



BWI Journal

MARCH 2008

FOUNDED IN 1970

Contest to Redesign BWI Logo is Under Way

As I mentioned in this space a few months ago, the redesign of the *BWI Journal* came with compliments from many members—and with more than a few calls to update the BWI logo now that our monthly newsletter has a more colorful, modern style.

To that end, the contest to redesign BWI's logo is now under way.

I have put forth the terms of our contest to a dozen of the top art programs at universities nationwide, as well as to associations that act as umbrella organizations for dozens of smaller art colleges in the United States and Canada. Students have already called me with questions as they work on their submissions everywhere from the Art Institute of Fort Lauderdale to the Pratt Institute in New York City.

If you know anyone, student or not, who would like to enter the contest, have him or her e-mail me at kim@kimkavin.com to get the submission details and entry form. The basics are that we're awarding a single, \$1,000 gratuity to the winning entrant, whose logo will be chosen from among logos received by June 15, 2008.

We chose the deadline because it will allow us to introduce the new BWI logo at this year's Fort Lauderdale International Boat Show in October.



The creator of the winning design will receive \$1,000.

Entries that arrive after that time will not receive consideration in the contest.

Our goal is to have the Communications Committee narrow down all the entries to a handful that are considered the best of the bunch, then publish the top three to five logo contenders here in the *Journal* around August for an unofficial weigh-in by any BWI members who care to offer an opinion.

While everyone's opinion will be considered, the Board of Directors will have the final vote on which new logo wins the contest's \$1,000 gratuity. BWI will own all rights to the winning logo, while copyrights to the other logos will revert back to the people who created them.

It sounds like an easy thing, holding a contest to create a new logo, but there actually are a good number of administrative and legal considerations

that have gone into getting this process under way. I owe a special thank you to former BWI Board member Mike Walker, who helped to run a similar contest for the Outdoor Writers Association of America and who was more than generous with his help as I worked to get BWI's own contest up and running. He even pointed out specific art schools whose students created good designs for OWAA, and I've made sure to include them on the list of schools with we are working.

Again, if you know anyone interested in entering our contest, have him or her contact me at kim@kimkavin.com for the full set of details and the required entry form. We don't want to leave out anyone who might have the best idea of them all.

Kim Kavin
BWI President

INSIDE THIS ISSUE:

Boat Sales Down in 2007 2

BWI Database 3

New Media 4

Active Member News 5

Supporting Member News 6

Calendar 7

Freelance Life 8

NMMA, BoatU.S. Seek Legislative Support

The National Marine Manufacturers Association and BoatU.S. are encouraging support for legislation introduced in mid-

March called "The Clean Boating Act of 2008" (S. 2766). The groups say the legislation offers a practical solution to a looming permit deadline for recreational boaters, anglers and charter boats.

Because of a lawsuit targeting ocean-going commercial vessels carrying ballast water, the U.S. Environmental Protection Agency is required to implement an "operational discharge permit" for all vessels in the United States, including recreational boats, by September 30, 2008. Without a change in law, all boaters will need to obtain this permit as early as this summer.

A solution advanced by Senate Environment and Public Works Chairwoman Barbara Boxer, D-California, and Senator Bill Nelson, D-Florida, would restore a 35-year



Without a change in the law, all boaters would need discharge permits as early as this summer. The act would restore an EPA exemption for incidental discharges such as weather deck run-off and engine coolant water.

old EPA exemption for water-based, non-polluting incidental discharges that occur in the normal operation of a recreational boat, such as weather deck run-off and engine coolant water.

The legislation recognizes that discharges from recreational boats, which are operated on average 31 days a year, are distinct from commercial ship discharges.

The legislation also would require the EPA and the U.S. Coast Guard to investigate the need for

potential management practices for some recreational boat discharges during the next three years. Each step in this development process would include a public comment period and be subject to "reasonable and practical" criterion.

To learn more about the issue and advise boaters on how they may contact their federal legislators, go to www.BoatBlue.org.

Report: Powerboat Shipments Dropped 13% in 2007

Traditional powerboat wholesale shipments, including outboard, sterndrive and inboard boats, declined 13 percent in 2007 in terms of unit volume and 8 percent in terms of wholesale dollars, according to the December Monthly Shipment Report released by the National Marine Manufacturers Association. The only exception

was ski boats, which were up slightly less than one percent for the year.

NMMA's MSR tracks manufacturers' shipments to dealers for boats and outboard engines using a control group of manufacturers. The 2007 boat control group represents about 77 percent of the overall boat marketplace, while the out-

board engine control group represents approximately 95 percent of the market.

