



Journal

Founded in 1970

July 2009

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You Asked, and You Shall Receive

I'm pleased to report that the BWI Board of Directors has approved several initiatives that members deemed priorities in the recent membership survey:

Panel to Discuss Blog, Website Creation

Chairman Mike Sciuilla reports that the Speaker Committee is organizing a panel about blog and website creation for this year's meeting at the Fort Lauderdale International Boat Show.

"According to our survey," Sciuilla told the Board, "seventy-three percent of our members want help in improving their social networking and blogging skills. We can give them that help."

The panel will include three BWI members who have created revenue-generating blogs and/or websites. Each presenter will talk for about 10 minutes about what he or she has accomplished, and then break into "separate corners" to answer specific questions.

"The Speaker Committee believes this program is timely, useful, and will allow some of our leading e-communicators to show what they've done and how they did it," Sciuilla says.

BWI Website, *Journal* Redesigns Under Way

New Media Committee Chairman Glen Justice, working with Communications Committee Chairwoman Marilyn Mower, reports that BWI.org redesign specifications are being created with the membership survey results in mind.

The new site, among other things, will integrate future editions of the *Journal* as searchable text instead of downloadable PDFs.

"The New Media Committee has discussed general specifications for the new site, and those are currently receiving comment from the Board of Directors," Justice reports. "Once we have the completed specifications, we expect to have the new site with an integrated *Journal* online in about six weeks."

Writing Contest Remains Strong

Contest Committee Chairwoman Lindsey Johnson, working with Membership Committee Chairwoman Lisa Knapp and Executive Director Greg Proteau, reports that the 2009 Writing Contest is likely to have as many categories as the 2008 contest—and perhaps an

additional, new category for original online content.

While the recession is creating more "churn" than usual among contest sponsors, BWI has secured funding for the 2008 grand prize (to be awarded at Fort Lauderdale) as well as for the majority of 2009 contest categories. That is thanks to the continuing work of several Board members, with special thanks to Knapp and Proteau in this area.

A handful of sponsors are still needed; e-mail info@bwi.org with suggestions.

Judging Opportunities on Track to Expand

New Products Committee Chairwoman Zuzana Prochazka, working with Proteau and BWI member Ben Ellison, reports that BWI is poised to expand its product judging opportunities into the marine electronics field.

Building on the success of BWI members judging the NMMA Innovation Awards, the committee is creating a similar program through the National Marine Electronics Association. New judging opportunities for BWI members could arise as early as this fall. Stay tuned.

Kim Kavin
BWI President

Calendar & Events

IBEX Offers Members Comp Registration

For the sixth consecutive year, The International Boat-Builders' Exhibition & Conference is extending to Active BWI members complimentary registration and access to the event and dozens of seminars that will be held Oct. 12-14 in Miami Beach.

IBEX advance registration normally costs \$250 and includes admittance to as many as six seminars. Complete details of the event including seminar listings can be found at www.ibexshow.com.

BWI members will be emailed a special link to register in mid-August. The deadline to register is September 18. IBEX is co-produced by *Professional BoatBuilder* magazine and NMMA.



NMEA Convention & Expo Dates, Details

The National Marine Electronics Association (will hold its 2009 NMEA Convention & Expo from Sept. 30 through Oct. 2 at the Sanibel Harbour Resort in Fort Myers, Florida.

In addition to receiving technical training, participants will see the new products from manufacturers for 2010 at The Expo, which will be open Thursday, Oct. 1.

A new NMEA Technology Award will be introduced at the Convention & Expo with the winner selected by an independent panel of experts organized by BWI. For details visit www.NMEA.org or call (410) 975-9425.



Trawler Fest Dates Now Scheduled

Trawler Fest returns to Solomons, Maryland, Oct. 2-4 with PassageMaker University from Sept. 30 through Oct. 1. Registration is now open.

The Fest moves to the Bahia Mar Beach Resort & Yachting Center in Fort Lauderdale, Florida, from Jan. 29-31, with PMU on Jan. 27-28. Registration for the Florida event opens Oct. 26.

Visit trawlerfest.com or e-mail Amy Pinter at amyp@passagemaker.com.

