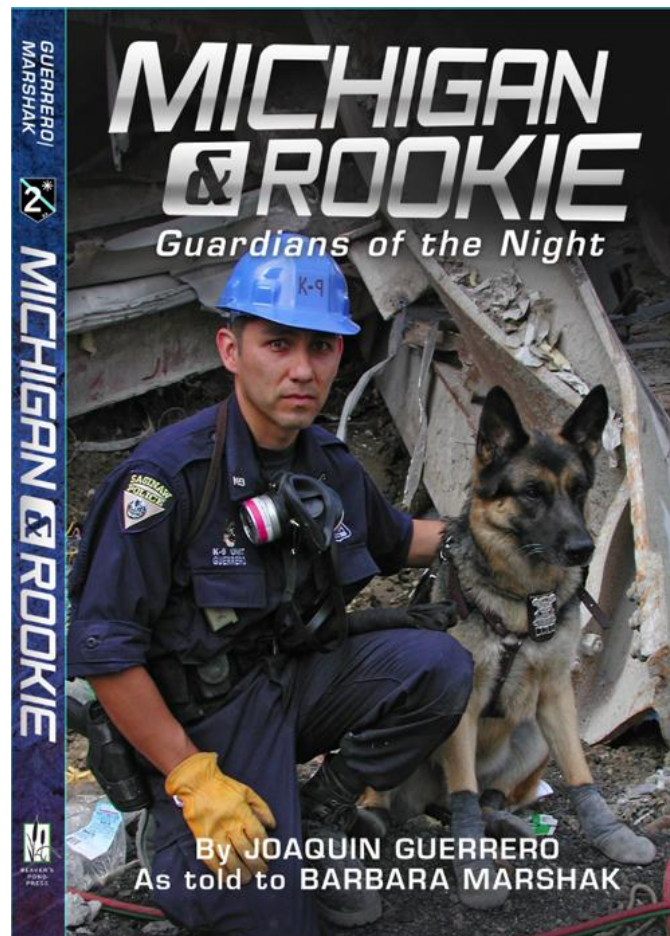
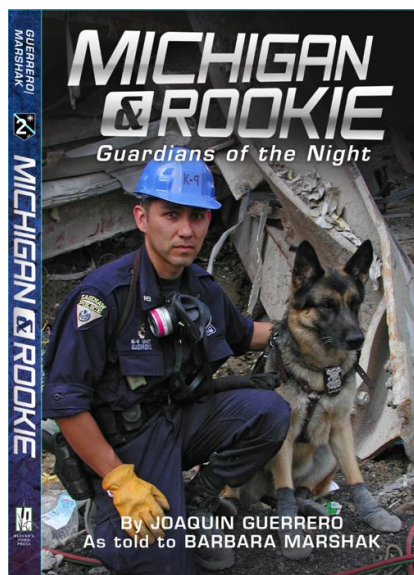


Media Kit

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K9 Officer's Remarkable Story of Service to Community and Country:



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FOR IMMEDIATE RELEASE:

Minneapolis, MN

As all of America marked the tenth anniversary of 9/11, the inspiring story of K9 Officer Joaquin Guerrero and his German shepherd partner Rookie is available in this time of remembrance and reflection. ***Michigan and Rookie: Guardians of the Night*** shares Rookie's unwavering service at Ground Zero, and his impact with hundreds of thousands of school kids across Mid-Michigan. Told in the POV of this K9 hero and his partner, the book shines a light on the life of a working police dog.

It's been said there is no bond greater than between a K9 handler and his partner. In Saginaw, Michigan—a city plagued with gang violence—Officer Joaquin Guerrero sensed God's call to work the dangerous night streets with his K9 partner, a ninety-pound German shepherd police dog named Rookie. With Rookie as his mascot, Guerrero created Precinct 131, an educational program to keep kids from turning to gangs.

On 9/11, Guerrero and Rookie responded to Ground Zero to help in the search efforts. For seven long days the pair worked "The Pile" with a never-give-up spirit. Because of Guerrero's unusual first name, a battalion chief nicknamed him "Michigan" for his home state. Following Rookie's service at Ground Zero, he was included in two studies that tracked the health of 9/11 search-and-rescue (SAR) dogs. An MRI revealed a large cancerous tumor on Rookie's jaw, most likely from toxins in the crushed tower debris. Despite everyone's efforts to save Rookie, he died in 2004 and received an honorary memorial service.

"Rookie's story is just one of a thousand that could be written about a working police dog in America. My hope is to bring recognition to all K9 handlers and their loyal partners," says Guerrero.

Guerrero partnered with author Barbara Marshak to tell Rookie's story. "As I thought about the best way to share the bond between man and dog, the idea came to give Rookie a voice," says Marshak. "Parts of the story are told from Rookie's perspective."

