

Cowgirl Peg Books

by Peggy Sundberg

Dear Educator:

I am the author of the “Cowgirl Peg” children’s book series which uses real animals, mainly my horses, to teach character traits and values to young readers. I visit public, private and religious-based schools nationally, will be in your area this school year and would be honored to add your school to the schedule. (If I visited your school in the past, you probably have new kids and I have a new book in process! I often re-visit schools every 2 or 3 years.)

I have been speaking in schools for the past 15 years. Feedback from schools is 100% positive as one of the best character-building and writing programs they have experienced...

“All I can say is “wow”, you didn’t do a good job with our students today, you were amazing. Our students learned a great deal about writing, being an author, an illustrator, and also being a good person. So many positives I cannot begin to tell you how much I enjoyed this day for our young writers. Thank you again for coming out.” Gary Tripp, Principal of the Zia Indian Pueblo, NM.

Geared for elementary students, K-6th grade, the programs become more detailed with the upper grades and include writing techniques with emphasis on proof-reading and editing, plus discussion of the character-building messages in the stories.

I am aware that many schools now focus on anti-bullying programs, which is a large part of my presentation. I use examples from the books for discussion with emphasis on feelings and acceptance of differences, along with making smart choices.

I do not “charge” schools for the visit; instead I ask that the school promote the visit in advance, send my flyer/order form home with students and allow me to sign books. (Detailed in the enclosed packet.) Schools love the fact that the visit does not impact their budget. I do not pressure kids to buy books; instead, the books sell themselves. If your school has a policy against book sales, or is in a low-income area, a fee or other payment option can be arranged.

The books and messages earned the endorsement of the Executive Director of the International Reading Association (Colorado Council) & the state of Nebraska Regional Libraries. Other endorsements, credentials and referrals are included in the attached packet. Knowing I positively impact the lives of young readers is the best reward of all.

Local references are available upon request. Please feel free to contact me at the following phone number or email address. I look forward to hearing from you! I promise I’ll leave your kids excited about writing and reading!

Sincerely,

Peggy Sundberg

www.cowgirlpeg.com
Phone: (830) 343-9701
Email: cowgirlpeg2@gmail.com

- ✓ Nationally recommended author program
- ✓ Character-building & writing programs
- ✓ Anti-bullying, drug awareness, making smart choices
- ✓ Honesty, kindness, respect
- ☆ **No charge to school budgets for an author visit!** ☆

ENDORSED BY
Ms. Kim Simmons,
Counselor Consultant
Region 10 Schools
(Dallas/Ft.Worth Metroplex)

Books and my program
are fulfilling
State of Texas
“character building”
requirements.



Cowgirl Peg Books & School Visits



www.cowgirlpeg.com • Phone: (830) 343-9701 • Email: cowgirlpeg2@gmail.com

NATIONALLY RECOMMENDED

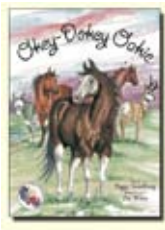
Entertaining character-building books for elementary students.
BOOKS THAT TEACH!



- Presentation meets requirements for character building programs in schools
- Red ribbon week programs

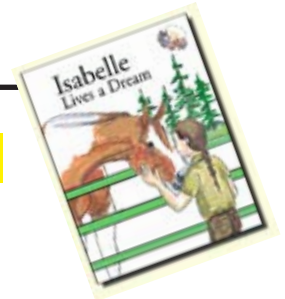
NO FEE CHARGED TO SCHOOL

- Payment is achieved through book signings
 - Very well-organized (7 years experience in school programming)
 - **Minimum sales goal of 35-40 books per school**
 - Priced at \$12/copy (soft cover 9x12 books)
 - No pressure on students to buy books
 - Books sell themselves -- parents love the messages
 - Flyer/order form provided, sent home with students in advance of the author visit
 - Alternative arrangements made for low-income schools



BEAUTIFULLY ILLUSTRATED

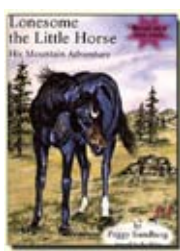
- animal stories including Cowgirl Peg
- Animals in stories are real, as is "Cowgirl Peg"
- Six books includes character trait messages
 - Anti-bullying and friendship
 - Dealing with peer pressure
 - Positive self esteem – "believing in yourself"
 - Responsibility
 - Respect and kindness
 - Making smart choices
 - Healthy lifestyles including food choices & exercise



