



BOATING WRITERS INTERNATIONAL

Journal

Founded in 1970

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Bylaws, Elections, Contest, and More

Thanks to everyone who took the time to vote for the emergency bylaws change that the BWI Board unanimously recommended last month. We're tallying votes until December 31, but the yeas far outweigh the nays at this point. I appreciate your support for my serving one more term in order to secure a stable line of succession among our officers.

One of the few nay votes came from a member who offered enthusiastic support for me personally, but who thinks the Board can achieve the goal of keeping me on for a third term under the existing bylaws, provided nobody steps forward to challenge for the president's seat. His suggestion of working within the bylaws is complex, and is being examined further. The upshot is that when the Board meets in February, we will work to achieve the membership's will of allowing a third term in the easiest way possible.

Elections

Who will be in the room when that Board work is done? That depends on your vote. Pages 4-6 of this month's *Journal* include biographies and goals submitted by the six BWI members



who are running for two open Director seats. The candidates have widely varied backgrounds and would bring different skill sets to the BWI Board. Please take a minute to learn a bit about each candidate before casting your vote electronically next month (you will receive an e-mail reminder when it's time to vote).

Writing Contest

Also in this issue of the *Journal*, you will see that each category in the annual Writing Contest received enough entries to be judged. Contest Committee chair Lindsey Johnson has been working nonstop to find volunteers to judge all the categories, and we could still use some help in the maintenance, fishing, electronics, and technical writing categories. If

you did not submit an entry in those categories and are interested in volunteering as a judge, please contact Lindsey as soon as possible at ljohnson@nmma.org.

Cash for Bagels

Meanwhile, I have received word that the NMMA, because of economic conditions, will not be able to continue as the sponsor for our breakfast meeting at the Miami International Boat Show in February.

I have already been in touch with the convention center's catering company, and the bill for the event's coffee, juice, bagels, and danishes will run about \$2,500. I have polled all of our members who edit and write for high-circulation titles, including boat show programs and daily newspapers, and have determined that our active members reach more than 30 million readers monthly. (Wow!) I am using that total reach to try to secure a breakfast sponsorship from a non-endemic company that is not being hit as hard as the marine industry right now. Any ideas, please send them my way: kim@kimkavin.com.

Kim Kavin
BWI President

All Writing Contest Categories Qualify

Preliminary counts for all BWI Writing Contest categories show they have received the minimum number of entries, and many are



bursting at the seams. The two-week-earlier cut off may have resulted in a reduced number of entries,

though the challenged publishing sector and general economy likely also played a role. It appears the quality of submissions are high, even if overall numbers remain slightly lower.

Articles are being sorted and will be shipped to judges shortly. Unofficial count of entrants is 157, and number of entries is 446. More details will be provided in the January newsletter.

Last-Minute Contest Judges Sought

Writing Contest chair Lindsey Johnson reports chairpeople and reading judges for the 16 Categories—64 members!—have

been identified and teams organized. She still seeks a short list of “alternate readers” to be available in case of any last-minute juggling.

If you would like to volunteer for this duty, and/or be placed on the list for next year’s judges, send Johnson an e-mail at ljohnson@nmma.org. Please indicate which categories you have entered (since you cannot judge those).

Especially needed are judges for the following categories:

- Boat/Engine Care and Maintenance
- Electronics
- Fishing
- Technical Writing

BWI Elections In January

Annual elections for Officers and Directors will be held in January. This is to facilitate the seating of a new Board immediately following the close of the annual meeting that takes place in Miami in February.

The Election will be handled electronically, with planned distribution of the

ballot on or about January 9. Active and Associate members may vote and will be asked to do so by the end of January.

The nominating committee, consisting of the BWI president, past president and executive director, will present candidates qualified to serve as Officers (one-

year terms) and Directors (three-year terms). Brief biographies of candidates will accompany the ballot, and you can view longer biographies as well as each candidate’s goals on pages 4-6 of this month’s *Journal*.

Please vote promptly when you receive the e-mail next month.

Miami Long-Term Planner

BWI’s annual General Membership Meeting is scheduled February 13 in conjunction with the Miami International Boat Show. Writing Contest Awards will be presented, as will a

“Newsmaker” media event. BWI advises others planning media functions to avoid the 8 to 10 a.m. time period meeting to avoid time conflicts with journalists who attend the boat show.



