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## An Emergency Bylaws Vote Request

BWI's Board has experienced an unprecedented situation in the past 30 days, and because of what has occurred behind the scenes, I am now asking for an immediate, full-membership vote to change BWI's bylaws so that I can run for a third term as president.

In February, I will complete my second term. Typically, at the end of a president's second term, the Nominating Committee (president, immediate past president, and executive director) puts forward a slate of officer candidates. This usually means a "climbing of the ladder," with existing officers moving up.

That will not happen in January. For reasons personal and professional, both 1st Vice President Betsy Haggerty and 2nd Vice President Jim Hendricks have decided not to run.

Their decisions leave BWI without a natural line of succession in leadership.

Since learning of this problem 30 days ago, I have consulted with many Directors and active members. The consensus is that the best solution would be for me to remain as president for one more year while ensuring that the Nominating



Committee puts forward a slate of officers committed to leading BWI in the future.

The problem with this proposed solution is that it violates BWI's bylaws, which state that no officer can run for more than two consecutive terms. If the bylaws are not changed before our elections in January, I will be forced to step down without a natural successor.

A change in bylaws requires 30 days' notice to the membership, plus a two-thirds majority of those members who vote. This column is thus serving as 30 days' notice that you will be asked to vote before the beginning of January to amend the bylaws so that officers can run for more than two consecutive terms.

Should two-thirds of voting members say yes, the Nominating Committee would put forward the following slate of candidates:

For president, myself,

with the intention of serving one more year to ensure a strong line of succession.

For 1st vice president, longtime Board member Zuzana Prochazka, who has done an outstanding job of reinvigorating BWI's participation in the Innovation Awards. Zuzana is an active, well-rounded, and thoughtful Board member, and is my personal choice to run for president in 2010.

For 2nd vice president, Lisa Knapp, whose first year on the Board has been incredibly active. Lisa has helped to organize speakers, contributed to our newsletter, and offered ideas for new Writing Contest sponsors and supporting members. Her skills, I believe, will benefit BWI in the difficult economic years ahead.

This plan would leave the Board with three open Director seats, for which no fewer than seven BWI members have already asked to run. This indicates that our members are happy with the direction BWI has taken under my leadership, and I'm hopeful that you will vote next month to help me ensure that BWI remains well positioned for the future.

*Kim Kavin*  
BWI President

# Boating Beyond Middle-Age Males

By Michael Sciulla

The question of what can be done to broaden boating's appeal was the subject of some lively and enlightening discussion at BWI's recent meeting during the Fort Lauderdale International Boat Show.



**BWI's Fort Lauderdale panel discussion featured, from left, Wanda Kenton Smith, Ray Blue, moderator Michael Sciulla, and Pedro Diaz.**

A panel discussion titled "Growing the Boating Universe Beyond Middle-age Males" concluded that appealing to African-Americans and Hispanics who now constitute 27 percent of America's population—and who are projected to comprise 50 percent of all Americans by 2042—may be one sure-fire way of getting more people involved in recreational boating. Only 17 percent of boating participants are currently non-Caucasian.

Of course, wanting more minorities to participate and actually getting them to do so may be a tall order, especially since boating magazine

covers, feature stories, and advertisements rarely feature Americans of color.

Panelist Ray Blue, co-founder of the Black Boaters Club of America, agrees the lack of inclusion is a factor and adds that one real impediment to attracting African Americans to boating is that 51 percent don't know how to swim, a skill most would say is part and parcel of recreational boating.

"But barriers to boating that were once real are now more 'perceived than real,'" he said, noting that most African Americans don't identify with boating today because they don't see others like themselves getting involved, as with sports like tennis and golf. "The marine industry is losing out on billions of dollars of discretionary spending controlled by African Americans who can afford to go boating but don't," he noted.

Just how important a minority group can be to boating was also driven home by Panelist Pedro Diaz, publisher of *Mar y Pesca*, the nation's only Hispanic boating and fishing magazine. According to Diaz, nearly one-third of the million boats registered in Florida are owned by Hispanic Americans, and by 2035 one-fifth of all Americans will be Hispanic.

"As a Cuban-American who grew up on an island, I have to go to the ocean at least once a month or I just won't feel right," he noted. Diaz, too, bemoaned the

fact that there were few opportunities for Hispanic Americans to see themselves in most boating and fishing magazines.

While the African American and Hispanic American markets are substantial and untapped, the boating industry is also neglecting what may be its most influential market—women. According to Wanda Kenton Smith of Kenton Smith Advertising and Public Relations, while men may technically own the majority of boats in this country, women have a substantial say in 80 percent of the purchasing decisions.

