



# BWI Journal

JANUARY 2008

FOUNDED IN 1970

## “New Media” Panelists Ready for Miami

I'm thrilled to announce the panelists we've put together for our “New Media Success Stories” panel, which will begin after the 2007 Writing Contest awards are doled out at 8 a.m. Friday, February 15, in room A101-102 of the Miami Convention Center

First up is BWI member Ben Ellison, who writes the marine electronics blog online at [www.panbo.com](http://www.panbo.com). After almost three years, Ben's daily blog has a readership of—hold onto your seat—more than 50,000 unique visitors per month.

Ben has advertisers and sponsors—including boating magazines—coming to him, instead of the other way around. We chose Ben for our “Success Stories” panel because he is an example of what an individual writer can accomplish online, working alone.

Our second panelist will be BWI member Glen Justice, a former *New York Times* staffer and longtime boater who created and edits the online magazine [www.MadMariner.com](http://www.MadMariner.com). You might recognize Glen's name from this newsletter, where he writes an occasional column offering tips for making the most of the Internet.

MadMariner.com has had



almost 300,000 unique visitors and about 1.5 million page views since its launch in June 2007. We chose Glen for our panel because he can speak to the issues surrounding online-only content, marketing, and trends.

Our third panelist will be Ian Atkins, group general manager for [www.YachtWorld.com](http://www.YachtWorld.com) and [www.Boats.com](http://www.Boats.com).

YachtWorld.com is the premier online sales channel for yacht brokers around the world. Its primary content is a listing of new and used boats for sale. As of this writing, it had more than 115,000 paid listings, making it the largest collection of brokerage boats available via the Internet.

Its sister site, Boats.com, has a mixture of boat listing and dynamic articles. The company is working on a new strategy to more effectively integrating e-commerce with professional content, which is why we chose Ian as a panelist. He can discuss trends and chal-

lenges that writers, editors and publishers face as they try to monetize the content they make available to readers online.

The format for this panel will be a five- to seven-minute introduction by each panelist, followed by an extended question-and-answer session with a moderator.

There will be a projection screen connected to a laptop computer, so all attendees will be able to see and understand each of the panelists' websites as they discuss their various features and formats.

Anyone interested in the panel is welcome to attend. This is a good opportunity for writers and editors to invite their publishers and marketing managers to our annual meeting, as most of us share a common goal in trying to leverage our existing skills into new online platforms.

Kim Kavin  
BWI President

### INSIDE THIS ISSUE:

BWI Writing Contest 2

Miami Show Details 3-4

Active Member News 5

Supporting Member News 6

Writer's Marketplace 7

Web Database Update 8

New Directors Elected 8

## 2007 Writing Contest Garners 522 Entries

Sixty-four BWI member judges pored over 522 submissions from 200 entrants in the 2007 BWI Annual Writing Contest. Scores were reported on January 22. Results are being guarded in the basement of the Executive Director, who has hired a neighbor's Shitzu to provide added security.

With 16 categories, prize money to be passed out at the Miami boat show will total \$16,000. Winners have received e-mails that they have "won something" and are encouraged to attend. First-, second- and third-place winners are automatically entered for the West Marine Writer's Award, which features a \$5,000 prize given later this year.

Here are details about the 2007 categories, including number of entries (with the 2006 number

in parentheses):