Industry Web Awards Open For Entries

Boats.com and NMMA are accepting nominations for the 2009 North American Marine Industry Web Awards. The awards recognize companies that lead the drive toward higher standards of excellence in website design and content.

Best OEM/Manufacturer Site

For boat manufacturers' websites that demonstrate creativity in design, ease of navigation and up-to-date, relevant content

Best Marine Equipment Site

For equipment manufacturers' websites that demon-

strate creativity in design, ease of navigation and up-to-date, relevant content

Best Dealer/Broker Site

For power or sailboat dealers' and brokers' websites that demonstrate creativity in design, ease of navigation, and up-to-date, relevant content

Best Marine Site Editorial Content

For any marine site with editorial content that engages, informs, promotes and compels action

Best Marine Site 'Discover Boating'

Open to any marine site

with content that embraces and supports the Discover Boating ethos.

"This year, we are pleased to add two new awards—Editorial Content and Discover Boating—to highlight initiatives that are shaping our industry as a whole," says Ian Atkins, vice president and group general manager for *Boats.com/YachtWorld.com*.

Details are posted at www.boats.com/nawebawards/index.html. The deadline for nominations is January 15, 2009. Winning companies will hold their title for one year and be announced in a special section in the April 2009 edition of *Soundings Trade Only*.

Two new categories have been added: Best Marine Site Editorial Content, and Best Marine Site 'Discover Boating'

Cruising World Founder Davis Dies

Murray Lloyd Davis, whose passion for sailing and publishing inspired generations of recreational cruisers to turn their dreams into voyages near and far, died December 4, 2008.

Born in Berrigan, New South Wales, Australia, on August 18, 1928, Davis founded *Cruising World* magazine and is today credited with its success as a leading North American-based sailing publication, now entering its 35th year of publication. Davis sold *Cruising World* to the New York Times Magazine Group in 1984, and it is currently owned by Bonnier Corp.

Before starting *CW* in the attic of his house in down-

town Newport, Rhode Island, in May 1974, Davis served a stint at *Boating* in New York and was the first editor of Boston-based *Sail*. While at *Sail*, which covers both sailboat racing and cruising, Davis realized he couldn't serve both pursuits, which are at times at odds with each other. "The world is moving too fast for a lot of people," he said, "and cruising is a chance to get off and reflect for awhile. Perhaps the time has come for a cruising magazine."

After borrowing \$20,000 from a bank, he set his sights on communicating in print with cruising boat owners, assisted by his former wife, Barbara M. Davis.

After the couple divorced and sold the magazine, Davis retired to travel and to paint. In recent years, his greatest pleasures included watching the weather from his house on the Newport waterfront, dining on fish and chips at local diners and restaurants, and reading *The New York Times*.

Donations in Davis's memory are welcome at the Seamen's Church Institute of Newport, Rhode Island.

—From the Editors of *Cruising World*



Murray Davis

BWI Director Candidates' Forum

Two candidates are running unopposed for Officer positions, and six candidates are vying for two open Director seats.

Elections to the BWI Board will be in January. Two candidates are running unopposed for Officer positions, and six candidates are vying for two Director positions.

Zuzana Prochazka, for 1st Vice President

Zuzana, a current BWI Board member, is a freelancer and a regular contributor to *Latitudes* and *Attitudes* magazine. Her work has appeared in *Santana*, *Dockside*, *Voyaging*, *Good Old Boat*, *DIY*, *Newport Beach 714*, *Pool & Spa News*, *Reeds Nautical Almanac*, and *Los Angeles Times Sunday Magazine*, as well as online at *underwatercolors.com*, *sailingbreezes.com*, *catamarans.com* and *floridascubanews.com*. Before freelancing, she served as managing editor of *Santana*, where she executed a full editorial turnaround. She has served as Innovation Awards judge at the IBEX, Miami, and MAATS shows for several years and currently serves as the chairperson for the BWI New Products Committee. She also serves as a judging chair for the BWI Annual Writing Contest.

Lisa Hoogerwerf Knapp, for 2nd Vice President

Lisa, a current BWI Board member, has worked as a freelance marine journalist and photographer since 2002. She writes for *Dock-*

walk, *Boat International USA*, *Soundings Trade Only*, *Soundings*, *Dockwalk.com*, *Trade-OnlyToday.com*, *REFIT*, and *Southern Boating*. Lisa is also Associate Editor of *Wave* and *International Yachtsman*. Prior to her journalism career, Knapp was an advertising copywriter and creative director. As a first-term Director, Knapp has been a frequent contributor to the *BWI Journal*, has organized speakers for BWI meetings, and has provided ideas to recruit new supporting members and sponsors for the annual writing contest. She also volunteers as a contest judge.