Women constituted 52.5 percent of boating participants in 2006. "Women don't want special attention, they just don't want to be disregarded by the boating industry," she added.

Anyone who sees these statistics as an opportunity to grow the boating business will encourage publishers and editors to include more women, Hispanics, and African Americans in their editorial content, advertisements, and covers.

America is a far different place than it was just 10 or 20 years ago. Much has changed, and even more change is on the way. An African-American man will be sworn in as president of the United States of America in January. Those who recognize the fact that recreational boating will grow by expanding its appeal beyond one slice of the American pie will not only survive, but prosper.

## Bree Wins West Marine Writer's Award

Marlin Bree, a freelance writer, lecturer, and author of boating books, won the top award BWI gives to a boating writer—The West Marine Writer's Award. Bree, of St. Paul, Minnesota, received his \$5,000 check and trophy during the BWI meeting at the Fort Lauderdale International Boat Show in October.

It is the second time Bree has earned the top honor, having taken the award in 2004, and elicited his comment, "Lightning really does strike twice!"

Bree's story, "The Old Man and the Inland Sea," was published in the January/February 2007 issue of *The Ensign*. It's a true tale of an attempted rescue of a fishing partner by a 62-year-old Norwegian-blooded mariner during a late November storm on Lake Superior. Bree describes the courage and resourcefulness of the "old man" as he battles engine failure, growing waves, and declining temperatures—ultimately becoming frozen in place to the floorboards of his 17-foot rescue skiff—yet prevails to be rescued after 29 hours in the harsh elements.

The article was first recognized in the Seamanship, Rescue & Safety category, one of 48 award winners in the 2007 BWI Writing Contest. The top three entries in each of 16 categories were automatically entered into a Phase II competition for the West Marine prize.

Judges said Bree's entry "does a superb job of what

magazines such as *American Heritage* and *Smithsonian* do regularly: Take an event from the past and explicate the circumstances in vivid, gripping detail. Bree does so in such a way as to make the 50-year-old event as real as if we were experiencing it ourselves—today! He is an excellent writer, but this is a particularly captivating story and that's why it wins." (The complete story is posted at [www.marlinbree.com](http://www.marlinbree.com)).

Judges for the award are associated with Northwestern University's Medill School of Journalism and have had careers in newspapers, magazines, broadcasting, and online enterprises. They include David Nelson, professor of media management and ethics; Michele Bitoun, senior director of undergraduate education and teaching excellence; and Professor Marcel Pacatte, managing editor of the *Medill Reports* website.

### Honorable Mentions

The judging team also congratulated several winners from the 2007 contest :

- The series of columns "We've always Wanted to Ask," by Robert Stephens of *Boating Life*. "The hardest columns to write are the ones like Stephens tackled—which include good reporting, good writing, and also engage the audience."
- "The Kit Boat Project,"



by Ken Textor in *North-east Boating*. "Delivered an in-depth explanation of almost every seafarer's dream: building a boat. The writing was masterful and interesting throughout."

- "The Most Trusted Old Salt in America" by Douglas Campbell in *Soundings*. "A completely crafted piece that is a pleasure to read from start to finish."
- "AIS Delivers News You'll Use" by Tony Bessinger for *Cruising World*. "Provides a mix of specific, necessary detail that will keep the most hard-core sailor happy with enough 'color' to keep the non-techies reading."
- "Intro to the Edge" by Patrick Sciacca in *Power & Motoryacht*. "Explores a little-known topic with great appeal to most sport fishermen—includes good detail, background explanation, and illustrations."

**Marlin Bree  
(center)  
receives  
congratulations  
from BWI  
President Kim  
Kavin (left) and  
West Marine's  
Laurie Fried.**

# Writing Contest Opens for Entries

Boating Writers International has opened its 16<sup>th</sup> Annual Writing Contest that recognizes excellence in boating, fishing, and travel journalism. There are 16 categories that each will award \$500 for first place, \$300 for second place, and \$200 for third place. The deadline for entries is December 15, two weeks earlier than in years past.

BWI members should already have received a



printed copy of the contest brochure and annual dues invoice in the mail. A PDF of the brochure and entry form

can also be found at

[www.bwi.org](http://www.bwi.org).

**The deadline for receipt of entries is December 15, two weeks earlier than in past years.**

## Notes & Reminders

Four copies of articles plus the originals are required this year. Please remember to obscure the writer's name (and face if applicable), publication name, and date of publication on the copies. The judging chairs have the option of disqualifying entries if this rule is not observed.