**Boating Columns** – 52 (46) – sponsored by KVH Industries, Inc.

**Boating Lifestyles** – 41 (56) – sponsored by Richard Lewis Communications, Inc.

**Boating Profiles** – 38 (63) – sponsored by Interlux Yacht Finishes

**Boating Travel or Destinations** – 59 (51) – sponsored by Bear Enthusiast Marketing Group

**Boating Adventures** – 34 (46) – sponsored by Discover Boating

**Boat/Engine Care and Maintenance** – 21 (43) – sponsored by Starbrite

**Electronics** – 19 (17) – sponsored by Jeppesen Marine

**Ethics and Environment** – 31 (24) – sponsored by BoatU.S. Foundation for Boating Safety and Clean Water

**Fishing** – 35 (40) – sponsored by Suzuki Motor Corporation

**Boating Issues, News & Analysis** – 35 (41) – sponsored by Mercury Marine

**Business of Boating** – 24 (24) – sponsored by Home Port Marine Marketing

**Seamanship, Rescue & Safety** – 28 (38) – sponsored by Sea Tow Services Int'l.

**Technical Writing** – 39 (52) – sponsored by Dometic Corp. - Environmental

**Boat Tests** – 30 (32) – sponsored by Volvo Penta

**Gear, Electronics and Product Tests** – 20 (25) – sponsored by Airmar Technology

**Megayachts** – 16 (NA) sponsored by Awlgrip North America.

## Small Vessel Security Post-Summit Update

Following last February's BWI meeting in Miami, member Dudley Dawson attended the Department of Homeland Security's "National Small Vessel Security Summit". The DHS has now released its 122-page report on the Summit, and considerable focus is on recreational boats and boating. It can be downloaded at [http://www.dhs.gov/xprevprot/programs/gc\\_1199394950818.shtm](http://www.dhs.gov/xprevprot/programs/gc_1199394950818.shtm).

Dawson has also prepared a personal report as a participant in the Summit. That will be published



in the April/May 2008 issue of *Professional BoatBuilder* magazine. BWI members are invited to sign up for a free subscription at the website [www.proboat.com](http://www.proboat.com).

Two actions have been initiated per the report's recommendations:

- The Department is developing a small vessel strategy;
- Regional small vessel summits are being planned for the West and East coasts, Gulf of Mexico, and heartland Rivers regions.

Once its strategy is finalized, the Department of Homeland Security will release it to the public.

For information, contact Bob Gauvin, technical Advisor, Office of Vessel Activities at the Coast Guard, [Robert.M.Gauvin@uscg.mil](mailto:Robert.M.Gauvin@uscg.mil).

## Miami Boat Show Ready for 67<sup>th</sup> Run

To obtain information about the Miami International Boat Show and Strictly Sail, scheduled for February 4-18, 2008, including media kit materials, visit [www.miamiboatshow.com](http://www.miamiboatshow.com). The site will be updated until the show, including new product introductions from the more than 2,200 exhibitors. Maps and parking information, a list of meetings, show awards, boating and fishing seminars, and speaker details can be found on the site.

Online registration for media credentials continues. Complete the online form under the "Exhibitor/Press" tab at [www.miamiboatshow.com](http://www.miamiboatshow.com). Badges can be picked up at the media center in room A110-111 of the Miami Beach Convention Center from February 13-18.

For more information contact Jodi Paradise Knurr, (305) 778-6062, [jparadise@thorpco.com](mailto:jparadise@thorpco.com)



### "New Media" Focus of BWI Newsmaker Panel

During BWI's annual membership meeting in Miami, a timely panel will discuss "New Media Success Stories." The session is scheduled in Rooms A101-102 of the Convention Center immediately after presentation of BWI Writing Contest Awards. See more details about the session in Kim Kavin's report on page one of this issue.

### Judges Named for Miami Innovation Awards

The 2008 Miami Innovation Awards will be presented during the Media Breakfast on

Thursday, February 14, from 7:30 to 9:00 a.m. in Room A204-205 of the Convention Center.

Zuzana Prochazka, chair of the BWI Innovation Awards Committee and a staff writer for *Latitudes & Attitudes*, will serve as the Miami Awards Chair. Other judges on the committee include:

- Tim Banse, editor of *MarineEngineDigest.com* and regular contributor to *Yachting* and *Motor Boating*
- Ben Ellison, electronics editor of *Power & Motoryacht* and *SAIL* and author of blog *Panbo.com*
- Jan Mundy, co-founder and editor of *DIY Boat Owner*
- Lenny Rudow, freelance writer, author and boating editor of *Texas Fish & Game*
- Matt Trulio, editor-at-large of *Powerboat* and powerboat editor for *boats.com*
- John Wooldridge, executive editor of *PassageMaker*.