For more information about NMMA's December 2007 MSR or to subscribe to the monthly reports, contact NMMA market research manager Vicky Yu at (312) 946-6261; vyu@nmma.org.

Database Filling Up; Still Time to Log On

As of this writing, 80 BWI members have entered their information into the new BWI database that went online last month. We had reports of technical problems from just two members, and to the best of our knowledge, those issues have been addressed.

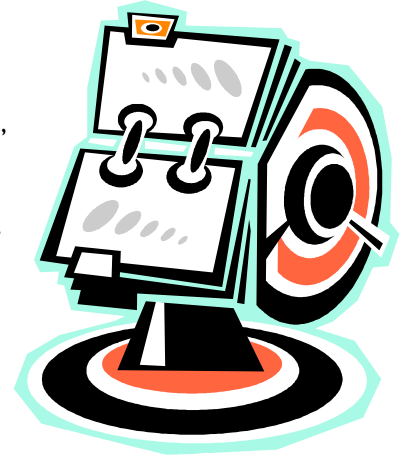
The database is meant to be a place where anyone looking for a great marine writer, editor, or public relations professional can connect with BWI's members. Most of the participants who have entered their information into the database so far are active members of BWI, while just a handful of supporting and associ-

ate members have taken advantage of the new, free resource.

If you haven't yet created a page to list your resume, credits, and contact information, then now is the time to do so. Use the BWI member-only URL that you received via e-mail, or get it re-sent by contacting Greg Proteau at info@bwi.org.

The Communications Committee will wait another month or so to give everyone a chance to enter their information before BWI notifies the broader marine community about the database itself.

You can also use your page



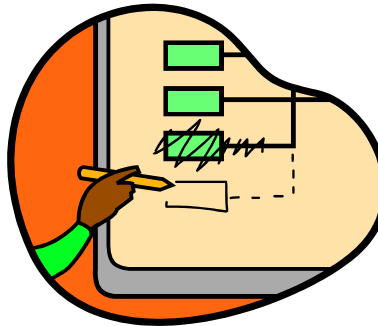
on www.bwi.org as your own personal online resume, either as a complement to or in place of your own website.

Innovation Awards Committee Changes Name

The BWI Board of Directors has voted unanimously to change the name of the Innovation Awards Committee, following a request from committee Chairwoman Zuzana Prochazka. From now on, the committee will be known as the New Product Awards Committee.

Prochazka requested the name change because the committee—following a successful year of spearheading the Innovation Awards at three boat shows in conjunction with the National Marine Manufacturers Association—has begun receiving requests to help other groups create their own product awards programs. One group seeking assistance from BWI members as judges is the National Marine Electronics Association.

The NMMA owns the right to the contest title "Innovation Awards," so the new BWI committee name will allow our panel to explore opportunities such as the NMEA offer without infringing on the



title that the NMMA continues to use.

If and when the New Product Awards Committee moves forward with contests beyond the current NMMA Innovation Awards, BWI members will be notified here in the *Journal* and offered an opportunity to volunteer as judges, just as they are with all current contests that the

committee oversees. The committee, under Prochazka's direction, continues to make an effort to include as many new members as possible in judging opportunities.

Prochazka, BWI member Jan Mundy, and BWI Past President Roger Marshall are expected to continue serving as chairpeople for the NMMA Innovation Awards judging panels.

If you are interested in volunteering to serve as a judge during one of the existing Innovation Awards programs at the NMMA shows, contact Prochazka at totemgroup@msn.com.

New Media: Techniques for Going Viral

By Glen Justice

When I worked as a newspaper reporter in Washington, I had a small post-print ritual. The morning after my stories ran, I would forward them via fax and e-mail to sources, other media outlets and newsletters. Sometimes, I followed up by phone.

The idea was simple: I wanted to make sure the story got read—and amplified. I wanted newsletters to cite it, media outlets to chase it and sources to react to it, giving me more information.

This little strategy works online too, but the game is more tricky—and a lot more fun.

The holy grail of online promotion is *viral content*, a piece of work—story, photos or video—that is so good that it gets passed around. Viral stories get passed from reader to reader (hence the term) via e-mail, forums, blogs, social networking sites, aggregators and other online sources. When it works—and it can be elusive—viral content can reach tens of thousands of readers in a single day.