Staple each set of originals and each set of copies individually, instead of putting one staple through all the copies. This keeps the entries manageable during handling and reshipping to the reading judges. Do not send entire publications.

Write the category name and number on each original or attach a "sticky note" with the information.

Internet articles are welcome as long as they fit the appropriate categories. To submit, send the "original" article within the website page frame. Copies can be pure text.

Do not send certified mail or request "signature required for delivery." This can slow delivery and result in your entries failing to arrive on time.

## Help Wanted: Contest Judges

BWI seeks 64 astute, thoughtful people who value the written word to help choose the prizewinners in the 2008 writing contest.

Any BWI member is eligible to serve as a judge, but you cannot judge a category in which you have entered a story.

Four individuals judge each category. Each judge gets a packet of stories and a scoring sheet for each article. You rate each article from 1 to 10 in ten different areas such as creativity, complexity, effective use of language, and so on. Then you tally up the score. Thus, a perfect article would get 100 points (this almost never happens). You submit your results to the category chairperson, who adds the judges' scores together and, voila, the winners emerge.

The material is sent out around New Year's Day, and the results need to be

back at the end of the third week of January, so you have several weeks' time to judge 20 to 60-plus articles. Depending on the number of entries in your category, it generally takes between six and 16 hours to do the job.

Most judges choose to volunteer their time because it is important to give something back to an organization that works for you. But there are other benefits, too—selfish ones. "First, you see who your competition is as a writer," says one seasoned judge. "Second, as an editor, you can scope out new talent that you might want to steal away from a competing magazine. Third, you can get story ideas that you can develop and pitch as a freelancer."

Serving as a Writing Contest judge is an education, too. When you see how good writers approach an article, you can fine-tune your own writing.

If you are interested in joining the team of those BWI members who have already volunteered to serve as judges for the 2008 Writing Contest, please email Contest Committee chairwoman Lindsey Johnson at [ljohnson@nmma.org](mailto:ljohnson@nmma.org) and let her know which categories you would like to judge and which you cannot judge because you plan to enter a story.

Thanks in advance for your help, and good luck to everyone who enters the contest this year!

# Thank You Writing Contest Sponsors!

BWI Writing Contest Sponsors provide the funding for \$500 first-, \$300 second-, and \$200 third-place cash awards to be presented. They also pay for the top three winning plaques and administrative fees to get the contest managed and materials shipped to the 48 judges.

Listed here are the contest categories for 2008. Please let each of our sponsors know that you appreciate their contribution to helping our contest remain strong.

**Boating Columns**, sponsored by KVH Industries, Inc.

**Boating Lifestyles**, sponsored by YachtWorld.com/Boats.com

**Boating Profiles**, sponsored by ZF Marine



**Boating Travel or Destinations**, sponsored by Island Global Yachting

**Boating Adventures**, sponsored by Discover Boating

**Boat/Engine Care and Maintenance**, sponsored by Interlux Yacht Finishes

**Electronics**, sponsored by Jeppesen Marine (formerly C-Map/USA)

**Ethics and Environment**, sponsored by BoatU.S. Foundation for Boating Safety & Clean Water

**Fishing**, sponsored by Suzuki Motor Corporation

**Boating Issues, News and Analysis**, sponsored by Mercury Marine

**The Business of Boating**, sponsored by Home Port Marine Marketing

**Seamanship, Rescue & Safety**, sponsored by Sea Tow Services International

**Technical Writing**, sponsored by Dometic Corp. Environmental Division

**Boat Tests**, sponsored by Volvo Penta

**Gear, Electronics and Product Tests**, sponsored by Xantrex Technology Inc.

**Megayachts**, sponsored by Awlgrip North America

**Four new Writing Contest sponsors signed on for 2008, helping keep the category count at 16 and prize money at \$16,000!**

## Boating/Fishing Access Saved

President Bush signed an amendment in late September to a 1995 executive order to protect recreational boating and fishing access on federal waters and marine protected areas.

The amendment also ensures that fishing will be managed as a sustainable activity in national wildlife refuges, national parks, national monuments, marine sanctuaries, marine protected areas, or any other relevant

conservation or management area under federal authority.

Boating industry, fishing, and conservation groups have been concerned with recent trends to unduly restrict public access to marine resources held in public trust. Given the potential that the president could designate large swaths of new protected areas through executive order, bypassing the typical rulemaking and stakeholder consultation process,

the coalition engaged in high-level negotiations with White House officials to help ensure responsible open access.

Involved were NMMA, the American Sportfishing Association, the Billfish Foundation, Center for Coastal Conservation, Coastal Conservation Association, International Game Fish Association, and the Congressional Sportsmen Foundation.



