

Inside this issue:

- 2009 Writing Contest Update **2**
- Officer, Director candidate bios **3-5**
- Active & Associate Member news **6**
- Supporting Member news **7**
- Welcome 12 new BWI members **8**

Goodbye, My Longtime Friend

Devastated. That's the only word I can conceive to describe the way I felt when I learned that *Northeast Boating* magazine will cease publication on December 31.

My first article for this award-winning regional ran in January 2005, when the magazine was still known as *Offshore*. The piece was called "Subtle Splendor," and it included a 2,000-word narrative plus a 1,000-word info box about cruising in Long Beach Island, New Jersey. The story and its rich, accompanying photography ran across eight pages within the 136-page issue.

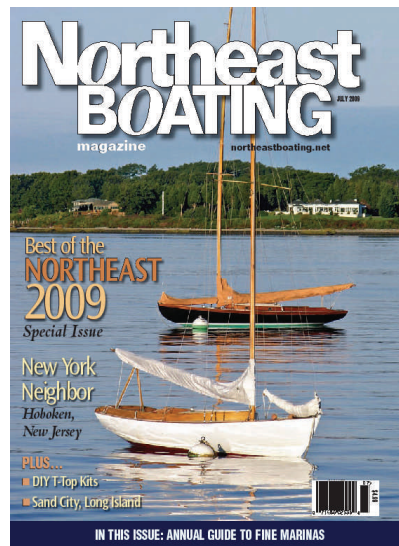
My last article for *Northeast Boating* appears in this month's issue. It's called "Sweet Spot" and talks about cruising in Beach Haven, New Jersey, with the same word and page counts—only packaged within a magazine that has 56 pages total.

Northeast Boating was never my best-paying gig as a freelancer, but it was always one of my favorites. Former Editor Betsy Frawley Haggerty, followed by current Editor Tom Richardson, always fought to preserve the space that writers needed to develop narratives, bring characters to life, incorporate dialogue, and, in

general, do more than just spout boat test statistics at readers. They encouraged me to write creatively, to write completely, and to write well. This magazine actually let writers be writers—and it won a heck of a lot of awards over the years for sticking to its editorial guns.

It's hard to know whether to fully blame the title's demise on the continuing recession. Obviously, when the total page count is a mere 56, ad revenue is all but gone. There is no doubt that advertisers stopped being able to (or perhaps wanting to?) support a regional magazine filled with long-form journalism.

Still, I can't help but wonder whether and how much the rise of the Web as a primary information resource contributed to this magazine's end. Long-form journalism just doesn't seem to be the main attraction anymore for readers. Those of us who write for websites know that 300 or 400 words tends to be the maximum that readers will tolerate (or perhaps enjoy?) on any given day. The way I would re-



search and write for *Northeast Boating* would be considered insane by my online editors today.

My fingers, when not typing out staccato sentences full of search engine-friendly phrases these days, are crossed for Richardson and his colleagues, who are attempting to find financing that will keep NortheastBoating.net in operation. I hope they can find a way to marry the style of journalism that made the magazine so great and its writers so fulfilled with the style of reading that is fast becoming the norm.

Godspeed. To us all.

Kim Kavin
BWI President

Writing Contest Update; Elections

15 of 17 Contest Categories Qualify

Preliminary counts for the 17 BWI Writing Contest categories show that 15 – including the new



“Original Online Content” – received the minimum number of 12 entries required to be judged. All submissions are now being

sorted, and the Board is taking steps to try to ensure that all 17 categories qualify for judging and prize-giving.

In general, it appears that the quality of submissions in

this year’s contest is high, but continuing challenges in the publishing sector and general economy have led to a lower number of overall entries. Preliminary counts show that that at least 100 fewer entries were received this year than in years past.

More details will be provided in the January *Journal*.

