



# BWI Journal

FEBRUARY 2008

FOUNDED IN 1970

## Log On Now for BWI Writer's Database

I'm thrilled to announce that the new BWI Writer's Database is online and ready for members to use as a free marketing tool.

The database is separate from our printed membership directory, which will continue to be published. The idea behind the database is that BWI members can create online resumes for themselves—linking to their own blogs and websites, promoting their books, and more. When an editor, publisher, boatbuilder, or anyone else is searching online for a great marine journalist, the BWI Writer's Database will be a place where they can find our members.

I was the first guinea pig to test the database, so you can see how it works by using me as an example. Go to [www.bwi.org](http://www.bwi.org), click on the link that says "Writer's Directory," and type in my last name, *Kavin*. You'll see my entry come up. You can also search for me by typing "charter" into the "subject specialties" field. As you'll see, there are lots of ways to search for me—as

### Writer's Directory

[Find BWI Members Here.](#)

A printed Directory of BWI Members is also available. BWI membership is required to obtain a copy (see details at "Join BWI").

There are two ways to find BWI members.

To list alphabetically, with links to each member's complete listing, choose the letter of the last name you're searching for:

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

To find members whose listing fulfills particular criteria you're interested in, fill in any empty boxes below with a name, state, title, etc. that applies to the member(s) you're looking for. Your search can be as simple or as complicated as you like, using only one search category or all of them. Fill in only those boxes that apply to your search. Leave the rest blank.

A nifty search trick is to be very broad in your criteria. Example: You want to find members who write about oars and who have online credits. Enter "oars" in the Subject box and the underscore "\_" character in the Online Credits box. The underscore character always tells the search engine to do a broad search—that is, match anything.

Another example: To find all BWI members by Periodicals and who have Other Work, put the underscore in the Periodicals box and in the Other Work box.

Precede any apostrophe with two backslashes. e.g.: boater\\s world.

First Name	
Last Name	

there will be for you. My listing is something you can use as a guide to see how the database works before you enter your own information into it.

Only BWI members will be able to use this new tool. To access the data-entry forms online, you will need to go to a page on the BWI website that is not highlighted with links, and that is not going to be published here, since this newsletter is available to the public on the website. We're keeping the data-entry page URL out of the public domain so that random people can't just type their own information into the database. We want the database to be exclusively for BWI members, and we will be monitoring it to

ensure no non-members sneak their information in.

You will soon receive an e-mail from BWI that tells you the page URL for entering your own information into the database. Please keep the URL confidential, and do click over to it and add your information to the database sooner rather than later.

Once we have a good number of BWI members listed in the database, we will begin to promote it to editors, marketing companies, boatbuilders, and other people who need the services of the world's best marine writers, editors, and marketers.

*Kim Kavin*  
BWI President

### INSIDE THIS ISSUE:

- Miami Shows Highlights** 2-4
- Member News** 5-6
- Calendar** 7
- Writer's Marketplace** 7
- Copyright Advice** 8
- New Members** 8

# Miami Show Highlights Writers & BWI

It was a busy Miami show for all BWI members: active writers, publicists and supporters. From the Annual Writing Awards and product introductions to press events and other show meetings, there was a widespread BWI presence.

## BWI Writing Contest Awards \$16,000 in Prizes

Top marine journalists in the U.S. and beyond were recognized February 15 in BWI's annual writing contest, with results announced during the annual membership meeting. Presentations in 16 contest categories representing \$16,000 in awards were made to first- (\$500), second- (\$300) and third- (\$200) place scorers. Each recipient also took home a recognition plaque noting their "Excellence in creating compelling stories about the boating lifestyle through entertaining, educational and inspiring journalism."

All winners move into a "Phase II" competition that culminates in a single selection honored with the West Marine Writer's Award and \$5,000 grand prize at the Ft. Lauderdale Boat Show.

In its 15th year, the BWI contest attracted 200 participants submitting 521 entries. In addition to cash awards, Certificates of Merit were presented to writers of another 38 articles that scored within 95 percent of third-place tallies in each category.

All submissions were published in 2007. Each of the 16 categories was judged by four active journalists in the first

few weeks of the New Year. Results can be found through a link on the [www.bwi.org](http://www.bwi.org) homepage.