David G. Brown, for Director

David G. Brown is a former BWI Board member and writing contest winner. He has been messin' about the water since the days when the phrase "wooden boat" was redundant. He began writing about boating in the 1960s and has been a full-time freelancer since the early 1980s. Brown is currently involved with TV production, especially maritime history. He contributes to two boating publications, is the author of eight books on boating, has owned and published two magazines, and spent 17 years in TV news production. Along the way, he worked "on the line" building boats and is a wooden boat restoration specialist. Brown is on his

fifth renewal of his U.S.C.G. Master's License, has sailed a "tall ship," and owns a water taxi and excursion service. He holds the U.S. Sailing Rescue Medal. Brown does not like to talk about how he almost killed Ethel Merman.

Mark Corke, for Director

Mark Corke became a qualified Yachtmaster with the British Royal Yachting Association in his early 20s. Several decades later, he is now a U.S.-based freelance writer and photographer working on the definitive guide to marine surveying for McGraw Hill Marine Publishing. He also is a regular contributor to *Sail*, *Blue Water Sailing*, *Power Cruising* and *Soundings*. Throughout his career, first with the BBC and later in America, he has been a well-respected authority on practical projects, having built five boats and written and photographed six DIY project books. He was senior editor of *Sailing Today* magazine in Great Britain, and later *Sail* and *Boatworks* magazines in the United States, as well as host of the British TV shows *DIY SOS* and *Homes and Gardens Livetime*. Mark is a member of the Society of Accredited Marine Surveyors and sails a 26-foot wooden gaff cutter that he built from a set of plans. He holds the Guinness Book (see next page)

BWI Director Candidates' Forum (cont.)

World Record for crossing the English Channel in a kayak.

Corke's goals as a Director: We should do more to help freelancers on a practical level. The freelance base is going to get larger as all media shrink staff positions. Online content continues to expand, but often with lower pay scales. Just because content is posted online does not mean that it is any less worthy or that the cost to produce it is of a lesser value to the writer. I have watched as freelance rates have dwindled, getting paid less now for features than I was 10 years ago. BWI should help members negotiate contracts, offer contract reviews by an attorney, and open the lines of communication between members, perhaps through an online forum. It might be possible to set up local chapters or offer a writers' symposium at a boat show.

Lindsey Johnson, for Director

Lindsey Savin Johnson, who is seeking re-election to her current Director position, is a lifelong boater who has been trade communications manager for the National Marine Manufacturers Association since October 2005. She produces the association's weekly e-newsletter, *Currents*. She is the primary liaison between NMMA and the consumer and trade boating press, writes and distributes informational

materials, and attends and reports on many consumer and trade boat shows and events. Prior to joining NMMA, Johnson was a staff writer for *Soundings Trade Only* magazine. She also wrote items for the *Soundings Trade Only* daily e-newsletter, *TradeOnlyToday.com*. Johnson has been a member of BWI since 2003 and received a third place award in BWI's 2004 Writing Contest.

Johnson's goals as director: I've had the privilege of serving on the BWI Board since 2007. I've watched BWI make significant progress and increase its overall value to members. However, as is always the case, there's room for improvement. I served as Contest Committee chair the past two years, and I'd like the contest to become even more prestigious within and outside the industry. I'd also like to help BWI evolve into a more benefits-driven group for its members—whether through offering webinars, lining up more engaging speakers and panel discussions, or doing a better job of “taking the pulse” of member concerns on a regular basis. Finally, I'd like to see BWI increase its membership meaningfully at both the Active and Associate levels. With larger ranks comes an increased ability for BWI to offer its members the necessary tools to improve businesses and careers.

Glen Justice, for Director

Glen Justice spent 18 years as a reporter, most recently on staff at *The New York Times*. He left the paper in 2006 to start *Mad-Mariner.com*, the daily online boating magazine where he currently serves as editor. *Mad Mariner* publishes new stories daily and offers features such as the annual Mad Mariner Poll, The Docking Game, and the Hard Facts on Software series, which was recently made into a book. Justice has deep experience in computer-assisted reporting and has made a living in online publishing—skills he would put to use as a BWI Board member, including continuing to volunteer on BWI's existing New Media Committee. Justice learned to sail on the San Francisco Bay and in Southern California and currently cruises on the Chesapeake Bay and the Potomac River aboard his trawler, *Anonymous Source*.