BWI Annual Elections In Early January

Annual elections for BWI officers and directors will be held in early 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 han-

dled electronically, with e-mail notice of ballot availability. 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, has reviewed the candidates and is presenting those qualified to serve as officers (President, 1st Vice President, and 2nd Vice President who serve one-year terms) and directors (one seat open, three-year term). Brief biographies of candidates begin on the next page of the *Journal* and will accompany the ballot.

Please vote promptly when you are asked.

EPA Delays Decision on Ethanol

On December 1, the Environmental Protection Agency announced that it will delay a final decision on the pro-ethanol lobbying group Growth Energy’s waiver petition to allow ethanol blends up to E15 until more testing data is available.

The National Marine Manufacturers Association has called for more testing given serious concerns about the potential impacts of mid-level ethanol blends on recreational marine engines and boats, including increased air emissions, performance and durability issues, and warranty concerns. No recreational ma-

rine engines, fuel systems, or boats are currently designed, calibrated, certified, or warranted to run on any fuel with more than 10 percent ethanol.

BoatU.S. says the harm already inflicted on boat owners when ethanol in gasoline was increased to 10 percent (E10) several years ago should be a concern for regulators as they debate the effect of higher ethanol blends in all gas-powered vehicles and equipment.

EPA’s announcement notes that studies to date indicate that higher blends such as E15 potentially may be tolerated by newer automobiles, but that further and

longer-term studies are pending. EPA has not conducted any studies on marine engines or a wide array of other non-road engines, as is required by law.

EPA suggests it may approve E15 for 2001 and newer vehicles by mid-2010 unless data reveal problems. The marine industry’s view is that no decision should be made on E15 until all independent scientific studies confirm that it is compatible with both on-road and non-road engines.

Contacts: Scott Croft, (703) 461-2864, SCroft@BoatUS.com; Mat Dunn, (202) 737-9760, mdunn@nmma.org.

2010 BWI Election Candidates

Zuzana Prochazka, for President

Zuzana, currently BWI's 1st vice president, is a freelancer and technical editor for *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*, *Circumnavigator*, and *Los Angeles Times Sunday Magazine*, as well as online at mad-mariner.com, 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.

During her tenure on the BWI Board, she has served as Innovation Awards judge at the IBEX, Miami, and MAATS shows for several years and is currently 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 1st V.P.

Lisa, currently BWI's 2nd vice president, began her freelance journalist career as a columnist for the *Miami Sun Post* in 2002. Since then, she has penned for *Dockwalk*, *Boat International USA*, *Soundings Trade Only*, *Soundings*, Dockwalk.com, *Meer & Yaachten*, *Boat International Russia*, TradeOnlyToday.com, *REFIT*, MadMariner.com; *Boating Industry*, *Southern Boating*, *The Triton*, and *Megayachts USA*. Prior to her journalism career, Lisa

was an advertising copywriter and creative director.

Lisa has been a frequent contributor to the *BWI Journal's* Freelance Life column, organized speakers for BWI meetings, and provided ideas to recruit new supporting members and sponsors for the annual writing contest. She also volunteers as a contest judge and has been recognized in the BWI Annual Writing Contest seven times. Lisa is chair of BWI's Membership Committee and serves on the contest and speaker committees.

"My goals as 1st vice president are to continue to support BWI's leadership team, and to be zealous in attracting new members to our guild. This is important to avoid an organizational budget crisis during the next few years, and to slow the attrition rate of lost members with an aging member base. I have been working on this during 2009. We have a responsibility to inform would-be scribes in journalism colleges that marine journalism is a viable career choice. Our writing contest is very popular, and I will do my best to see it grow and flourish in every economy."

Glen Justice, for 2nd Vice President

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 MadMariner.com, the daily online boating

magazine where he currently serves as editor. *Mad Mariner* publishes new stories daily and offers features such as The Docking Game, The Cruising Game, the MadCast weekly podcast, and more. MadMariner also publishes daily in Spanish and recently acquired the *DIY Boat Owner* print magazine.