## 2008 Yacht & Brokerage Show in Miami

The 20th annual Yacht & Brokerage Show is scheduled February 14-18, 2008, along the Indian Creek Waterway and Collins Avenue in Miami Beach.

The in-water-only display covers more than 1.2 million square feet of space and features more than 500 new and pre-owned vessels. Hours are 10 a.m. to 7 p.m. Thursday through Sunday, and 10 a.m. to

6 p.m. Monday. Admission is free.

Producers say a new, redesigned show website, [www.showmanagement.com](http://www.showmanagement.com), offers valuable information and interactive features in an easy-to-use format. Visit the My Show Planner section to locate new exhibitors, or find those returning in the Companies On Display and Boat On Display



directories. To keep up on breaking news, see the Show Management Newsletter, including show information such as parking and transportation, travel and lodging.

# Media Events at the Miami Boat Show

## Navico Press Luncheon

Hear the latest new product and company news from Navico, recreational marine electronics manufacturer and parent company for brands B&G, Eagle, Lowrance, Northstar and Simrad. Buffet lunch will be served. Thursday, February 14, 1 p.m., Convention Center Room B121-B122. RSVP to Ron Ballanti (818) 349-4608, [strikezne@earthlink.net](mailto:strikezne@earthlink.net).

## Mercury Marine Events

Mercury Marine hosts several events for media in Miami beginning with a dinner February 13 at 6 p.m. and including a 7:45 p.m. presentation by president Pat Mackey at the Rusty Pelican Restaurant. Contact Michel Bryson at [Michel\\_Bryson@mercmarine.com](mailto:Michel_Bryson@mercmarine.com) for information and registration.

A New Product Unveiling will be held at 11:00 a.m. February 14 at the Mercury Marine booth at the Convention Center. New Product Boat Demos will be at Sea Isle Marina from February 14-18, Dock No. 2, Slips 213-221.

## New Yachts from Riviera

An Intro Launch Party for Riviera Yachts' 4400 Sport Yacht and 47 Enclosed Flybridge is planned at 7:30 p.m. February 13 at The Big Fish restaurant (55 SW Miami Ave.). RSVP to Bob Black at [rgblack@verizon.net](mailto:rgblack@verizon.net), (813) 781-8880.

## Honda Miami Events

Media members are invited to three Honda events. February 13-16, 10 a.m. to 6 p.m., there will be ride-and-drives at Sea Isle Marina. On February 14 at 9:00 a.m. will be a dockside interview at Sea Isle and ride-and-drive with guest Capt. John "Giddy-Up" Bunch of Operation Open Arms. On February 15, from 5:00 to 7:00 p.m. Wo;; be a marine media reception at The Sagamore Hotel (1671 Collins Ave.). For information contact Brian Johnston or Sara Pines, [Brian\\_Johnston@ahm.honda.com](mailto:Brian_Johnston@ahm.honda.com), [Sara\\_Pines@ahm.honda.com](mailto:Sara_Pines@ahm.honda.com), (678) 779-2305.

## Issues for Yacht Industry

The International Superyacht Society will present a seminar on key issues facing the trade February 13 from 8 a.m. until 7 p.m. All events are being held in the Hotel Alexander, Orchid Ball Room (5225 Collins Ave.) in Miami Beach. For details call (954) 525-6625 or e-mail [info@superyachtsociety.com](mailto:info@superyachtsociety.com).

## Martin Flory Press Suite

Mingle with the Martin Flory team and clients at the Marseilles Hotel, Thursday, February 14. The hotel (1741 Collins Ave.) is a few blocks from the Miami Convention Center. The suite will open at 6 p.m. for "one night only." Call at (847) 662-9070 or e-mail [info@martinflory.com](mailto:info@martinflory.com).