## Richardson Cited for Editorial Excellence

*Northeast Boating* magazine Editor Tom Richardson was honored by BoatU.S. with the 2007 Moulton H. "Monk" Farnham Award for Excellence in Editorial Commentary. The award recognizes editors who have a passion for boating and fishing, a crusading spirit, and a willingness to use their editorial page to lead the debate on issues facing the recreational boating community.

"This year's award goes to an editor who has used his soapbox to rail against the senselessness of promoting the use of ethanol in our fuel, which leads to nitrification of our waterways and oxygen-depleted 'dead zones,'" said Michael Sciulla of BoatU.S. about Richardson's column, "From the Helm."

In its 12th year, the award includes a hand-crafted trophy and check for \$1,000.



Mike Sciulla (left) and Tom Richardson

## Web Awards Include BWI Members' Sites

Boats.com and NMMA announced winners of the fourth annual North American Marine Industry Web Awards. An Active and a Supporting member of BWI won awards for their drive toward higher standards in design and content.

Judges honored [www.MadMariner.com](http://www.MadMariner.com), a web-based magazine, for Outstanding Contribution to the Online Marine Industry. Said Sharon Davison, one of the judges and CEO of Web design firm Red Sky Blue Water, "Our vote went to *MadMariner.com* because it's clear that the site's number one goal is to offer useful, inspiring content about boats, boaters and boating. With a diversity of image-supported content, this subscription-based site serves a broad boating audience."

Mercury Marine ([www.mercurymarine.com](http://www.mercurymarine.com)) won for Best Marine Equipment Site.

Davison said, "With the Mercury site, I believe I could make an informed decision about the right motor for my needs. The site is exceptionally designed and leverages technology well. Side-by-side comparisons were particularly engaging, and Mercury's passion for engines comes through with a wealth of information made easily accessible through intuitive functionality."

## New Media Panel Offers Advice, Insight

“New Media Success Stories” was the topic addressed during the BWI annual meeting in Miami. “Our panel delivered a fact-filled overview for writers, editors, publishers and industry marketing managers interested in leveraging the growing influence of online platforms,” noted BWI President Kim Kavin, who served as moderator. Featured were three panelists who have harnessed the power and intrigue of Internet communications, and who shared their experiences and advice with attendees.

Ben Ellison, who works independently and writes the marine electronics daily blog online at [www.panbo.com](http://www.panbo.com), reports readership of more than 50,000 unique visitors per month. He began as a participant on the site, then had an opportunity to take over management. Now his blog starts with writer’s notes or queries to get reader input, which he blends with his own perspective to create articles. Those that have depth are further developed into print pieces and filed with Ellison’s magazine clients. He muses that at some point, the best ideas may evolve into books.

The challenge of maintaining a successful blog is retaining and adding readers, Ellison says. About one-third of Panbo’s readers are regulars, and the balance come from search engines like Google. A journalist at heart, Ellison adds that promoting advertising on his site is not a high priority, but that he found it fairly



From left: Kim Kavin, blogger Ben Ellison, webzine publisher Glen Justice of [MadMariner.com](http://MadMariner.com), and Ian Atkins of [YachtWorld.com](http://YachtWorld.com).

easy to get two magazines as main sponsors and several websites as link sponsors.

Glen Justice, a former *New York Times* staffer who created and edits [www.MadMariner.com](http://www.MadMariner.com), has guided it to attract almost 300,000 unique visitors and about 1.5 million page views since its launch in June 2007. He picked the site name to reflect his jump from a secure job to a risky bet tied to his passion of boating. Justice calls the Internet “voodoo” and suggests there are few guaranteed routes to success, though there are plenty of people who say they can help others get there by taking their money. He does feel strongly that content needs to be fresh—he posts one new story each day—and as visual as possible, meaning copy supported by photos or videos.

For those wanting their own sites, Justice suggests starting with a blog and doing so earlier, flaws and all, rather than later,

thinking it will be perfect. Learn the lingo of the Internet, he adds, and don’t get hung up on keeping all the stories short. He regularly runs, and pays for, pieces that are 1,500-plus words. Also look at what works online, Justice says, by visiting sites like [www.digg.com](http://www.digg.com) that rate stories and give insight into what readers want.