Justice has deep experience in computer-assisted reporting and has made a living in online publishing — skills he has put to use as a BWI Board member, including continuing to chair BWI's existing New Media Committee and directing the updating of the organization's new website. 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*.

Paul Esterle, for Director

Paul Esterle is a freelance writer, editor and videographer. He currently serves as Managing Editor of *Nor'easter Magazine* and Technical Editor of *Small Craft Advisor*. His "How-To" boating articles have appeared in MadMariner.com, *SAIL*, *Long Island Boating World*, *Voyaging*, *Dockside*, *Santana*, *DIY Boat Owner*, *Nor'easter Magazine*, and *Small Craft Advisor* magazine. He has authored two boating books, "Capt'n Pauley's

Three current BWI Directors are running for Officer positions. Each is a chairperson of one of the BWI Standing Committees. Officer term is one year.

Continued next page

2010 BWI Election Candidates *continued*

Five BWI members are running for a single Director seat. Director terms are three years. BWI's Board is composed of three officers and six Directors.

Boat Repairs & Upgrades" and "Maintaining and Improving Your Powerboat," and has produced two boating videos and four boating CDs. He currently operates two blogs: www.thevirtualboatyard.com and www.purgatorycove.com, as well as the website www.captnpauley.com. He also writes and hosts a boating radio show, "Radio Nor'easter," on WCTR-AM1530 in Chestertown, Maryland. Esterle works on and sails his project sailboats at the head of Chesapeake Bay in North East, Maryland. He is an active member in both the Seven Seas Cruising Association and the United States Power Squadrons.

Esterle's goals as Director: "I plan on using my wide range of experience, from writing to editing, video production, and online content generation, to aid fellow writers in making the transition to digital content. I would take advantage of the existing LinkedIn BWI site to share information, tips, and techniques on how to take advantage of social networking as well as provide information exchange on software solutions for digital content generation such as video editing, computer-aided drawing, and photo processing."

Alan Jones, for Director

Executive Editor Alan Jones began his journalistic career as a sportswriter for the *Clearwater Sun* back in the '70s, was a full-time writer and editor for *Boating World* for 14 years, and most re-

cently was a contributing editor for *Sea Magazine*.

Alan writes the Editor's Letter, engine column, and all boat tests and is the on-camera personality for *Boating World* as well as being a feature writer, humorist, and fishing enthusiast. He also shoots photography and videos. Alan has been a judge at the NMMA Innovations Awards numerous times and has been recognized by BWI seven times in the annual writing contest.

His goals as BWI Director: "I would like to explore new ways of making the lives of our membership better in areas such as tax prep assistance, financial planning, group health coverage, and expanding the writing contest."

Alan has taken adventurous trips in small boats:

- Cruised 1,500 miles from Seattle to Glacier Bay, Alaska, in a 26-footer
- Drove a deckboat 1,000 miles from St. Louis along the Mississippi River, Ohio River, Tennessee River, and Tenn/Tom to Florida
- Crossed the Gulf of Mexico over 500 miles nonstop in a 24-foot center console from the Florida Panhandle to Key West

Michael Sciulla, for Director

Mike has become the go-to guy when it comes to producing most of the BWI panel discussions at the Miami and Ft. Lauderdale boat

shows. Since completing two terms as BWI president (2003-04) he's been chairman of the Speaker's Committee and has put on a number of well-attended and well-received programs including "Expanding the Boating Universe Beyond Middle-aged White Males" for the 2008 Ft. Lauderdale boat show, "The Boating Media's New Economic Realities" for the 2009 Miami boat show, and "How to Make Money with Social Media" for the 2009 Ft. Lauderdale boat show.

During his presidency, BWI's bylaws were rewritten and approved, the first electronic survey of association members was undertaken, and BWI dues were reduced for publications with multiple members. To recognize editorial excellence, he launched the Monk Farnham Award 14 years ago and counts it as one of his major achievements.