## Suzuki Intros & Demos

Suzuki Marine invites media to a New Product Announcement Thursday, Feb. 14, at Booth P91 at the Convention Center beginning at 5:30 p.m. Eight Suzuki-powered boats will be stationed at Pier 4, Sea Isle Marina, for press testing and demo rides. An Oasis Media Hospitality Tent will be open Thursday through Saturday from 9 a.m. to 5 p.m. overlooking the Sea Isle display, including a Sunset Reception on Friday, from 5 to 7 p.m. RSVP to Michele Bakke, (818) 865-6464, [mbakke@bearmg.com](mailto:mbakke@bearmg.com).

## J.D. Power Marine Awards

Highlights of the 2008 Boat and Marine Engine Competitive Information Studies will be presented along with awards for Customer Satisfaction to seven boat and four engine award recipients. The event is Thursday, February 14, from 9:30 to 11 a.m. in Room A201 of the Miami Convention Center. R.S.V.P. is not required, but appreciated. E-mail Melissa Davis, [melissa.davis@jdpa.com](mailto:melissa.davis@jdpa.com).

## Luhrs/Mainship Models

Luhrs will showcase its 35 Convertible with Volvo Penta IPS on Thursday, February 14, at 2 p.m. at Sea Isle Marina Slips 100 A-F. Mainship will introduce three new models Thursday at 4 p.m. at Sea Isle Slips 905A-B. Please confirm attendance with Will Bussey, (407) 856-6680, ext. 235, [will@kentonsmithadv.com](mailto:will@kentonsmithadv.com).

# Active & Associate Member News

## Lydecker Chairs Fish-Boat Council

BoatU.S. Assistant Vice President of Government Affairs Ryck Lydecker has been elected chairman of the U.S. Fish and Wildlife Sport Fishing and Boating Partnership Council. He is the first chair to be elected from the boating community.



The Council advises the U.S. Secretary of the Interior on recreational fishing, boating and aquatic resource conservation issues. Lydecker, who will serve a two-year term, and previously served as chair of the Boating Issues Committee, said, "Boating and fishing access, especially on inland waters, will remain a top priority as we set our agenda."

## Coyle, Dawson to Debate in Column

Jay Coyle and Dudley Dawson are joining *Southern Boating* as contributing editors to pen a debate column called "Port and

Starboard." It will answer marine-related questions from the technical to the ridiculous.

Each writer will take a side and argue his case with plenty of friendly bickering. The first volleys were fired in the February issue. Magazine chairman Skip Allen, Sr. noted, "We invite everyone to sit back and enjoy the fireworks."

## Life Member Ab Geer Dies at Age 82

Abbot Montague Geer of East Haddam, Connecticut, died at home on December 31, 2007.

Born December 2, 1925, in New York, he was a graduate of the Westminster School and Harvard College, class of 1947. A lifelong sailor, he was the proprietor of Abbot Geer Public Relations, a firm that specialized in the promotion and marketing of marine manufacturers.

He retired in 1998 after nearly 50 years working in the marine industry, including being the first professional hired to promote the America's Cup in 1958. He was a life member of Boating Writers International and the American Boat and Yacht Council.

During World War II he served in the Army Medical Corps.

He is survived by his wife, Barbara (Cusack) of 52 years; his daughters, the Rev. Victoria McGrath of Chatham, New Jersey, and Sabra Donovan of Orange, Connecticut; and his son,

Cornelius, of Chicago, Illinois; their spouses; and five grandchildren.

Donations may be made to St. Stephen's Episcopal Church or the East Haddam Historical Society.

## Wooldridge Moves to PassageMaker

John Wooldridge has joined *PassageMaker* as executive editor. The trawler and ocean motorboat publication was founded 12 years ago to serve the needs of those who cruise under power.

Wooldridge previously was managing editor of *Yachting* and *Motor Boating*. He holds a 50-ton U.S. Coast Guard captain's license, authored *Chapman Boater's Log* for Hearst Books (a companion to *Chapman Piloting & Seamanship*) and was BWI president from 1985 to 1987.



*PassageMaker* is owned by Dominion Enterprises, a wholly owned subsidiary of Landmark Communications.