Ian Atkins, group general manager for [www.YachtWorld.com](http://www.YachtWorld.com) and [www.Boats.com](http://www.Boats.com), explained the former launched in 1995 has since grown to feature more than 115,000 paid listings, making it the largest collection of brokerage boats available via the Internet. He also offered that the sites are beefing-up editorial content to leverage the user-generated content, calling it a “killer combo.”

Having professionally generated content next to the boat listings and user-generated content, he says, makes the sites even more valuable.

## BWI Members Judge Innovation Awards

Nine marine manufacturers were honored in Miami for innovative achievement. The



**BWI's Judge chair Zuzana Prochazka with Yamaha's Bryan Seti (left) and Andrew Cullen.**

Innovation Awards, organized by NMMA and judged by BWI, recognize products that best meet the following criteria: In-

novative distinction from other products; benefit to the marine industry and/or consumer;

practicality; cost-effectiveness; and availability to the consumer within 60 days of award receipt.

"This year, a total of 50 products were entered in eight different categories," says Zuzana Prochazka, Miami Innovation Awards chair and member of the BWI Board of Directors. "There were some exceptional entries

this year, and it made the judging process a challenge. We not only had winners in every category for which we received entries, but determined several additional products worth Honorable Mentions. We also gave

out an Environmental Award for a grand total of nine awards."

In addition to Prochazka, BWI members on the judging panel included Jim Barron, technical editor and writer, *Trailer Boats* magazine; Ben Ellison, electronics editor of *Power & Motoryacht* and *SAIL* magazines; Jan Mundy, co-founder and editor of *DIY Boat Owner*; Lenny Rudow, writer, author and boating editor of *Texas Fish & Game*; Matt Trulio, editor-at-large of *Powerboat* and powerboat editor for *boats.com*; and John Wooldridge, executive editor of *PassageMaker* magazine.

A rundown of winning products, honorable mentions and judges' comments can be found at NMMA's online press room under recent releases. Go to [www.nmma.org](http://www.nmma.org).

If you need images, contact BWI Board member Lindsey Johnson, [ljohnson@nmma.org](mailto:ljohnson@nmma.org).

## Marine Marketers Unveil Initiatives

At its bi-annual meeting during the Miami Show, Marine Marketers of America announced three marketing initiatives to benefit the boating industry.

MMA's first pro bono industry marketing project will be a test program involving boating education programs targeted at women. Co-chairs John Wisse and Jim Rhodes are spearheading the effort, which will be tested at the local/regional level with hope to grow to a national promotion.

A National Speakers Bureau will be created by this summer. It will include qualified marketing experts and will be hosted on the association's website.

An industry first is the launch of a marketing awards program to recognize outstanding achievement in marine marketing, advertising and public relations. Committee co-chair Sally Helme announced that the inaugural festivities will be held in Ft. Lauderdale this

fall. A call for entries is available and posted on the website.

"Those in marine industry marketing should become involved in this group, as we have much to offer, no matter if you're new to the business or an industry veteran," said Wanda Kenton Smith, MMA President.

For information, visit [www.marinemarketersofamerica.com](http://www.marinemarketersofamerica.com) or contact secretary/treasurer Patti Velsor at (407) 856-6680.

# Active & Associate Member News

## Marilyn DeMartini, Tony Esposito Join Forces

The Powerboat PI World Championship has recruited the publicity and marketing services of Marilyn DeMartini, and she has enlisted power marketing veteran Tony Esposito to join the effort.

The agency is expanding to do business as PR Power with a website, [www.prpower.biz](http://www.prpower.biz), to launch soon. It will serve as the U.S. press office for the Powerboat PI World Championship, working directly with

London-headquartered Powerboat PI Management, to package and disseminate the circuit's news.

DeMartini is a columnist for *Extreme Boats Magazine*, has written for numerous trade and consumer publications, and has been a co-host and producer for American Powerboat Television.



### DeMartini

## Rhodes Communications Expands to New Building

Rhodes Communications has relocated to a larger building to accommodate its growing business and staff.

"This is the beginning of our 25<sup>th</sup> year of business," said Jim Rhodes, president. "We're actively taking steps to accelerate our efforts to bring in new business and expand our repertoire of services, especially in the area of online marketing and media."