"Now that I'm freelance and no longer editing and publishing a magazine on a regular basis, I would like to devote even more effort to BWI by continuing to attract top-notch speakers and by producing provocative programs. I will be available to share the 'corporate knowledge' I have gained over the years."

Tom Tripp, for Director

Tom is the publisher and editor of *OceanLines*, an online magazine that covers the powerboat cruising and

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2010 BWI Election Candidates *continued*

passagemaking world. He began his journalism career as a reporter with *Aviation Daily* in 1981. In 1988 he moved to the dark side of The Force and spent the next 20 years in corporate and government public and media relations. Tom served as assistant United States trade representative for public and media affairs during the Clinton Administration. A lifelong boater, Tom, whose great-grandfather was a whaler out of New Bedford, discovered the salt in his own veins as a small boy in his grandfather's wooden lapstrake cuddy cabin on Narragansett Bay. Since then he's spent time at sea aboard everything from 17-foot outboards to a 1,000-foot, nuclear-powered aircraft carrier.

Tom still writes freelance pieces for magazines such as *Northeast Boating* and *Chesapeake Bay*, and his work has been recognized in the annual BWI writing contest. Tom also publishes another online magazine, *Marine Science Today*, which provides coverage of marine science news to a popular and academic audience.

Tom's goals as a director of BWI will be to explore the synergies possible with other freelance writers' organizations, such as participation in health benefits and retirement programs. He would also like to continue to help define writers' rights in the digital publishing age, ensuring that writers retain at least the same control over the use of

their creative material as other authors and creative artists. Tom would like to work with other BWI directors and the leadership to see more emphasis paid to the BWI Code of Ethics, which can only help writers by shining a light on the remaining "pay for play" practices in marine publishing.

Further, he would like to explore the possibility of expanding the BWI annual meeting, with seminars and panels on benefits, retirement, and financial planning, and with special speakers on specific freelance writing topics. He would like to find a way to encourage new members of BWI to participate in the organization.

Will Watson, for Director

Will Watson is deputy director of marketing and communications at International Registries, Inc., which is the maritime and corporate administrator for the Republic of the Marshall Islands. In that capacity, he handles media relations for the Marshall Islands' ship and yacht registries.

Prior to accepting this new challenge six months ago, Will was a reporter and editor for 20-plus years. He was a staff writer with *Soundings* and *Soundings Trade Only* and most recently was deputy editor-Americas for *Lloyd's Register*. He wrote for *Fairplay*, *Safety at Sea International*, and *Dredging & Port Construction*



magazines. He continues to write for *Sidelights*, the quarterly magazine of the Council of American Master Mariners, where he is a member.

In addition to his maritime journalism history, Will was managing editor of *The Hour* newspaper in Norwalk, Connecticut, the *Record-Journal* in Meriden, Connecticut, the *Ansonia* (Connecticut) *Sentinel* and the *Florence* (South Carolina) *Morning News*. A past president of the Connecticut Circuit of the Associated Press, Will is active in the National Press Club, the Public Relations Society of America, the Inter American Press Association, and the Maritime Security Council, where he is vice president of government and industry relations and a member of the Board of Governors.

Will originally joined BWI in the mid-1980s.

Active & Associate Member News

Northeast Boating Aims to Relaunch on Web

Editor Tom Richardson and Creative Director David Dauer are working on a plan to buy the name and subscriber list of *Northeast Boating*, which is scheduled to close the end of December. Says Richardson: "If things work out, the Web thing could be pretty awesome. ... All of the contributors I've spoken to about this have been very understanding and supportive, and many have volunteered to write on spec for the Web product." Contact Richardson at fishharts@comcast.net.

Trailer Boats Awards Top Boat Designs

Winners have been announced in *Trailer Boats* magazine's 2nd annual Excellence in Design Awards, a program that recognizes outstanding boat design. Winners for 2010 are featured in the January issue of the magazine, with Web coverage going live on www.TrailerBoats.com in January.