Justice's goals as Director: My primary goal will be to help members navigate the world of online journalism. That means providing resources that will help writers understand the new technologies that confront us and then use those new technologies to better write, sell, or edit stories. My strategy would be to establish a BWI blog that provides high-quality reports and white papers to explain (see next page)

The six candidates seeking two open Director seats are David G. Brown, Mark Corke, Lindsey Johnson, Glen Justice, Marilyn Mower, and Mark Pillsbury.

BWI Candidates' Forum (cont.)

The candidates for BWI Director seats have varied backgrounds in online and print journalism. They specialize in everything from marine surveys to megayachts.

Internet technology in plain and readable language. Calling on my background in online journalism, I believe I can have this blog running 30 days after the election and establish a team to keep it updated regularly thereafter.

Marilyn Mower, for Director

Marilyn Mower has covered the marine industry and recreational boating in newspapers, magazines, the Web, and via public relations, both as a staff writer and as an independent contractor. She was a teacher and a daily newspaper reporter before she began covering sailing and powerboat events in 1976. In 1988 she joined *ShowBoats International* and, as executive editor and later editor-at-large (2002-2006), helped to create the genre of megayacht magazines. From 2002 through 2006 she worked as a freelancer and as owner of a public relations business. Since 2007 she has been editor of *Southern Boating* and the *Marine Business Journal*. Books she has edited, written, or contributed to include *The Megayacht Century*, *Caribbean Cuisine—A Culinary Voyage*, *American Classic: The Yachts and Ships of Jack Hargrave*, *The Encyclopedia of Yacht Designers*, *Superyacht*, and *Embassy Cruising Guide to Florida*. Marilyn lives aboard a vintage 39-foot Avenger motoryacht, *Emma Peel*.

Mower's goals as Director: I think BWI must meet the needs of its two types of active members: freelancers and staff writer/editors. I think both would benefit from more frequent communications. Freelancers probably have greater networking needs and would like assistance on concrete issues such as legal issues and health care. Staff writers and editors need updates on what's going on outside their own organizations. With the slow economy, we are all doing more with less, but do salaried writers risk being abused as staffs are gutted and freelance budgets shrink? What can we do to help our membership guard against burnout? What can we do to make sure the boating media does not get taken for granted by the industry? I also think BWI should hold workshops or publish white papers to help print journalists learn to write for the Web. Cyber communication is making old contracts obsolete and requires a new look at rights issues. BWI also needs to stay focused on ethics and standards, mentoring, privacy, and anything relating to the improvement of the quality of work product.

Mark Pillsbury, for Director

Mark Pillsbury has spent the past four years as senior editor at *Cruising World* magazine, and the past three years as director of its Boat

of the Year Program. A lifelong sailor, he writes features, conducts boat tests, and assigns and edits many technical articles. He is also actively involved in developing the magazine's website and helps edit *Reckonings*, a twice-monthly e-newsletter. Previously, Mark was editor of a successful business and technology weekly newspaper in Boston and worked as the start-up editor and publisher of several sister publications. His years in journalism have also included stints as a reporter and in various editing positions at daily newspapers in the Boston area.

Corke's goals as Director: BWI should continue its efforts to help writers and editors develop the skills they'll need to keep abreast of technology. In addition to the annual Writing Contest, the BWI website would be a logical place for writers to come together and share information, and for colleagues to critique and improve each other's work. My priorities would be to explore how BWI can use the Web more effectively. Three examples would be developing programs and materials to help members keep abreast of changing technologies, developing forums where writers and editors could collaborate on stories or evaluate each other's work, and using the Web to host writing, editing, and technical workshops, or other events of an educational nature.

Supporting Member News



Montauk Yacht Club Renewed In 80th Year

The Montauk Yacht Club Resort & Marina (pictured above) is undergoing a multimillion-dollar transformation by owner Island Global Yachting.

Phase II coincides with the resort's celebration of its 80th anniversary and includes further enhancements to the club's guestrooms and suites, public spaces, and meeting and conference facilities. All construction/renovation activities for Phase II will be completed prior to the re-opening of the New York resort in April 2009 for the summer season.