So how do you do that? The answer is that you need to join the Internet communities that have grown up around the topics you cover. Of course, you can e-mail your stories to sources, and most of us do. But few reporters have an e-mail list that runs to more than a

couple hundred addresses. A forum site or blog, however, may have tens of thousands of readers. A social network or an aggregator may have millions.

Spend some time identifying the sites that fit your interests.

One quick way to do this is to determine where your sources congregate online. If you cover marine electronics, there are half a dozen forums and

blogs worth a look. If you cover competitive college sailing, you might look on Facebook, a social networking site that draws a younger audience. Figure out where your sources go for conversation and information, and you'll be in the right place.

The next step is to join that community—and that means *far* more than opening an account. Every site has its own culture. Some welcome plain talk and bawdy jokes. Others are strictly business. The key is to spend enough time to comprehend the culture, then conduct yourself accordingly and *participate*.

On a blog, you can comment on the author's work. On a forum, you can chime in on

topics you know. On a social network, you can schmooze with people who have common interests or post material that your colleagues might find useful.

You need not proffer wild opinions, mask your identity or

otherwise violate the rules of good journalism. You are a marine journalist with an interest in the topic who is there to meet people, discuss ideas, give information and get

information. Your online colleagues will accept that—if you *genuinely* participate. It's not always easy. You may step in a few times (I certainly have). Just remember that you have a right to be there and that your motives are the same as everyone else's: give a little, get a little.

If you join a community and begin firing off copies of your latest work, the efforts will be tagged as promotional and you'll be treated like a salesman or spammer. Spend some time building a reputation as a community member, however, and those same dispatches will be greeted as a contribution.

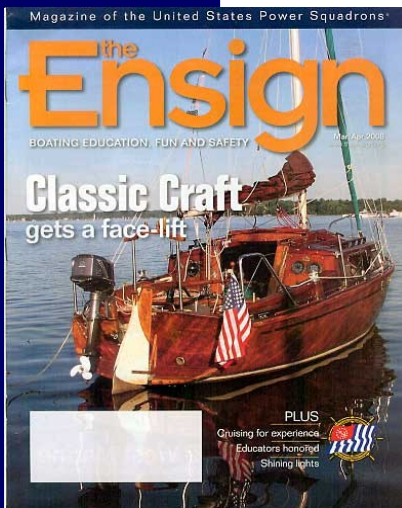
With a little luck, some may even catch the virus.



Active & Associate Member News

Cover of *The Ensign* Features Bree's Boat

The handmade epoxy/wood veneer boat that BWI member Marlin Bree built and sailed extensively on Lake Superior is pictured on the March/ April 2008 cover of *The Ensign* magazine.



The Persistence, a 20-foot LOA center-board sloop, is the feature of a story, "Stern Makeover," which tells of Bree's rebuild of the small craft's scoop transom

area using the newest epoxy gels and quick-set epoxy adhesives.

Bree and his boat were caught on Superior in estimated 130-mph downbursts during the infamous July 4, 1999 "Green Storm" that tore up northernmost Minnesota. *The Ensign* article "The Day All Hell Broke Loose" won the 2004 BWI West Marine Writers Award.

'Escape To Outdoors' Adds Internet Content

A national news feature service providing leisure lifestyle features to more than 1,200 newspaper editors and publishers will expand its summer issue to include content for websites.

"We're calling our Web content distribution expansion 'E-

scape To The Outdoors' to call attention to our expanded availability for website content providers," said former BWI Board Member Mike Walker, of the Walker Agency. "A recurring complaint about website content is the lack of new material and the kinds of stories and photos that outdoor enthusiasts like to read."

You may contact Walker at mike@walkeragency.com.

Nettle Net Selects Home Port for Marketing

Fresh Tack, LLC has chosen Home Port Marine Marketing to develop its global distribution network and provide product publicity and promotion for the company's Nettle Net Boat Pools. The pools can be used from a boat or dock to protect swimmers from stinging sea nettles or jellyfish in infested waters.

For more information, visit www.homeportmarine.com.

Kreisler Joins *Yachting* magazine as Deputy Editor

BWI member Ken Kreisler has joined *Yachting* as deputy editor following 14 years as an editor with *Power & Motoryacht*, where he most recently ran the title's video program.

Kreisler's appointment was announced at the same time *Yachting* announced its new editor in chief, George Sass Jr.

"What a fantastic one-two punch we've managed to bring together to lead this title," said David Ritchie, editorial director of

the Bonnier Marine Group, which owns both magazines. "George and Ken both bring with them a great pedigree of accomplishments in the field of marine journalism and business development in general. But more importantly, they both grew up on the water and on boats, and they have managed to communicate their passion in a way that readers can relate to."