## Active & Associate Member News

### Graves Wins for Best Megayacht Pix

BWI member Dick Graves recently won the best photo contest with Megayacht News, and his photo has been displayed at [megayacht-news.org](http://megayacht-news.org). He also advises he



has shot around 300 photos of the 2008 Fort Lauderdale International Boat Show that will be available by next week. Those interested in seeing the collection can contact him at [rvgraves@rgassoc.com](mailto:rvgraves@rgassoc.com).

### O'Learys Launch Vertical Ad Network

Niche Net Partners, LLC, the husband-and-wife team of Sean and Katie O'Leary, has launched the Marine Advertising Network (MADN), an online vertical advertising network for marine advertisers and website publishers.

They publish *Center Console Angler* and operate two marine websites, [boatdigest.com](http://boatdigest.com) and [centerconsoleangler.com](http://centerconsoleangler.com). MADN will place advertisements on marine-related websites to maximize exposure. Advertisers see results so they can control their expenditures and adjust advertising campaigns to achieve effective returns.

MADN provides marine website owners with an automated service that fills online ad space inventory and sells online space. For

more information visit [marineadvertisingnetwork.com](http://marineadvertisingnetwork.com).

### Floating Showcase Gains 3,000 Visitors

At five U.S. East Coast boat shows this fall, more than 3,000 visitors toured *Showtime*, the restored classic 63-foot Trumpy motoryacht serving as a floating showcase for marine products, according to BWI member Jock West, organizer of the promotional tour.

More than 30 manufacturers and suppliers provided new products and services for the project, which will continue at boat shows and marine events throughout the spring of 2009. Affiliated BWI sponsors included The Yacht Record, *Yachting* magazine, Home Port Marine Marketing, Awlgrip, Interlux, and MapTech.

## Calendar and Events



### Details on 68<sup>th</sup> Miami Show and Strictly Sail

Dates for the concurrent events are February 12-16, 2009, at the Miami Beach Convention Center, the Sea Isle Marina & Yachting Center, and Miamarina at Bay-side. Included are more than 2,200 exhibitors showcasing thousands of boating products. For details visit the online press center at [miamiboatshow.com/press/news.aspx](http://miamiboatshow.com/press/news.aspx).

To register for press credentials, visit [miamiboatshow.com/press/](http://miamiboatshow.com/press/)

### [badgerequest.aspx](http://badgerequest.aspx).

For questions about the show, to request high-resolution images, or to schedule interviews with marine industry executives and sea trials aboard the new models, contact Bryna Jacobs or Rebekah Hudder, (305) 446-2700, [bjacobs@thorpco.com](mailto:bjacobs@thorpco.com), [shudder@thorpco.com](mailto:shudder@thorpco.com).

### Apply Now For Clean Water Grants

The BoatU.S. Foundation for Boating Safety and Clean Water is offering grant

funds of up to \$4,000 each for community nonprofit groups to develop projects that address environmental problems on local waterways.

Since 1997 the group has awarded more than \$300,000 to improve the marine environment, funding 149 projects in 35 states.

This year's deadline to apply is February 2, 2009. To view previous grant projects or learn more about the program, visit [BoatUS.com/foundation/cleanwater/grants](http://BoatUS.com/foundation/cleanwater/grants).

## Supporting Member News

### College Thanks Dometic Enviro

The Broward College Foundation has recognized Dometic Corporation, Environmental Division, for its support of the college's Marine Engineering Management Program.

The foundation presented a certificate of appreciation to Dometic's Frank Marciano at the Fort Lauderdale boat show. Dometic donated marine air conditioning equipment and tools for use in the college's marine engineering education programs, which offer hands-on training for marine technicians.

### Formula Founder Celebrates 50th Year

Victor B. Porter, chairman of Formula Boats, celebrated 50 years in the boating industry at the 2009 Annual Dealer Meeting. He launched the firm with the Duo boat line, moved on to found Signa, then evolved the brands to become Formula and Thunderbird. Porter's wife, Kristine, has been a partner in the business from the beginning. Together they have six chil-



**Vic & Kristine Porter**

dren, five of whom are actively involved in Formula Boats. For more company history, go to [formulaboats.com/history](http://formulaboats.com/history).

### Mercury Announces Five-Year Warranty

Mercury Marine is promoting quality and consumer confidence with its "5 & Drive" Sales Event.

Through April 15, 2009, U.S. customers who purchase any qualifying Mercury outboard from a participating dealer will receive up to a five-year limited factory-backed, non-declining, free warranty. Valued up to \$2,420, this offer applies to many four- and two-stroke Mercury products. For details visit [mercurymarine.com](http://mercurymarine.com).