"We heartily congratulate and thank all of this year's winners for pushing the limits of boat design, particularly in this economic climate," said Publisher/Editorial Director Jim Hendricks. "It is this kind of forward thinking that the Trailer Boats Excellence in Design Awards program is intended to recognize and encourage."

Contact: jhendricks@affinitygroup.com.



Rhodes Welcomes New P.R. Writer

Charmaine Berina has joined Rhodes Communications as public relations writer and account assistant. She assumes responsibility for writing projects including press releases, articles, newsletters, Web content, and case studies.

Berina joins Rhodes from a fleet software developer company with 11 years of experience in public relations, marketing, corporate communications, and graphic design. She graduated magna cum laude from Virginia Wesleyan College.

Home Port Marine Acquires JWI

Home Port Marine Marketing has acquired JWI, the Rhode Island-based marketing communications consultancy headed by Jock West.

West, a 40-year industry veteran, will join Home Port as a senior member of the client services team and as director of business development.

JWI's clients include Interlux, Awlgrip, and Trumpy Yachts.

"We've worked closely with Jock West over the past two years on several marketing projects, and during that time, we all came to recognize that a combination of our two firms would significantly enhance the publicity, promotion, creative marketing ideas and media ser-

vices we could provide to our industry," said Home Port Marine Marketing COO David Pilvelait.

For information, call (804) 436-9002 or visit www.homeportmarine.com.

Powerboat Safety is Focus of New Group

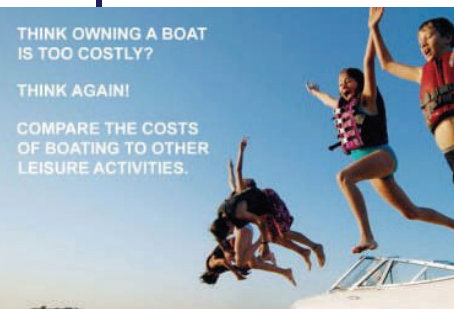
BWI member Eric Colby and three other racing veterans have joined to form Powerboat Safety International, a not-for-profit organization that will work with boat manufacturers, engine builders, accessories makers, and event organizers with a goal of making powerboating safer.

Colby says he has long been a champion of safety in the performance-boat world and is a former offshore powerboat racer. He has been writing boat tests and features for 20 years in *Powerboat*, *Boating*, *Performance Boats*, and *H2O Full Throttle* magazines.

For more information, go to www.pbsint.org.



Supporting Member News



THINK OWNING A BOAT IS TOO COSTLY?

THINK AGAIN!

COMPARE THE COSTS OF BOATING TO OTHER LEISURE ACTIVITIES.

Budget Boating on DiscoverBoating.com

DiscoverBoating.com has launched a new "Boating on a Budget" section (www.discoverboating.com/boating/boatingonbudget.aspx) featuring tools and information to help boaters and boating enthusiasts save on boating costs without sacrificing fun. This helpful section features tips on buying a boat on a budget, as well as videos of other boaters sharing their money-saving tips.

The new tool also includes a boat loan calculator, budget planner that compares boating costs to other family leisure activities, financing tips, a boat buying guide, and more.

For information, contact Alissa Calomino, acalmino@nmma.org.

Sea Tow Celebrates 27th Anniversary

Sea Tow Services International gathered for its 27th annual meeting in Baltimore, Maryland, in early December with a theme of "Fulfill the Mission." Franchise owners nationwide were challenged to focus on striving for growth despite ongoing economic challenges

facing the marine industry and the nation at large.

Unlike many sectors of the marine industry, Sea Tow's membership roster experienced growth during the past 12 months. David Pekoske, vice commandant of the U.S. Coast Guard, and Capt. David McBride, chief of search and rescue, were guests of honor at the company's annual awards ceremony.

Contact Emily Corman, ecorman@seatow.com.