## Supporting Member News

### Sabre Wins in London

Sabre Yachts has been recognized for yacht design and build excellence with a Boat of the Year Award from the British marine press. The Sabre 34 Hard Top



Express was chosen Year in the "Traditional and Retro" category.

Carl Richardson, editor of *Motor Boats Monthly*, and Hugo Andrae, editor of *Motor Boat and Yachting*, said the American yard has an enviable reputation for its no-nonsense build quality coupled with handsome, dignified, Down-easter looks.

Sabre's Bentley Collins was on hand at Claridges Hotel in central London to accept the award.

### Interlux & MarineMax Form Partnership

Interlux has partnered with MarineMax to provide the anti-fouling paint used in all MarineMax service locations.

Tom Martin, MarineMax vice president, said, "By selecting Interlux we will be able to provide our customers with standardized, premium bottom paint services throughout our network. It is our ongoing goal to partner with premium manufacturers like Interlux so that we can provide consistent services that enhance our customers boating experience."

MarineMax has more than 88 retail locations in 22 states.

### First Learboat Heads for Europe

Lear Baylor's first Lear 204 electric boat has been shipped to Europe.

Says CEO Shanda Lear-Baylor: "With all lakes and

many other European waterways restricted to electric motors only, and with international exchange rates making it easier than ever for Europeans to buy American luxury products, we expect that the Learboat's special features and remarkable quality will be very well received."

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

### Performance Metals Adds Production

The popularity of aluminum anodes has grown exponentially in recent years, according to Performance Metals, which recently acquired three new die-casting machines to meet the increasing demand for its Navalloy aluminum anodes.

"This will double our production capacity and allow us to double our inventory" said Martin Wigg, president. For details visit [www.performancemetals.com](http://www.performancemetals.com).

## Marine Marketers Plan Miami Meeting

Marine Marketers of America will host its bi-annual General Members Meeting on Friday, February 15 from 2 to 4 pm in Room A202 of the Miami Convention Center.

In addition to a social/networking opener mixer, the agenda will include the announcement of several initiatives in the areas of pro bono marine marketing projects, professional



**Marine Marketers**  
of America

development plans, and a new North American Speakers Bureau and Awards Program.

A highlight of the gathering will be a panel discussion titled "Red Hot Marketing Strategies in a Stone Cold Market," to be

moderated by NMMA Vice President of Marketing Carl Blackwell. Presenters and panelists will include marketing experts from power and sail, including leading researchers, plus manufacturers and dealers who have bucked the downward sales trend through enhanced marketing activities.

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

## Welcome New Members

BWI welcomes members involved in marine journalism and the marine trades. A large number of writers join in December to coincide with the annual Writing Contest.

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 MEMBERS

- Tim Akpinar, Writer/Attorney, Little Neck, New York
- Stephen Blakely, Freelance Writer, Washington, D.C.
- Lee Boyt, Technical Editor, Oshkosh, Wisconsin
- Allan Brown, Freelance Writer, North Miami, Florida
- Jim Carrier, Freelance Writer, Madison, Wisconsin
- Stacey Collins, Writer/Photographer, South Portland, Maine
- Jill Culora, Assistant Editor, Alexandria, Virginia
- Melanie Daily, Editor, Fort Lauderdale, Florida
- Michael Dietz, Freelance Writer, Gainesville, Florida
- Mark Doyle, Electronics Editor, Washington, D.C.
- Diana Doyle, Electronics Editor, Washington, D.C.
- Laurie Fullerton, Freelance Writer, Essex, Massachusetts
- Caitlin Garibaldi, Associate Editor, Chicago, Illinois
- Gary Goodlander, Writer/Photographer, Knoxville, Tennessee
- Marianne Heffernan, Freelance Writer, Southbury, Connecticut
- Al Herum, Freelance Writer/Photographer, Tavernier, Florida
- Ann Hoffner, Freelance Writer, South Orange, New Jersey
- Nick Honachefsky, Freelance Writer, Mantoloking, New Jersey
- Roger Kamholz, Associate Editor, Chicago, Illinois
- Katherine Lardy, Editor-In-Chief, Ft. Lauderdale, Florida
- Tom Linsky, Writer/Photographer, Green Cove Springs, Florida
- Jerry Lockett, Freelance Writer, Halifax, Canada
- Daniel Long, Associate Editor, New York, New York
- Steven Marks, Freelance Writer, New London, Connecticut
- Kenneth Masi, Senior Editor, Ft. Lauderdale, Florida
- Frank Mummert, Freelance Writer, Richmond, Virginia
- Stephanie Norris, Assistant Editor, New York, New York
- Angus Phillips, Writer/Photographer, Annapolis, Maryland
- Art Pine, Freelance Writer, Washington, D.C.
- Gary Reich, Technical Editor, Annapolis, Maryland
- Ted Sawchuck, Freelance Writer, Washington, D.C.
- David Shaw, Freelance Writer, Rock Hill, South Carolina
- Jody Argo Schroath, Senior Editor, Annapolis, Maryland
- Evans Starzinger, Freelance Writer, Syracuse, New York
- Jordan Taylor, Associate Editor, Amesbury, Massachusetts
- Benjamin Zartman, Freelance Writer, Mariposa, California