NATIONAL ENDORSEMENTS

(see attached credentials & referrals) include:

- **Executive Director** of the international reading association (ira) – Colorado Council
- **Kimberly Simmons**, Counselor Consultant for all Texas Region 10 schools, including Dallas/Ft. Worth metroplex



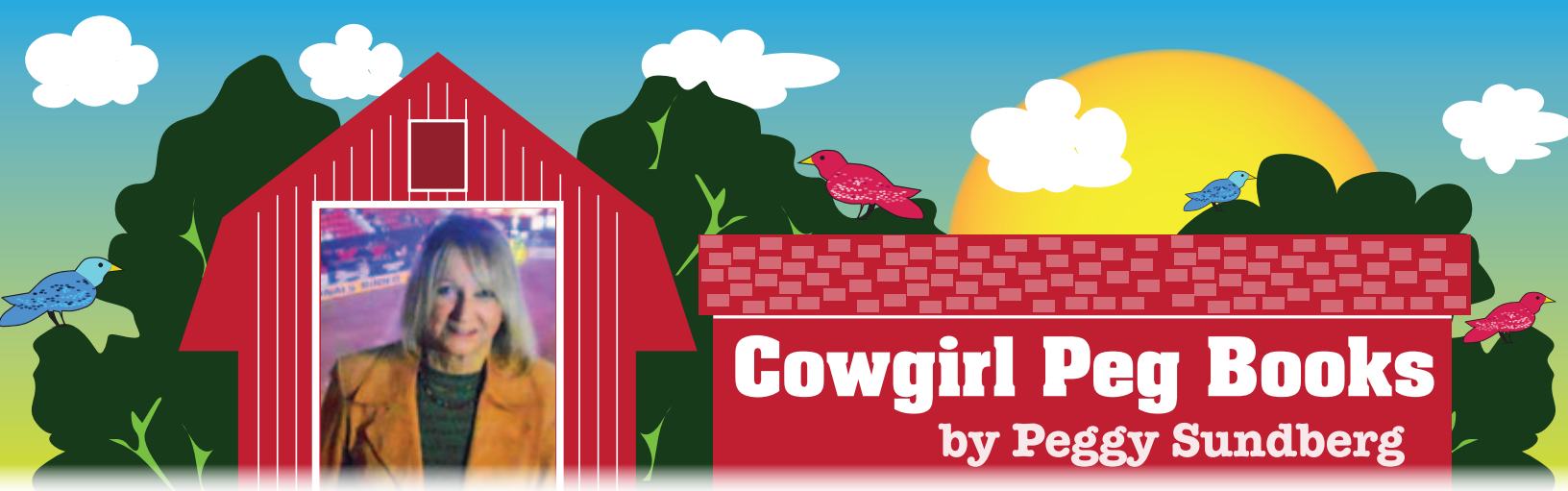
PROGRAM DETAILS

Author schedules entire day at school

- kids rotate through central location by age groups (k-5th grades)

Presentation includes:

- Brief history of the books
- Writing process
 - Six traits of writing
 - Creation and organization of ideas
 - Structure of a story
 - Proof-reading with visuals
 - Editing process with visuals
 - Publishing process with samples of proofs
- Reading of two books with messages
 - Friendship, anti-bullying, kindness & respect
 - Making smart choices
- Interactive discussion of the messages
- Questions and answers



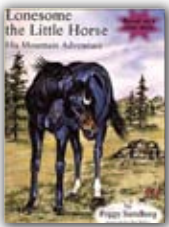
Cowgirl Peg Books

by Peggy Sundberg

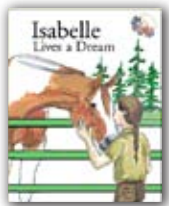
Welcome to my Book Barn!