The firm's new building, in the heart of Norfolk's historic Ghent district, is more than twice the size of the former offices. Four new employees have been added during the past 12 months. Rhodes' client list includes BWI Supporter Dometic Corporation.

## 5 BWI Members to Write for [www.Boats.com](http://www.Boats.com)

Boats.com, a division of Dominion Enterprises, has tapped five BWI members to form a team of editorial contributors who will develop bi-weekly columns on various segments of the boating market, from personal watercraft to megayachts.

Matt Trulio, powerboating editor, notes, "These contributors aren't just writers I respect—they're writers I admire."

Joining Trulio will be Brett Becker on the wakeboard/ski boat market; Jeff Hemmel on pleasure boating; Kim Kavin on yachting; and Charles Plueddeman on PWCs. Plueddeman is currently author of the site's Outboard Expert column.

## Wendt Publication Wins Hermes Creative Award

*Adventures* magazine, a custom publication created by Wendt Productions for boat dealers, won top creative honors in the annual Hermes Creative Awards. Irwin Marine *Adventures* captured the Platinum Award, and Thunder Marine *Adventures* won a Gold Award.

"The magazine promotes the boating lifestyle, customer cruises, and dealership events," said Alan Wendt, who wrote and art-directed the magazines.

Wendt produces *Adventures* for multi-line dealers and previously published *Getaways!* for Sea Ray dealers and MarineMax.

# New Writers' Resource Called Travel Writers Alliance

The International Travel Writers Alliance is looking for new members. Registration is free on the group's website and provides access to monthly bulletins. Information offered includes destination dossiers, a list of ongoing

press trip opportunities, and details of travel industry partners and agencies that are interested in working with Alliance members.

Visit [www.internationaltravelwritersalliance.com](http://www.internationaltravelwritersalliance.com).

Writers register details there on the first visit, and then can return with a simple log on process. More details are available by contacting Ashley Gibbins, [ashley@internationaltravelwritersalliance.com](mailto:ashley@internationaltravelwritersalliance.com).

## Supporting Member News

### Club Jeppesen, Marinalife Create Concierge Service

A recent agreement between Club Jeppesen and Marinalife will

#### CLUB JEPPESEN CONCIERGE SERVICE

marinalife

enhance benefits to members of both organizations.

Club Jeppesen will offer membership to Marinalife members at an ongoing reduced rate, including an automatic chart update. In return, Club Jeppesen members will receive discounts on all Marinalife membership levels.

Visit [www.c-map.com](http://www.c-map.com).

### Shakespeare Acquires UK Antenna Firm

Shakespeare Electronic Products has acquired Communication Aerials, a UK antenna manufacturer serving marine, military and land-based antenna markets. Shakespeare offers antennas, mounts, connectors and related accessories. Visit [www.shakespeare-marine.com](http://www.shakespeare-marine.com).

### Bonnier to Manage IGA World Championship

The International Game Fish Association's Offshore World Championship has announced a partnership in which Bonnier Marine

Group will take on the management side of the championship, held in Cabo San Lucas, Mexico, starting in 2009. IGFA will re-

main the sole nonprofit benefactor.

Bonnier publishes titles including *Marlin*, *Sport Fishing* and *Salt Water Sportsman*, and produces fishing tournaments. Visit [www.igfa.org](http://www.igfa.org) for details.

### Interlux To Offer Eight Environmental Grants

Interlux will be awarding \$60,000 in grants at the Miami International Boat Show in 2009. Eight grants from \$5,000 to \$25,000 will go to organizations to create sustainable waterfront environmental improvements in their communities.

Bob Donat, vice president of marketing, said, "The Waterfront Challenge is a real opportunity for everyone to make a difference."

To apply or view judges, criteria and rules, visit [www.wfchallenge.com](http://www.wfchallenge.com).

### KVH Ships 150,000th Satellite Antenna

KVH Industries, Inc., a manufacturer of antennas that dynamically track orbiting satellites, recently shipped its 150,000th antenna.

This reflects the growing demand for mobile access to entertainment and high-speed Internet services, says Jim Dodez, vice president of marketing and strategic planning. Visit [www.kvh.com/mediasupport](http://www.kvh.com/mediasupport).