Lauderdale Show Turns 50 This Year

To take the Golden Anniversary tour of the Fort Lauderdale International Boat Show from Oct. 29 through Nov. 2, visitors will need to navigate six sites including a premiere of demo docks at Pier 66.

Expected are more than

\$3 billion worth of boats, yachts, superyachts, electronics, and accessories covering more than 3 million square feet of exhibit space on land and in water.

Contact Mary Sudasassi, ms@haberandquinn.com; (954) 764-6011.

Powerboat PI Finals to be in Sicily

Syracuse (Siracusa), Sicily, will host the 2009 Powerboat PI season finale Sept. 11-13, replacing Bahrain as the year's world championship race location.

It is the first time in five years that Powerboat PI will be at the Mediterranean's largest and southernmost island. Contact Marilyn DeMartini, (954) 564-7234, md@prpower.biz.

Access Award Nominations Sought

The third annual BoatU.S. Recreational Boating Access Award seeks nominations until Oct. 1. It recognizes those who have preserved or improved public waterway access and hope to share their strategies with others. For information go to BoatUS.com/gov/AccessAward.



Innovative Products at MAATS

Ten marine aftermarket products were awarded recognition in mid-July for innovative achievement by NMMA and BWI at the ninth annual Marine Aftermarket Accessories Trade Show in Orlando, Florida.

Awards were judged by a panel that included BWI members Zuzana Prochazka (chair), Alan Jones, Alan Wendt, David Seidman, Robert Buller, Frank Lanier, and Ben Ellison.

The 2009 Innovation Award winners are:

Aftermarket Electronics

Navionics Mobile 2.0 by Navionics, chart plotter software for iPhone that brings a wealth of information to the palm of your hand at a price starting as low as \$5.

Electrical Systems & Equipment

Rule Charge N' Flow Portable Pump Kit by ITT, an extremely versatile small pump for washdowns, emergency uses, and diesel-fuel transfers.

Boat Care, Coatings, Chemicals & Tools

Dual Action Polisher by Shurhold, a random orbital polisher that gets a professional finish every time without damage or swirling and keeps your boat looking good for a fraction of the price.

Honorable Mention: Spider Away by Starbrite, a

product that keeps spiders at bay.

Deck Equipment

Smarte Jack by Smarte Jack Inc., a product that makes deploying and retrieving a boat lift a one-person operation.

Interior Parts & Equipment

PulseCode Lock by Master-Lock Company, an access management technology designed to retrofit all Euro Profile cylinder lock applications that uses an encrypted code and that requires no wiring.

Honorable Mention: Supersub Smart 650 by Whale Water Systems, a low-profile automatic bilge pump.

Personal Gear & Soft Goods

Nanuk by Plasticase, Inc., a hard-shell, waterproof case with a number of design features to protect delicate equipment in the harshest of environments.

Safety Products

FastFind 210 Personal Locator Beacon by McMurdo, a personal locator beacon that is the size of a cell phone and that has a 50-channel GPS and an integrated strobe.

Honorable Mention: AquaFlare by AquaFlare, an automatically deployed signaling device for skiers, wakeboarders, and kids in the water.



From left: Bob Moshiri and Don Black of Navionics accept an Innovation Award from BWI 1st Vice President Zuzana Prochazka as NMMA President Thom Dammrich looks on.

Trailers, Trailer Parts and Accessories

Safety 800 Trailer Tongue Weight Jack by Unified Marine, Inc., a jack that takes the guesswork out of determining tongue weight to maximize stable trailering.

Propulsion Parts & Propellers

P3 Palm Pump Fuel Primer by BluSkies International, an ergonomic and imaginative solution to replace the traditional rubber squeeze bulb.

Honorable Mention: Cruise 4.0 R by Torqeedo Inc., the electric equivalent of a 9.9-hp outboard.

Environmental Award

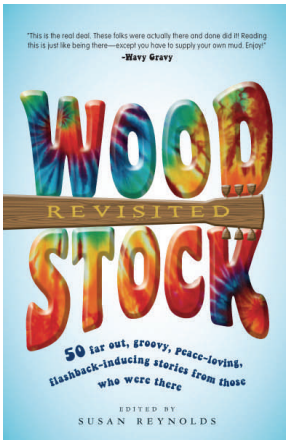
Kill the Spill Boat Wash by Enviromonde Network, a product that dissolves oil and stains quickly by breaking down hydrocarbons.