The “Cowgirl Peg Book Series” currently includes seven entertaining books. The first six titles are written at an elementary level, but enjoyed by readers of all ages. The new, seventh book is a chapter book written for higher elementary through adult reading levels. I built the series by combining my love of horses and dogs with powerful character-building messages. Beautifully illustrated by artist Pat Wiles, the books are nationally endorsed and highly recommended by parents, young readers, educators and counselors. Leaving a positive impact in the lives of thousands of young “Cowgirl Peg” fans is the biggest reward of all!

The characters in each of the following titles are real! Actual photos of myself as “Cowgirl Peg”, plus the animals in the stories, are included at the end of each book.



My first book, **LONESOME THE LITTLE HORSE**, is based on the true story of a little horse that I rescued from neglect in 2001. This beautiful book offers young readers several important lessons, including bullying/friendship and actions vs. consequences, that parents regularly explain to their children. The very popular story is used nationally in “Red Ribbon” Drug Awareness school programs.



Next, I published **ISABELLE LIVES A DREAM**, the story of a young city girl with dreams of becoming a cowgirl. Built around messages of goal-setting and responsibility, the story follows Isabelle on a journey to Cowgirl Peg’s ranch where her dream comes true.

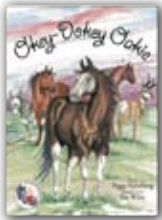


SHORTSTUFF BUCKS! arrived in 2005 as my third book. Told by the horses, this story entertains readers with humor, suspense and awesome artwork. Shortstuff teaches children to always “believe in themselves” when facing challenges and adversity.

Welcome to my Book Barn! ...continued



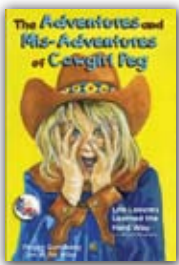
In 2006, I wrote a book that truly came from my heart: **JAZMINE'S INCREDIBLE STORY**. This is the true story of Jazmine, the German Shepherd who became my best friend and constant companion. Previously an abused animal, she appeared in hundreds of schools with me, meeting and "kissing" more than 100,000 students. Creating her book truly tested my writing skills. It is a happy book, but delivers a continuous, subtle message that "animals have feelings, too".



OKEY-DOKEY OAKIE joined the series in 2008. Many parents and educators requested a book that would help children deal with peer pressure. This story does that and more, including messages about respect, kindness and making smart choices. Beautifully illustrated, this animated story is filled with imaginative dialogue between Cowgirl Peg and her horses.



COWGIRL PEG & THE GREAT RACE arrived in 2011. It is a silly reunion of all the main animal characters from each of the previous books. The horses -- Lonesome, Shortstuff, Lacey, Wise Guy, Red and Okey -- plus the dogs Jazmine, Harley and Muffin share a humorous adventure at the ranch. The story delivers a great message about the importance of physical exercise and healthy eating along with teamwork. It is a beautiful, entertaining book for kids and grown-ups of all ages!



THE ADVENTURES AND MIS-ADVENTURES OF COWGIRL PEG, copyright 2018, is now available. Many students in the higher elementary grades requested a chapter book. My 93-year-old father encouraged me to write a mini-autobiography detailing some of the many adventures in my life. Writing about myself wasn't easy, but the more I wrote, the better it got. It ended up being a very enjoyable project that resulted in an entertaining, suspenseful book that includes great life lessons for readers. And Pat Wiles, my illustrator, created an incredible cover that is nominated for a national award.



CREDENTIALS for **Peggy Sundberg** Author of "Cowgirl Peg Books"

Books and school programs are endorsed by the counselor coordinator, Texas Region 10 School District (Dallas/Ft. Worth metroplex) as meeting state character education Requirements.



Endorsed by Indian Health Services for Work on Native American Reservations.

FEATURED ON

ABC-TV Denver; CBS & NBCTV-Col Springs;
Good Morning Nebraska NTV.