### Sea Tow Celebrates 25 Years in Business

Celebrating 25 years as an inter-



### Sea Tow co-founders Joe and Georgia Frohnhoefer.

national marine assistance provider, Sea Tow founder and CEO Capt. Joe Frohnhoefer announced, "We feel both tremendous pride and an overwhelming sense of responsibility to our franchise network and to the recreational boaters we serve." Sea Tow recently reported 8 percent growth over last year's figures.

To mark the 25th anniversary, the firm will re-launch its membership magazine, *Lifelines*, that has a circulation of nearly 175,000.

### BoatU.S. Issues Caution on Invasive Species

The BoatU.S. Foundation for Boating Safety and Clean Water has joined the Izaak Walton League of America's campaign to help stop the spread of aquatic invasive species and is urging boaters who trailer vessels to take the League's "Clean Boats Challenge."

The challenge is a quiz at [www.CleanBoats.org](http://www.CleanBoats.org) that educates boaters and anglers on how to inspect and clean their boats to protect lakes and streams from non-native hitchhikers.



## Calendar & Events

Send ideas for this column to [info@bwi.org](mailto:info@bwi.org).

### Fish Expo Atlantic Registration Available

You can pre-register now to save the \$20 fee for Fish Expo Atlantic via <http://fishexpo.huggercom.com/form.php>.

Scheduled to be held April 9-10 at the Rhode Island Convention Center in Providence, the expo will include free seminars, workshops, equipment, gear, and technology for commercial fishing, tug & tow, pilots, fire/safety/rescue, security, ferries and headboats, fleet and charter, port operations, and more.

### Hurricane Survival Seminar in Florida

A two-day symposium offering a hands-on look at reducing the impact of future hurricanes is

being touted as a place where marina owners and yacht club managers can get the tools they need to weather the next storm.

Dates are March 4 and 5 at the Rosen Plaza Hotel in Orlando, Florida. To register, visit [www.BoatUS.com/hurricanes/symposium](http://www.BoatUS.com/hurricanes/symposium) or call Kristin Loyd at (703) 461-2878, Ext. 3561.

### Manning, Recruitment and Training Meeting

The Yacht Report on April 21-22 will stage The Manning, Recruitment and Training Meeting at the Columbus Hotel in Monaco.

The meeting will focus on superyacht community issues including cultivating and maintaining a source of new individuals to feed industry growth; realistic expectations of what the industry has to offer and

longevity vital to building professionalism; and issues concerning labor rules, the working hours directive, apprenticeship schemes, and more. To register visit [www.synfo.com/managementmeeting](http://www.synfo.com/managementmeeting).

### Ladies Fishing Seminar Scheduled in March

"Ladies, Let's Go Fishing!" salt-water fishing seminar for women is scheduled for March 28-30 in Ft. Lauderdale, Florida. The \$145 fee includes a welcome party, classes at beginner and advanced levels, lunch, hands-on skill stations, a T-shirt, a goodie bag and more.

Upcoming seminars are May 16-18 in Stuart, Florida, and Sept. 19-21 in Islamorada, Florida. Email [billfishbetty@hotmail.com](mailto:billfishbetty@hotmail.com) or visit [www.ladiesletsstofishing.com](http://www.ladiesletsstofishing.com).

## Writer's Marketplace

To post a free classified ad, go to [www.bwi.org](http://www.bwi.org).

### Stories Needed About Where to Hunt, Fish

*Traveling Sportsman* seeks submissions from writers with global fishing, hunting and travel experience. Slant is less about the "how-to" details and more focused on the "where-to" specifics, providing valuable travel information as well as depicting the fishing/hunting action.

*Traveling Sportsman* is a quarterly magazine with plans

to go bimonthly and ultimately monthly. Request writer's guidelines from [dkelly@travelingsportsmanmag.com](mailto:dkelly@travelingsportsmanmag.com).

### Experienced Editor, Publicist Available

Closing of International Marine offices forces experienced boating and outdoor sports editor with additional public relations background to seek new position and/or projects from publishers and agencies. Contact Bob Holtzman, (207) 542-1393, [RSHoltzman@gmail.com](mailto:RSHoltzman@gmail.com).