Janssen Turns Focus Wholly to *Motor Boating*

BWI member Peter Janssen, formerly editor in chief of *Yachting* and *Motor Boating* magazines, is now focusing his attention exclusively on *Motor Boating*, according to Bonnier Marine Group.

Janssen says the recent redesign of the magazine has sparked excitement and enthusiasm among its readership, and says he looks forward to building on that momentum. "Our readers have told us that the new *Motor Boating* accurately reflects their passion, their sophistication and their desire for easy-to-read information about how to enjoy their boats and their boating experience," he said.

Janssen previously served as editorial director of Hearst Custom Publishing, where he led the execution of magazines for Nike, Discover Card, Saks Fifth Avenue and other high-profile clients.

Supporting Member News

Zodiac Says RIB Sales Up at Miami Boat Show

Zodiac of North America announced a spike in sales at the 2008 Miami International Boat Show compared to last year's show, with rigid inflatable boat sales substantially more than twice last year's sales.

"The message about the benefits of RIBs is resonating as never before with American boaters, and it's translating into big sales gains," said JJ Marie, president and CEO.

He adds that concern about rising fuel prices in the United States is one reason that more recreational boaters are coming to appreciate characteristics that distinguish RIBs and inflatables from traditional, hard-sided boats. For details, visit www.zodiacusa.com.

Delta 'T' Systems Unveils New Website

Ventilation products manufacturer Delta "T" Systems has introduced a redesigned website, www.deltatsystems.com.

It displays the entire product catalog with photos and comprehensive descriptions, and provides customers with application examples, testimonials, company history and contact details. A link at the bottom of each page directs the user to the online application data worksheet.

New Fishing Magazine Unveiled at BoatU.S.

BoatU.S. Angler magazine debuted in March, the first of three

issues delivered each year to members of the organization's angler program, select fishing clubs and West Marine locations across the United States

The new magazine's goal is to provide fishing information to boat-owning anglers among the 650,000 members of the association, and to spread the word of its specialty services for fishermen.

Mike Pellerin, director of the angler program, is editor-in-chief and Taylor Wilson is managing editor.

Discover Boating Updates '08 Campaign

The 2008 Discover Boating advertising campaign kicked off in March with new components designed to make it easier for boat owners to order materials.

The campaign is again national in scope, reaching homes via cable television, magazines, the Internet and, now, mobile technology. A total of 8,000 spots, an increase of about 1,000 over 2007, will air from March through May.

Visit GrowBoating.org.



From left: Joe Charles, ABYC Foundation Chair, 'Junior' Bunzl Award-winner Miguel Cabarello-Perez, and Skip Burdon, ABYC President, in Miami.

ABYC Foundation Presents 'Junior' Award

The American Boat & Yacht Council Foundation presented the first "Junior" Bunzl Award to Miguel Cabarello-Perez during its Annual Meeting in February in Miami.

Miguel became involved in boating through the Shake-A-Leg program, benefiting children and adults with physical, developmental and economic challenges. The award recognized his courageous and swift action that resulted in the rescue of his cousin from a possible drowning. He received a \$1,000 scholarship to Broward Community College in recognition of his heroic actions.

For information, visit www.abycinc.org.



Calendar & Events

BWI Members and others are encouraged to send calendar listings, due dates and news events to info@bwi.org.

Water Safety Summit Planned in San Francisco

The International Boating and Water Safety Summit, to be held April 16-18 in San Diego, is a program of information and training for those working in water safety and recreational boating.

It will include a core safety program in its general sessions, with breakout tracks on education, law enforcement, paddle-sport safety, accident prevention, risk management, waterways management, and outreach and communication.

For information, call (703) 361-4294 or (440) 209-9805.

National Safe Boating Week Theme Announced

"Wear It!" is the theme of the 2008 North American Safe Boating Campaign, which officially launches during National Safe Boating Week, May 17-23.

Most recreational boating fatalities result from drowning, and since more than 90 percent of those who drown were are wearing a life jacket, life jacket wear is considered the single most important behavior change that could prevent deaths on the water.

The campaign also promotes boater education, avoidance of boating under the influence, regular vessel safety checks, aware-

ness of the danger of carbon monoxide poisoning, and other important boating safety topics.

For more resources, go to www.safeboatingcampaign.net.

Sail Industry Conference Set in Newport, R.I.