Guerrero's stirring story of goodheartedness and faith was featured in the episode "Native American Heroes" on *Hidden Heritage*, a documentary-style television program on the cable network RFD-TV in 2010 and received the show's highest Nielsen ratings.

Guerrero has made thousands of public appearances with his dogs since the inception of Precinct 131. He continues Rookie's legacy today with Rookie II, another K9-trained German shepherd, having served his community for 22 years. Guerrero's desire for the future is to adapt Precinct 131, now 13 years strong, into Operation Broken Arrow and bring the same type of anti-substance abuse program into Native American communities and schools.

A sought-after K9 trainer/instructor, Guerrero also founded the Apache Acres Training Facility and Kennel in Hemlock, Michigan, where he teaches obedience and K9 training.

Michigan and Rookie is a cop story, a Ground Zero story, a dog story, and a faith story.

Michigan and Rookie: Guardians of the Night

By Joaquin Guerrero

As told to Barbara Marshak.

Beaver's Pond Press, Minneapolis, MN

September 1, 2011

ISBN 13: 978-1-59298-420-6

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Available from Ingram, Baker & Taylor, Amazon, and fine booksellers everywhere.

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**About Joaquin Guerrero,
President/Founder of Precinct 131:**

Guerrero is a sought after K9 trainer/instructor, having owned five German shepherd trained police/service dogs in the last 15 years. He is a certified trainer through the National Association of Professional Canine Handlers (NAPCH) and teaches an obedience course for civilians at Apache Acres, his own K9 training center and facility.

A 22-year police veteran, Guerrero also teaches K9 Roll Call and Field Tactics for K9 Back-up at the Delta Police Academy. He is also certified to train in Basic Firearms, the National Rifle Association (NRA), Personal Protection, Advanced Tactical K9 Training, and Weapons of Mass Destruction (WMD) courses in prevention and response of explosives. In 2010 Guerrero trained at the Israeli Military Industries (IMI) Academy in Israel for Advanced Security and Anti-Terror Unit.



Michigan and Rookie: Guardians of the Night is a dog story, a faith story, a Ground Zero story, and a cop story. Guerrero is available to speak at events large and small, and will include a K9 demonstration if requested. Topics include K9 training, civilian obedience, health and nutrition for dogs, K9 and police experiences, and Guerrero's personal testimony.

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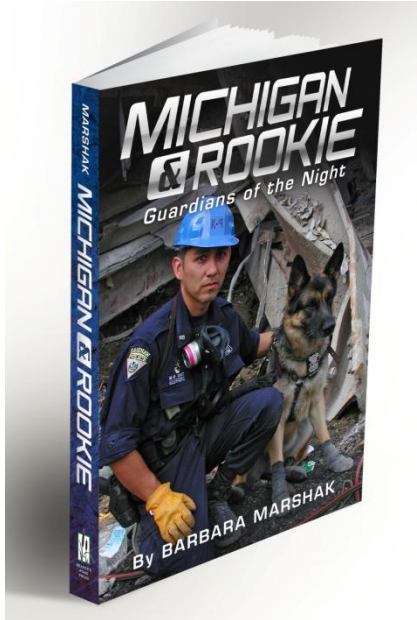
**Ask K9 Expert Joaquin Guerrero about
*Michigan and Rookie: Guardians of the Night***



1. We understand your memoir is based on the career of your first working police dog, a German shepherd named Rookie. What made you want to share Rookie's story?
2. Tell us about your nonprofit organization Precinct 131 and how that came about?
3. The book mentions the Rookie Puppet, the Rookie Doll, Robo-Cop, and Team Rookie. What types of impact in the community were you able to make with Rookie?
4. The cover photo of you and Rookie was taken at Ground Zero. What was it like to volunteer as a search-and-rescue (SAR) team so soon after the terrorist attack?
5. Following your service at Ground Zero Rookie gets sick. How did you find out about the cancer?
6. A line on the back cover states: "It's been said there is no bond greater than between a K9 handler and his partner." Explain why the bond goes so deep.
7. What's next for Joaquin Guerrero and your dogs, Rookie II and Lakota?

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Endorsements for *Michigan and Rookie: Guardians of the Night*:



“Officer Guerrero and Rookie was one of the hardest working canine teams we’ve had the pleasure of working with, evidenced in the pages of this book. Above all, they helped make this world a better place.”

**Terry and Diane Schoenbach,
Trainers/Consultants of ATF Special Response
K9 Teams, Homeland Security**

“Joaquin Guerrero used his canine partners for the betterment of all people...from community relations, to routine patrol, to his service at Ground Zero. This book shines a light on a K9 handler dedicated to utilizing his canine partner to the fullest.”