For details, contact Chuck Smith, Chuck@KingstonSmithCom.com.

Sea Tow Launches Safety Challenge

The Sea Tow Foundation for Boating Safety and Education kicked off its nationwide 2009 Boating Safety Challenge tour at the New York National Boat Show (Dec. 13-21) to help raise boating safety awareness.

The Boating Safety Challenge encourages show visitors to test their knowledge of safe boating with a safe boating test, hands-on activities like knot-tying and

putting on a life jacket in less than 30 seconds, and a Passport to Safety contest.

The tour will include stops at shows in New York; Nashville, Tennessee; Atlanta; Hartford, Connecticut; Atlantic City, New Jersey; Miami; Boston; Long Beach, California; Minneapolis; Tacoma, Washington; Jacksonville, Florida; and Corpus Christi, Texas.

For more information, visit boatingsafety.com.



Ocean Alliance Recognizes Honda

Honda Marine has been named "Donor of the Month" by Ocean Alliance, a nonprofit organization dedicated to the conservation of whales and their ocean environment through research and education.

A Honda Marine 40-hp outboard was paired with the tender to the *R.V. Odyssey*. The research assesses risks facing humans and other animals that depend on the marine environment for food.

For more information go to oceanalliance.org, or hondanews.com.

Award Winners Improve Boat Access

Six 2008 BoatU.S. Recreational Boating Access Award winners have been selected for improving their community's access to your local waterways.

The winning projects—in Florida, Ohio, Minnesota and North Carolina—offer a range of innovative solutions for communities struggling to keep their waterfronts open to boaters, anglers, and citizens. Communities that improve boating access can also reap economic rewards that local and visiting boaters bring to merchants, restaurants and service providers.

For information on the projects and winners, visit BoatUS.com/gov/AccessAward.

Boat-Fish Grant Applications Due Soon

The Recreational Boating & Fishing Foundation has announced the availability of boating and fishing education grants for 2009 totaling \$800,000 with applications due January 30.

Sought are programs that provide hands-on opportunities for children and their families to learn not only about boating and fishing, but also conservation.

To download an application and learn more about the initiative, visit RBFF.org.



PowerCruising Merging into MotorBoating

Bonnier Corp. announced in mid-December that the editorial content of *PowerCruising* will be folded into *MotorBoating* with the March issue.

Chris Cornell, editor of *PowerCruising*, will continue to lead the online component. In addition, he will serve as a senior editor at

MotorBoating, where his background in technical boatbuilding and cruising lifestyle editorial will be a great complement to the existing staff.

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Writer's Marketplace

To use BWI's free Writer's Marketplace, go to BWI.org.

Experienced Boating Writer Available

Writer with eight years' experience as an editor at *ShowBoats* and *Yachts International*, 30-plus years of boating experience. Writing, photography, graphic design. Jamie Welch, (608) 497-0799, ejwelcher@yahoo.com.

Writer with Cruising Experience Available
Highly literate retired

Writer with Cruising Experience Available

Highly literate retired

schoolteacher with 25 years' boating experience on Chesapeake Bay; marina reviews; reviews of boat-accessible restaurants. Can send samples if requested. Marie Armstrong, (410) 437-1123, tommariel06@msn.com.

Welcome New Members

Apply for membership at BWI.org.

Active members:

- Tania Aebi, Freelance Writer/Author, Corinth, VT
- Laura Zylinski Batyr, Freelance Writer, Jamesport, NY
- Clark Beek, Freelance Writer/Author, San Francisco, CA
- Jonathan Coen, Freelance Writer, Ship Bottom, NJ

- Tom Horton, Freelance Writer, Salisbury, MD
- Chris Landry, Freelance Writer, Sarasota, FL
- Charlie Levine, Senior Editor, Winter Park, FL
- Kirk Moore, Freelance Writer, Tuckerton, NJ
- Catherine Pearson, Associate Editor, New York, NY
- Pat Piper, Editor, Alexandria, VA
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Send items to be considered for publication to Greg Proteau, info@bwi.org. All information contained herein is meant for the use of members, is in their best interest, and appears in as true and accurate a form as possible.

Membership in BWI is open to anyone involved in the recreational boating industry. Active members are generally writers, editors, photographers and broadcasters. Associate members are generally P.R. or communications firms.