GE Capital Solutions and Sail America, the trade association for the U.S. sailing industry, will present the inaugural "Growth Through Innovation" Sailing Industry Conference and Regatta from June 11-13 at the International Yacht Restoration School in Newport, R.I.

The conference is designed to help companies that provide sailing-related products and services achieve success in today's tough market environment.

Visit www.sailamerica.com.

Annual Game Fish Awards in Florida

The Fifth annual IGFA World Record Achievement Awards and Banquet will take place at the IGFA Fishing Hall of Fame in Dania Beach, Florida, on April 12.

A celebration dinner and awards ceremony will highlight the 2007 records by men, women, juniors, professional captains and tackle manufacturers. For reservations and tickets call Veronica Woods at (954)924-4334 or e-mail reservations@igfa.org



American Superyacht Forum Scheduled

The Yacht Report will host the American Superyacht Forum (formerly known as Project USA) June 24-27.

Attendees are expected to include 300-plus delegates involved in the large-yacht sector, such as shipyard and project management, owners' representatives, captains, management companies and subcontractors.

Headquarters will be the Newport Hyatt Regency in Rhode Island. The program is at www.synfo.com/asf.

METS Organizers Build New SuperYacht Hall

As a further move to expand its focus on the superyacht market at METS, organizers Amsterdam RAI are constructing a temporary hall alongside the established SuperYacht Pavilion.

The extension will be in place from September through December 2008 for use at METS and other RAI exhibitions. It will increase the pavilion's size to 1,900 square meters.

METS will be held November 18-20 in the Amsterdam Convention Centre. More information can be found at www.metstrade.com.



Freelance Life: Editing My Personality

By Lisa Hoogerwerf Knapp

If I had a dollar for every time I hit the Delete key before sending an e-mail to an editor, I would be as rich as real butter.

So much of my communication is by e-mail that I actually stop to take a deep breath and compose myself a bit before I talk to one of my editors on the telephone. Frankly, I sometimes feel more comfortable writing an e-mail or an article versus real discussion. It's easier to express myself on the keyboard than via my mouth, which sometimes gets stuck in neutral or hits overdrive at an inopportune moment. In general, I prefer asking questions as a reporter to answering them for anyone else.

So whenever I do have quality time on the phone with my editors, I'm on my toes. As a freelance writer, my editor is about the closest thing to a real boss that I'll ever have, so I am on guard not to blabber like an idiot or sound terser than usual. My articles are carefully edited, but my personality doesn't always enjoy that luxury.

Many freelance writers have never met their editors in person. Most freelancers are hermits in their home offices. Some see their editors only for a few minutes at boat shows before the



frenetic pace of reviewing vessels and interviewing subjects begins. Even though I live between Miami Beach and Fort Lauderdale, where so many marine publications are based, there are a couple of editors I rarely see.

One editor hired me following many e-mails and one phone call. Even though we were both located in southern Florida, we conversed mostly by e-mail over dozens of assignments and deadlines for months before we met in person. I was actually a little nervous when

he spontaneously cruised up to the dock at our condo's marina on the magazine's corporate boat. He called and asked me to come shake hands. After that, we went for a boat ride. After a few beers, I didn't think about the Delete key anymore, as we were all uncensored.

As Popeye would say, "I yam who I yam."

BWI Director and full-time freelance writer Lisa Knapp offers ideas, advice and insights into issues affecting independent writers. Lisa is based in Aventura, Florida, where she writes for Dockwalk, Boat International USA, Soundings Trade Only, Soundings, Marina World and Southern Boating. She is associate editor of International Yachtsman and Wave, and is a BWI contest winner for 2006 and 2007.

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.

Information to be considered for publication should be sent to Greg Proteau, editor, 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.

BWI OFFICERS

President

Kim Kavin ('08)

kim@kimkavin.com

1st Vice President

Betsy Haggerty ('08)

betsyhaggerty@aol.com

2nd Vice President

Jim Hendricks ('08)

jhendricks@ehlertpublishing.com

BWI DIRECTORS

Lisa Knapp ('10)

Lisaknappwrites@aol.com

John Page Williams ('10)

jpwilliams@cbf.org

Zuzana Prochazka ('08)

totemgroup@msn.com

Lindsey Johnson ('08)

ljohnson@nmma.org

Michael Sciulla ('09)

msciulla@boatous.com

Roger Marshall

BWI Past President

rmarshall26@cox.net

Greg Proteau

Executive Director

info@bwi.org