**Terry Foley, Master Trainer, K9 Academy Training Facility, President
of the National Association of Professional Canine Handlers**

“Joaquin’s desire to serve is so deep that he will go wherever he is most needed... regardless of the danger. Despite the difficulties he has encountered, Joaquin remains a man who is walking tall on life’s journey. This book will lift the spirit of all who read it. ”

**Paul LaRoche, Native American Cultural Role Model and Keynote
Speaker, Award-winning Native American Recording Artist**

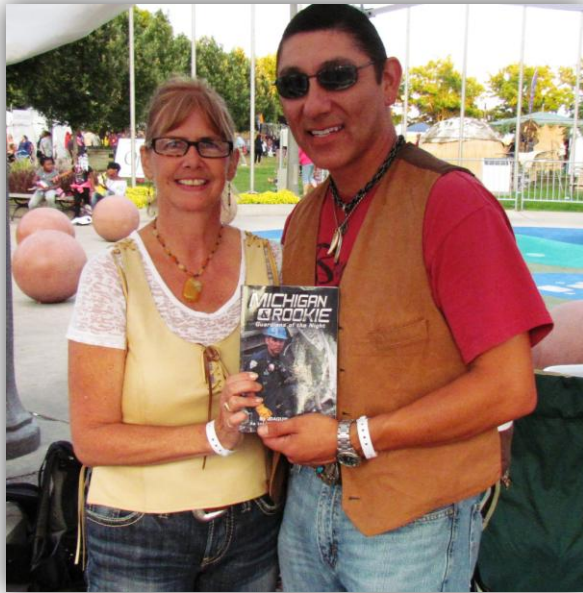
“Through Precinct 131, Joaquin made it his mission to make a positive impact in the lives of young children. What began as a short K9 demo in school classrooms, blossomed into a multifaceted ministry that reached tens of thousands! In their years of committed service together Joaquin and Rookie provided true, heartfelt definition to the meaning of ‘civil service.’ This inspiring story will empower and captivate readers everywhere!”

Mike Goschka, Former Michigan State Senator

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What people are saying about *Michigan and Rookie: Guardians of the Night*:

On September 9-11, 2011 Barbara and Joaquin held a book launch for *Michigan and Rookie* at Indian Summer Fest in Milwaukee, Wisconsin. The three-day festival is the largest Native American cultural festival in the country, held at the beautiful lakeside Henry Maier Festival Park.



“I had the very great privilege to spend a weekend at a festival where Officer Joaquin Guerrero and Barbara Marshak were appearing with two of Joaquin’s dogs, Rookie II and Lakota, and I have to say—if you think that there are no more heroes in the world, if you find yourself being pulled into a negative mindset thinking that no one cares about anyone but themselves anymore—read this book. I read it in one sitting, unable to step away from the story of Rookie and his dedicated handler. ‘Greater love hath no man—or dog—that he would lay down his life for his friends.’ And in the altruistic world of this compassionate individual and his canine companions, the definition of

‘friend’ is broad. His is a poignant, tragic, and uplifting story, and one well worth bringing into your heart.”

Judi L.H. *Year of the Monkey*

Joaquin and Rookie were invited to take part in the 9/11 Honor Parade on Sunday, September 11, 2011, the ten-year anniversary of the horrific terroristic attack on America.





"Michigan and Rookie is a must read book for all. I laughed, I cried, and found myself inspired to do more for my community. This book gives great insight to the everyday life and stress of being in law enforcement and the dedication and passion an individual must possess to do this job. I finished the book with a sense of hope that there are still heroes out there doing their best to make a difference. Through Barbara's words it is easy to see

Joaquin's passion for his job, his dog, and his faith. Through Rookie's words, you realize the strength of the bond a service dog has with his handler and can't help but to fall in love with this canine hero. This is a book you will not want to put down and a title I will recommend to all my customers."

Claudine W.
Store Manager
Barnes & Noble

-End-

About the Author



Barbara Marshak is the author of *Hidden Heritage: The Story of Paul LaRoche*, the inspiring biography of the Native American recording artist, Brulé. *Hidden Heritage* earned Finalist in the Biography category of the National Indie Excellence Awards (2007), and the USA Best Book Awards (2006). Barbara also co-writes for *Hidden Heritage*, a documentary-style television series based on the book and hosted by Paul LaRoche on RFD-TV.

Barbara's writing portfolio includes over 150 published pieces, and in 2010 two of her short stories were selected for publication: *Prairie Promises* (first place) in a regional literary journal, and *Lost Letters* (finalist) in a western anthology. In 2008 Barbara won the Bearlodge Writers Residence at the Devils Tower National Monument, Wyoming. Barbara resides in Minnesota with her husband and family.

Also a dog lover, Barbara is often assisted in her writing studio with Duke and Daisy, a mother-son pair of rescued yellow labs. Blinded years earlier, Daisy relies on Duke to serve as her seeing-eye dog. Their daily antics and unique bond are providing plentiful material, perhaps for another book.



Visit Barbara at www.BarbaraMarshak.com.

For updates on Duke and Daisy, follow their blog at <http://dukeanddaisy-marshak.blogspot.com/>.

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