Xantrex Inverters Chosen for A/C Line

Xantrex Technology reports that Webasto Product North America, Inc. has selected the company's inverter/chargers to power its marine air conditioning systems.

Webasto researched a variety of offerings prior to choosing Xantrex products, which allow the system to run 12-volt DC power when 110-volt AC power is not available.

Contact Wanda Kenton Smith, wanda@kentonsmithmarketing.com.

\$25,000 Pickup is Interlux Prize

To celebrate the launch of its new paint offer in larger packaging, Interlux displayed a 2010 a Ford F-150 XL Extended Cab Pickup Truck loaded with a packaging display. Boat show attendees were invited to a sweepstakes to win the prize (a \$25,000 value), which is now in use at New

Jersey's Riverside Marina.

"It's been a very different year out there for most of us in the industry. We wanted to take the opportunity to give something back to our boatyard and marina community and ultimately support our industry partners," said Scott Townsend, V.P. of sales.

Contact Elenor Ekman, elenor.ekman@akzonobel.com.



BoatU.S. Presents 5 Access Awards

Five communities have been recognized for improving access to the water for recreational boaters with 2009 BoatU.S. Recreational Boating Access Awards. By learning from these examples, communities across the U.S. can plan waterfront access efforts and reap economic benefits that boaters bring to merchants, restaurants, and service providers.

This year's winners—in Oregon, Florida, and Ohio—offer innovative solutions for communities struggling to keep their waterfronts open to boaters, anglers, and citizens.

Visit www.boatus.com/gov/accessaward/winner_2009.asp. Contact Scott Croft, SCroft@BoatUS.com.

Calendar & Events

BWI Miami Meeting

BWI's annual General Membership Meeting is scheduled for February 12, 2010, 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 to reduce time conflicts with journalists.

Le Cigarette et L'Auto

Mercedes AMG and Cigarette Racing Team have joined forces to create a custom Cigarette boat that will be unveiled, along with the SLS

AMG, on February 11, 2010, at the Miami boat show. The press event will be by invitation only at 7 p.m.; others can watch the unveiling online at www.cigaretteracing.com/legendary. Contact Marilyn DeMartini, md@prpower.biz.

IGFA Annual Auction

January 29, 2010, is the 26th Annual International Game Fish Association Auction & Banquet at The Breakers in Palm Beach, Florida. It is featured on the IGFA website at www.igfa.org. Tickets are \$200 per person. To make a donation to the auction or for reservations and addi-

tional information, contact Lesley Arico at (954) 924-4222, LArico@igfa.org.

Sabre Yachts 40th

To recognize its 40 years in the fiberglass boatbuilding community, Sabre Yachts announces plans for a celebration.

The place will be Boothbay Harbor, Maine, and the dates are July 9-11, 2010. Festivities will begin with a welcome to the fleet to Boothbay and will end with Sabre's traditional blueberry pancake breakfast on Sunday morning.

Contact kristy@sabreyachts.com for details.

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BWI Welcomes New Members

Apply at the "Join" tab at www.bwi.org or email info@bwi.org. Membership lasts one year and can be renewed continuously.

Active Members

Leef Smith Barnes, managing editor, Alexandria, Va.

Tim Bartlett, electronics editor, New York, N.Y.

Ann Dermody, freelance writer, Alexandria, Va.

Bob Duthie, author/publisher. Nashville, Tenn.

Webb Chiles, freelance writer, Evanston, Ill.

Chris Ferro, freelance writer, Alexandria, Va.

Meredith Laitos, associate editor, Boston, Mass.

Dolores Mrongowius, editor/publisher, Miami, Fla.

R.J. Rubadeau, writer/author, Telluride, Colo.

David Schmidt, freelance writer, Gig Harbor, Wash.

Sprague Theobald, freelance writer, Newport, R.I.

Elli Thompson, editor/writer, Chicago, Ill.

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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. Supporting members are usually manufacturers or ad agencies.