SIGNINGS / SPEAKER / EVENTS

- USO Military benefit book signing - 2011
- Guest author, Ottawa University literature event, Kansas - 2011
- Featured children's entertainer, Cowboy Festival, Los Angeles - 2009 - 2014
- Selected as a "library product in the spotlight", American Library Association - 2008
- Cowgirl Peg books & their messages are endorsed by the Executive Director, CCIRA (Colorado Council, International Reading Association)
- "Top pick" by entertainment editors, Galveston Daily News
- Guest speaker, International Reading Association - Colorado conference
- Guest speaker, Colorado State University - Pueblo Family Literacy event
- Featured author: "Read Across America" - Minneapolis
- "Lonesome" is recommended for parenting/family education by Texas State Association of School Boards
- Featured speaker, Jr. League Annual Celebration - Denver, CO
- Featured author & speaker, Young Writers Conference - Minnesota
- National radio interview with Jim Campbell, Horsemen's Radio Weekly
- Guest speaker, Cheyenne, WY Depot Museum Events
- Guest author, Santa Clarita Valley Literacy Festival, California - 2009
- Guest author & speaker, American Airlines Corporate Family Event - Dallas

"COWGIRL PEG" SCHOOL & LIBRARY PRESENTATIONS

- Minneapolis, MN (multiple schools)
- Nebraska schools
- Fargo, ND (multiple schools)
- Chicago area schools
- Kansas City area schools
- Tyler & Dallas, TX
- Georgia schools (multiple schools)
- National private & Christian schools
- Breckenridge, CO (5 schools)
- Ft. Worth/Dallas metroplex schools
- Eagle/Vail, CO (multiple schools)
- Rochester & Southeast Minnesota schools
- Hawaiian schools
- Denver public schools (multiple)
- Canon City, CO (multiple schools)
- Columbus, IN (multiple schools)
- Michigan schools
- Washington, IN (multiple schools)
- Colorado Springs, CO (multiple schools)
- Houston, TX (multiple schools)
- Phoenix, AZ (multiple schools)
- Littleton, CO (multiple schools)
- Raleigh, NC (multiple schools)
- New Mexico schools (multiple schools)
- Wyoming schools
- Colorado Western Slope schools
- Southern Indiana Education Association (33 school districts)

CREREDENTIALS for Peggy Sundberg

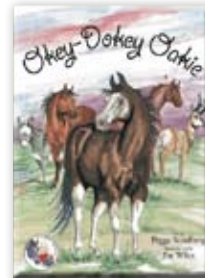
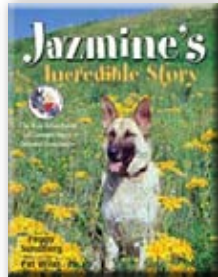
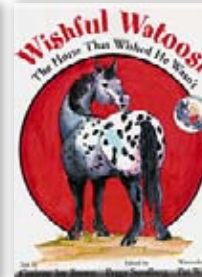
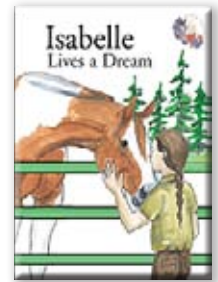
Author of "Cowgirl Peg Books"

BOOK SIGNINGS:

- Barnes & Nobles in Colorado, Texas & Minnesota & California
- National Finals Rodeo - Las Vegas, NV
- Denver National Western Stock Show
- Sangre de Cristo Performing Arts Center, Pueblo, CO
- Purina Mills corporate events
- Wyoming State Fair

REVIEWED IN:

- Roundup magazine
- Galveston Daily News - TX
- Wyoming Library Magazine
- Stewartville Star - MN
- Canon City Daily Record
- Tymes Georgian - Atlanta area
- Woodland Park, CO
- Purina Checkerboard Corral
- Pueblo Chieftain - Pueblo, Co
- NWI Times & The Republic - IN
- "Kiskegyed" (Hungarian Women's Magazine)
- Wyoming Rural Electric magazine
- Wise County Messenger - Decatur, TX



RECENT RECOMMENDATIONS

"I want to thank you for inspiring my daughter. In a recent visit to her elementary school in Colorado, you reached her. She has been in a tough place in life. Since meeting you and reading your books she has gotten more into her writing. This has been a great way for her to express herself and use her talents. On her own free will she asked the school librarian for some paper to write her own story. She surprised the librarian the next day with a colorful story with illustrations. She was also one of your contest winners. I would imagine you get this type of message often, however thank you very much for touching my daughter's life and helping her through a rough patch as well as giving a voice when she couldn't find her own." — *A grateful mom.*

Email from a young fan in Nebraska: "I enjoyed hearing you talk about your animals and the books you wrote. I can't wait to get my book about Jazmine when I get to school on Thursday. I'm also going to

love telling my classmates that I got my picture taken with you. I'm going to ask my mom if she will let me order some of your other books. I want your new one too. My mom is a teacher so she is always telling me to read more. After meeting you, I think I will."

