a Dream*.

Does he plan to teach Oprah and her dog to meditate? "Oprah seems so logical, but you never know," he says. "I really just want to show people that meditation is accessible, that it can be part of your daily routine and in the long run really reduce stress, improve health and increase your sense of well-being. These are all

well, so it just makes sense to combine the two."

The book is the first of a series of introductory guides to "non-dogmatic" meditation for greater consciousness. Ten percent of all profits from book sales go to nonprofit organizations, including Hawaii's Canines for Independence, a Maui-based organization that trains service dogs for placement with disabled citizens.

How is Maui the Maltese responding to her fame as the book's star (and cover model)? "She wants more treats," Jacobson laughs. "Her contract specifically states that when she makes the bestseller list, she gets more liver snacks."

Jumping down from the sofa, Maui yelps and wags her tail in agreement.

How to Meditate with Your Dog will also include a free Meditation CD complete with music and guided instruction. For more information, visit the website at www.DogMeditation.com.