Contact Christine Pomorski, cpomorski@nmma.org, (202) 737-9774.

Active & Associate Member News

Sciulla Woodstock Memoir in New Book

Would you believe the 40th anniversary of the Woodstock Music and Art Fair is approaching (Aug. 15-17)?



To commemorate the anniversary, "Woodstock Revisited," an anthology of 50 far out, groovy, peace-loving, flashback-inducing stories, has been published by Adams Media. Longtime BWI Board member Michael Sciulla's account of his trek there and back, "The Little Car That Could," is included. The postscript to Sciulla's story notes

that he was lounging on a multimillion-dollar yacht at the Fort Lauderdale boat show when informed his tale would be included in the anthology. Buy the book at www.woodstockstories.com/index.htm.

Clayton Promoting Paddling Festival

BWI member Betsy Clayton is reminding the media that

Calusa Blueway



October 23 - November 1, 2009

Paddling Festival

Lee County, Florida, will be a hot-spot for canoeing and kayaking in late October during the 4th annual Calusa Blueway Paddling Festival along the Beaches of Fort Myers and Sanibel. The 10-day festival beginning

Oct. 23 offers speakers and instruction, cultural and eco

festivals, competitive races and tournaments, paddlers' get-togethers, and green activities. For details visit www.CalusaBluewayPaddling-Festival.com.

APEX Awards to 3 Member Publications

The 21st annual APEX award-winners for publication excellence include three BWI member-staffed publications. The field included 11 major categories with 3,785 entries evaluated by a panel of judges including nearly 700 entries for magazine writing.

- *Boating Sportsman* was recognized for its regular columns by editor Brady L. Kay. Each issue, dedicated to all-aluminum boats, includes a "From the Helm" editor's column that features a variety of topics.

- *Small Craft Advisory*, the official publication of the National Association of State Boating Law Administrators, and its editor, Kimberly Jenkins, was recognized with two awards: Most Improved Magazines and Journals category, and News Writing for her article "To Swim or Not to Swim" (January 2008).

- *BoatU.S. Magazine* received the award for Most Improved Magazines and Journals. Under the guidance of consulting editor Bernadette Bernon and creative director Carla Shamblen, the magazine underwent a redesign unveiled last January.

Bauman Adds Marketing to Mix

With more than 30 years of experience in marine, fishing and hospitality industry promotions, Betty Bauman is launching a new division of her MetroMedia Marketing, Inc. firm. Bauman & Company will offer strategic marketing and public relations services. MetroMedia is the parent company of the "Ladies, Let's Go Fishing!" seminars, which Bauman says are the world's largest organization to introduce women to fishing. Visit www.ladiesletsgofishing.com.

Falvey's Guide to Long Island Fishing

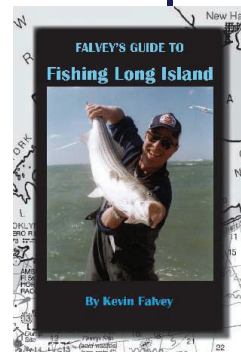
Longtime BWI member Kevin Falvey, senior technical editor of *Boating* magazine, announces the release of "Falvey's Guide to Fishing Long Island."

In it, he details fishing in Long Island's waters with covering winter and summer flounder, striped bass, bluefish, weakfish, blackfish, black sea bass, porgy, and other species, case-by-case.

Each chapter is capped off with custom-marked charts that show anglers the hot-spots.

The 232-page book is offered by Geared Up Publications; price is \$19.95.

Visit www.gupbooks.com.



Supporting Member News

Sea Tow Reports More Calls on 4th

The number of Fourth of July weekend marine assistance calls to Sea Tow Services International Inc. increased by 25 percent over 2008, the company reports. The increase follows two consecutive years in which holiday-related assistance calls to the firm's franchise locations remained flat.



"With fuel prices at the dock down by more than 30 percent in some locations this summer versus last, it's clear that many boaters decided to celebrate," said Capt. Joseph Frohnhoefer III, Sea Tow's chief operations officer.

During the holiday weekend, Sea Tow's 98 operators nationwide responded to 839 tows; 80 ungroundings; 923 fuel drop requests; 109 jump starts; 59 salvages; 13 maydays, and more.