"All I can say is "wow", you didn't do a good job with our students today, you were amazing. Our students learned a great deal about writing, being an author, an illustrator, and also being a good person. So many positives I cannot begin to tell you how much I enjoyed this day for our young writers. Thank you again for coming out." *Gary Tripp, Principal of the Zia Indian Pueblo, New Mexico.*

"There are a couple of things that are very important to preserve and perpetuate in our great American society. One is an appreciation of our

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CREDENTIALS for **Peggy Sundberg**

Author of “Cowgirl Peg Books”

RECENT RECOMMENDATIONS cont’d

magnificent land and all her glory and opportunities. The other is the ability of each person to reach his or her potential. In order to reach that potential one needs to have a sense of self worth and an incentive to take care of one’s health both mental and physical. Peg paints a vivid and beautiful picture of both things in this fabulous book. Every young person will read and understand the lessons and be entertained by the animals and the beauty of the setting.”

“Great work, Peg.” — *Red Steagall, Western Media Mogul.*

“I just wanted to write a short note sharing how much our school loved the presentation by Cowgirl Peg earlier this week! Ms. Sundberg came to present at our Rachel’s challenge kick-off event which involves being kind and compassionate to others and making good choices. Ms. Sundberg presented to the entire campus of 5th and 6th graders and the students loved it! She used her own animal stories to capture the attention of the students (which is sometimes a challenge at this age level), but they continually stayed interested! The presentation touched everyone – students and staff – and we are very thankful to have had Ms. Sundberg come out to speak to us! I hope to have her come out again at some point this school year. We appreciate her coming out and what a wonderful job she did!” *G.Galindo, Counselor, Azle, Tx.*

“I would like to say that our visit from you has left a lasting impact on our students! They not only enjoyed your visit, but because of your motivation, they are excited about writing! You did a fantastic job touching on all writing traits during your visit. I had a 4th grade teacher whisper to me “she is covering exactly what I am teaching!” My younger students still can’t get enough of your books. They are “taking turns” checking out each and every one of them. We hope to have you back! Thanks for bringing your stories and motivation to our school.” *Carey Govert, Lake Street Elementary, Crown Point, In.*

“Peg’s day at Kamehameha was well spent as she told stories, greeted students and teachers, took pictures, autographed books, and learned a few Hawaiian words to boot. (No pun intended.) By the end of the day Peg herself had a new name, Paniolo Peg! We learned a lot and made a new friend.” *Mahalo Nui Loa, Nalani Naluai and the Hi`ilei Media Center staff, Oahu, Hi.*

“Cowgirl peg visited our school on two different occasions. Each visit brought joy to our students and thought provoking aspects to each presentation! Our students grew in character in response to reading her books and hearing them read! The lessons about being true to yourself, making good choices, and growing as a person made an impact on our students. In teaching writing lessons following her visit, students will recall elements of her presentation including revision and editing aspects she presents. They retain what she has shared! It has been over a year since Peg was in our building last and I had a second grade student last week recall her presentation and relate it to a lesson I was teaching! That’s a successful presentation! Beyond the powerful lessons and impact she brings to a school presentation, Cowgirl Peg also does a great job of commanding student attention and captivating their imaginations. She’s incredibly organized in her book sales, as well. She made that part of the visit easy and pleasant! We love Cowgirl Peg and highly recommend her for school visits!” – *Anita Phipps, Marek Elementary, Pearland, Tx.*

“Cowgirl Peg did a fabulous job explaining the writing process as well as integrating character education. No suggestions for improvement, it was a great presentation!” *Literacy Team, Sewell Elementary, Tx.*

“It was a pleasure having the opportunity to meet you at the recent family reading event sponsored by the Southern Colorado Reading Council. Thanks ever so much for the exceptional presentation. I’m very impressed with the message that your books leave with each reader.” *L. Hardesty, Executive Coordinator, Colorado International Reading Association.*