## Writer's Marketplace

Posting a free classified ad in the BWI Journal is quick and easy. Visit [www.bwi.org](http://www.bwi.org) and click on Writer's Marketplace.

### Southern Boating Seeks Full-Time Editor in Florida

Independent, super-regional boating and travel magazine needs a seasoned editor for a full-time position in Florida.

Candidates must be equally skilled at news and feature writing and copy editing/rewriting as well as demonstrate production

experience in a newspaper or magazine environment. Experience writing about nautical and marine trades subjects a plus, but significant boating experience could be substituted for the right candidate with technical and/or feature-writing background.

This is a mid-level position with commensurate salary; excellent benefits and room for advancement. Send resume, letter of interest and two samples to Editor Marilyn Mower at [marilyn@southernboating.com](mailto:marilyn@southernboating.com),

or fax (954) 522-2260.

### Writer Needed for New York Canoe Story

Writer needed for a short consumer piece on kayaking, canoeing, and rowing in New York.

The final article would be a three- to four-page piece in *Journey* magazine.

For details about this assignment, contact Teresa Mitchell via e-mail at [teresa@seawaytrail.com](mailto:teresa@seawaytrail.com).

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# Online Database in Beta Testing Phase

Communications Committee chair Kim Kavin says the BWI membership online database is now up and running in "beta testing" mode.

"What's happening right now is that the database is built and a few Board members are entering their information online to make sure everything works properly," Kavin says. "Once we have verified that there are no gremlins in the coding, we will open the database up to the entire membership to begin using as a free marketing tool on the Web."

Once online, the database will be a place where editors, marketing companies, and anyone else seeking marine journalists can find BWI's members. Users will be able to search for BWI members by state, by specialty, by

awards won, and more.

The database will be separate from BWI's membership directory, which is a printed list of members. Each member will have to upload his or her own information into the new database, to ensure that anything being put online is exactly as the member would like it.

"We borrowed this database idea from the American Society of Journalists and Authors," Kavin says. "Their members—including me—consistently report being contacted through it. There's no reason that BWI's members should not have access to a similar benefit."

If all goes well with the beta testing, Kavin will present the new database to the membership at February's general meeting in Miami.

# Knapp, Williams to Join BWI Board

BWI members Lisa Knapp and John Page Williams have been elected to the Board of Directors. Each will serve a three-year term, taking over the seats being vacated by Bill Pike and Mike Walker at the Board meeting during the Miami International Boat Show in February.

Knapp has been a freelance writer and journalist since 2002, when she left her full-time career as an advertising copywriter and creative director. Her work appears regularly in *International Yachtsman*, *Wave*, *Boat International USA*, and *Southern Boating*.

Williams is a freelancer with work appearing in *Chesapeake Bay*, *Northeast Boating*, and *Boating*. His day job is being senior naturalist for the Chesapeake Bay Foundation, where he has worked since 1973. His most recent book was published by National Geographic.

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.