### Two BWI Supporters Are Top Marketers

Marine Marketers of America announced the winners of the association's first North American marketing competition, which drew 46 entries from 24 companies representing a broad range of brands, boats, products and services. "Neptune Awards" were presented for marketing communications efforts judged "Best in Class" by juries of marine industry marketing professionals. The mission of the new awards program is to recognize and promote excellence in marine marketing communications.

Awards were given in five categories. Two BWI Supporters were named:

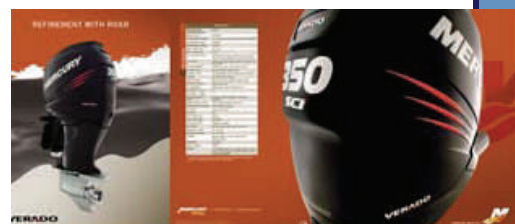
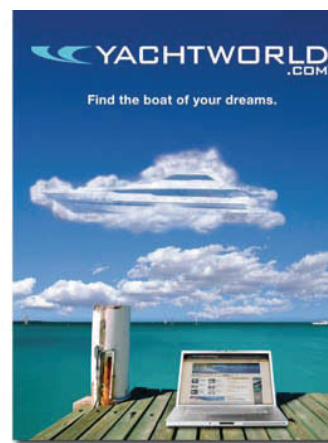
- For Best Print Advertisement, Single Page Ad, YachtWorld.com for its consumer advertisement "Find the Boat of Your Dreams."
- For Best Product Literature (Series), entries featuring multiple pieces in a series, Mercury Racing.

"We were extremely pleased by both the quality and the number of entries in our inaugural year of the competition," said Sally Helme, MMA awards committee co-chair and publisher of Bonnier Marine Group boating and sailing magazines.

### Navico Auto ID System OK'd for U.S.

Navico's Simrad AI50 Class B AIS (Automatic Identification System) was recently approved by the Federal Communications Commission for sale in the United States.

The move clears the way for this collision avoidance and vessel tracking system—already in use in European and Canadian waters—to benefit American pleasure boaters and light commercial vessel operators. It's said to be simple to install, easy to operate, and priced for the recreational boating market (at \$1,500). Visit [Simrad-Yachting.com](http://Simrad-Yachting.com).



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**Lindsey Johnson ('08)**

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**Greg Proteau****Executive Director**

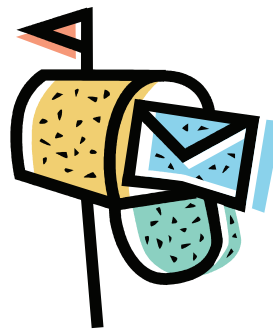
info@bwi.org

## Letter to the Editor

*This is a response to Dave Brown's and Bob Duke's commentary in the previous two issues of the BWI Journal.*

I recognize the wrenching changes and financial squeeze that the boating industry and media are going through, but after reading Bob Duke's commentary on Dave Brown's input, I find I couldn't agree more emphatically.

I have written three books



and more than 200 magazine articles in my 13-year stint as a boating writer, but am so totally put off by the

increasingly restrictive format requirements, publishers' onerous rights demands, and pitiful pay scale that I literally haven't written a word in nearly a year.

I miss the joy of creativity, but not the hassles of conforming or the disappointment in the rewards.

David S. Yetman  
BWI member

## Writer's Marketplace

Use BWI's free Writer's Marketplace to look for a job or post a job opening within your company. Go to [BWI.org](http://BWI.org) and follow prompts on the Writer's Marketplace page.

### Senior Writer

Senior writer wanted for new boating newspaper in Savannah, Georgia. Part-time position. First issue deadline Dec. 15. Must have

ability to write hard and soft news, report ethically, and be familiar with AP Style. Please respond with clips and samples by e-mailing [amy@watersidelineonline.com](mailto:amy@watersidelineonline.com)

## Welcome New Members

BWI welcomes members involved in marine journalism and the marine trades. Apply at [BWI.org](http://BWI.org).

### Active members:

Ted Lund, Editor, Winter Park, Florida  
Trey Rhyne, Freelance Writer, Key Largo, Florida

### Supporting member:

Everglades Boats, David Glenn, Marketing Director, Edgewater, Florida

The BWI Journal is produced by and for members of Boating Writers International, 108 Ninth Street, Wilmette, IL 60991. (847) 736-4142. [www.bwi.org](http://www.bwi.org).

Send items to be considered for publication to Greg Proteau, [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.