### Nonprofit Agency Seeks Marketing Manager

International Seakeepers Society, a nonprofit marine conservation organization funded primarily by yacht owners, needs a management assistant for its SK Professionals program, which reaches out to yacht captains and crew. The marketing-oriented position will begin as part-time and hopefully grow into a full-time position within a year.

The job is in Fort Lauderdale, Florida. Contact Averil Conley, [conley@seakeepers.org](mailto:conley@seakeepers.org).

# It's Now 'Life Jacket' Instead of PFD

BWI member and U.S. Coast Guard Auxiliary member Wayne Spivak reports that the national Office of Boating Safety has requested that all U.S. Coast Guard Auxiliaries transition from using the term "PFD" to using the term "life jacket" exclusively for all non-regulatory purposes, both internally and externally.

This change is part of a national thrust being spearheaded by the National Safe Boating Council with the full support of the U.S. Coast Guard, all state boating authorities, and affiliated organizations and associations to promote life jacket wear.

The organizations would appreciate the support of the media in their effort.

## Copyright Advice for Writers and Photographers

BWI member Dudley Dawson says the February 2008 issue of *Popular Photography* magazine has an article called "Grand Theft Photo" that would be of interest to photographers, as well as to writers who shoot their own photographs. The magazine's website is [www.poppphoto.com](http://www.poppphoto.com).

Other websites of interest to anyone trying

to understand copyright law (for words or photography) include [www.copyright.gov](http://www.copyright.gov), which is the U.S. Copyright Office, and [www.editorialphoto.com/copyright](http://www.editorialphoto.com/copyright), which is the website of the Editorial Photographers' Association. Also check out [www.asmp.org/commerce/legal/copyright](http://www.asmp.org/commerce/legal/copyright), which is run by the American Society of Media Photographers.

## BWI Welcomes New Active/Associate Members

*BWI welcomes new members who are involved in marine journalism and the marine trades.*

*Apply for membership at the "Join Tab" at [www.BWI.org](http://www.BWI.org), or e-mail [info@BWI.org](mailto:info@BWI.org).*

### ACTIVE/ASSOCIATE

- Gretchen Coyle, Freelance

Writer, Bokeelia, Florida

- Robert Duff, Freelance

Writer, Coatesville, Pennsylvania

- Elizabeth Ellis, Staff Writer, Essex, Connecticut

- Donna Hartman, Public Rela-

tions Director, Sarasota, Florida

- Virginia Jones, Freelance Writer, West Tisbury, Massachusetts

- Ryan McNally, Editor-in-Chief, Atlanta, Georgia

### BWI OFFICERS

#### President

**Kim Kavim ('08)**

[kim@kimkavin.com](mailto:kim@kimkavin.com)

#### 1st Vice President

**Betsy Haggerty ('08)**

[betsyhaggerty@aol.com](mailto:betsyhaggerty@aol.com)

#### 2nd Vice President

**Jim Hendricks ('08)**

[jhendricks@ehlertpublishing.com](mailto:jhendricks@ehlertpublishing.com)

### BWI DIRECTORS

**Lisa Knapp ('10)**

[Lisaknappwrites@aol.com](mailto:Lisaknappwrites@aol.com)

**John Page Williams ('10)**

[jpwilliams@cbf.org](mailto:jpwilliams@cbf.org)

**Michael Sciulla ('09)**

[msciulla@boatus.com](mailto:msciulla@boatus.com)

**Zuzana Prochazka ('08)**

[totemgroup@msn.com](mailto:totemgroup@msn.com)

**Lindsey Johnson ('08)**

[ljohnson@nmma.org](mailto:ljohnson@nmma.org)

**Roger Marshall**

BWI Past President

[rmarshall26@cox.net](mailto:rmarshall26@cox.net)

**Greg Proteau**

Executive Director

[info@bwi.org](mailto:info@bwi.org)

The BWI Journal is produced by and for members of Boating Writers International, 108 Ninth Street, Wilmette, IL 60091. (847) 736-4142. [www.bwi.org](http://www.bwi.org).

Information to be considered for publication should be sent to Greg Proteau, editor, [info@bwi.org](mailto: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.