Contact Louisa Beckett, (407) 327-0332; lbeckett@cfl.rr.com.

Millions of Anglers Want to Own Boats

The Recreational Boating & Fishing Foundation has revealed new boating and fishing research suggesting that

of the 48.5 million anglers in the United States, 8.5 million are interested in owning a boat.

The Special Report on Fishing and Boating (www.rbff.org/page.cfm?pageID=26), conducted by RBFF and the Outdoor Foundation, provides information on participation by gender, age, ethnicity, income, education and geographic region.

Other key findings include:

- 33% of all fishing participants own a boat (approximately 12.7 million); males and females have

nearly equal ownership rates, 34 percent and 32 percent, respectively.

- An estimated 427 million boating days were enjoyed by fishing participants in 2008.
- Greater access to more and better fishing is the leading motivation for fishing participants considering boat ownership (52 percent) followed by recreation and relaxation (24 percent).
- For boating anglers, fishing is the most popular activity with 91.1 percent saying they fish while on a boat.

Interlux Offers Paint with Econeal

Interlux says it is the first paint company to ship an antifouling paint for pleasurecraft with Econeal, a new antifouling agent that targets shell fouling.

Econeal is an ingredient in Pacifica Plus. Being copper-free, the new paint can be used on all underwater metal surfaces, fiberglass, and wood.

For information visit www.yachtpaint.com.

More Coverage for KVH Broadband

Continuing toward a global broadband network for vessels and aircraft, KVH Industries, Inc., announced that it expects mini-VSAT Broadband coverage for the Australia and New Zealand region to go live in August.

The new coverage area is said to provide the first significant support for mini-VSAT Broadband service in the Southern Hemisphere. The coverage follows recent expansion for Asian waters and the Indian Ocean.

Contact Chris Watson, (401) 845-8138; cwatson@kvh.com.

IGY Gains Partner in Turkish Marina

Doğuş Group, one of the largest conglomerates in Turkey, has joined Island Global Yachting and Nautical Center Prgin as a development partner in the expansion and renovation of the Mandalina Marina & Yacht Club in Croatia.

In February, IGY and NCP announced plans to add 65 megayacht berths to the existing 350 wet-slip/50 dry-dock marina.

Contact Chuck Smith, (561) 362-8704, chuck@kingstonsmith.com.



Advertising Offered In BWI Directory

BWI is now accepting advertising for the BWI Annual Directory that will be published this summer.

The Directory is distributed to all current Active, Associate, and Supporting members, numbering approximately 450, with another 70 to 100 copies distributed during the year as new members sign on.

The Directory is moving to



a PDF format this year to save production and distribution costs. As such, pricing

for advertising space has been reduced to \$250 per full page or \$150 per horizontal half-page, available in those units only. These prices are only available to Supporting Members.

Materials must be submitted by mid-August.

To reserve space or for more information, contact Executive Director Greg Proteau at (847) 736-4142, info@bwi.org.

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Writers' Marketplace

To use BWI's free Writer's Marketplace, go to BWI.org. To find a writer, click on Writer's Directory. Also check the "jobs" tab in the new BWI LinkedIn Group.

Speakers Sought at

New Jersey Club

The Raritan Yacht Club in Perth Amboy, N.J., is looking for speakers on sailing, cruising, anchoring, weather, using electronic instruments, history, and other topics. The audience consists of members in the club's summertime sailing cruises. Dates include the first Sunday of October

through December, and similar dates from February through April. Contact Ed Levinson, e.levinson@ieee.org, with a one-paragraph summary and brief bio.

Product Feature

Writer Wanted

New product writer wanted to highlight a lockable, removable marine accessory storage unit for 18-foot and smaller aluminum runabout boat market, and to facilitate placement in Great Lakes publications. Contact

Patrick Metzker, (262) 554-7760, metzker@att.net.

E-Commerce Site

Seeks Blog Links

Operator of the e-commerce site www.nauticalshops.com is starting a blog and plans to have the artists and vendors whose products are sold contribute to the content. No payment for contributions, but will entertain ideas on an affiliate program or other suggestions. Contact Jim Buie, (917) 562-5762, jpbuie@cs.com.

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.

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.