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New BWI.org Prepares to Go Live

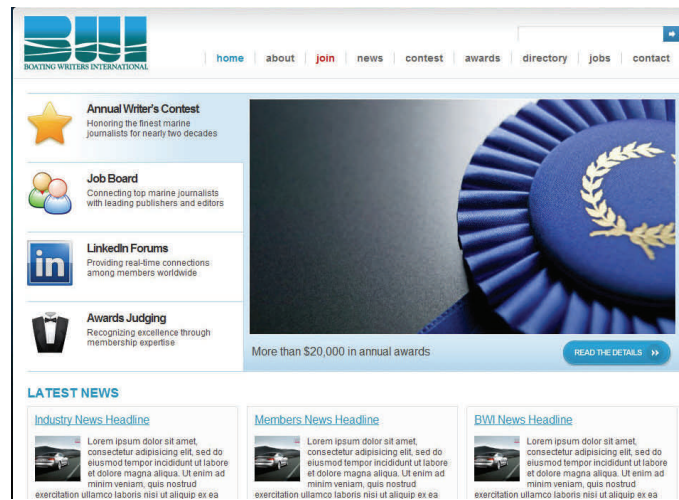
If all goes according to plan, the new version of *BWI.org* will be up and running—at least in a pretty solid beta form—in time for a formal introduction during our general meeting at this month’s Fort Lauderdale International Boat Show.

New Media Committee Chairman Glen Justice has been overseeing the site’s construction. This is not a redesign of the existing *BWI.org*, but the creation of an entirely new portal that brings our organization in line with modern websites.

Our new home page prominently features the four leading benefits of BWI membership: our annual writing contest (highlighted in the screen shot at right), our job board, our LinkedIn forums, and our opportunities for product judging. The home page also features the latest news from the marine industry, our active members, and our supporting members, plus links to our online member directory.

Our full membership directory will be in a password-protected area, along with some other items.

Special thanks to Justice and his committee for working on time as well as on budget.



2009: Our Biggest Writing Contest Ever

Also at Fort Lauderdale, look for the brochures for the 2009 writing contest. I’m thrilled to say it will be our biggest ever, with 17 categories including the new Original Online Content.

We have secured sponsors for all 17 categories, through the hard work of Membership Committee Chairwoman Lisa Knapp and Executive Director Greg Proteau. This was a real yeoman’s job in the down economy.

Next comes organizing judges, which falls to Contest Committee Chair Lindsey Johnson. To volunteer, e-mail me@iamlindseyjohnson.com.

2 Openings Expected on Board of Directors

I put out a call this month on the BWI LinkedIn forum seeking candidates to fill what we expect to be two openings on the BWI Board for 2010. Thus far, we have several interested members and are compiling resumes.

If you would like to become a candidate for the BWI Board, please e-mail info@bwi.org in the next few weeks. Our hope is to have the full roster of candidates ready for the membership’s review in the November edition of the *Journal*. The vote is in January.

Kim Kavin
BWI President

Online Success Stories in Lauderdale

While many journalists, media and boating businesses are struggling in the current economic environment, some are finding success with original websites, blogs, and "viral content."

Boating Writers International's "Newsmaker" session

during the Fort Lauderdale International Boat Show will showcase two BWI members who have created revenue-generating websites and blogs, and a boat-builder whose viral marketing has created reach, buzz and sales.

Each presenter will provide an overview of accomplishments to

the general audience, then will break into "separate corners" to answer specific questions.

The "Newsmaker" session will commence after a brief General Meeting that starts at 8 a.m. Friday, October 30, at the Bahia Mar Hotel. Here's what to expect that morning:

Our Panelists

Rich Lazzara, vice president of Lazzara International Yachts, created

www.richlazzara.com to

"challenge your mind to think about the future of digital marketing and new media tools for your business." He has 1,100 followers on Twitter (the average person has 80-120) and has turned

online leads into boat sales.

Kim Kavin's personal blog at KimKavin.com keeps editors aware of her travel, interests, and other information that leads to writing assignments. Her blog at CharterWave.com brings a daily news presence to the yacht charter website, which is profitable thanks to industry advertising and a blog syndication deal. Sponsored blogs on CharterWave give brokers strong search-engine rankings.

Glenn Justice left *The New York Times* in 2006 to start MadMariner.com, the daily online boating magazine where he currently serves as editor. MadMariner publishes new stories daily and offers features such as the annual Mad Mariner Poll, The Docking Game, and the Hard Facts on Software series.

Writing Contest

During the same meeting, BWI will present the S/Y Legacy Writer's Award for "the best in boating journalism" and its \$5,000 prize, plus details about the 2009 BWI Annual Writing Contest. The contest has grown to 17 categories with cash awards for first-, second-, and third-place winners.

Sponsor Thank You!

Norway's Marlink AS and Show Management, Inc., producers of The Fort Lauderdale International Boat Show, are co-sponsor-

ing the Newsmaker event, which is free and open to the marine community.

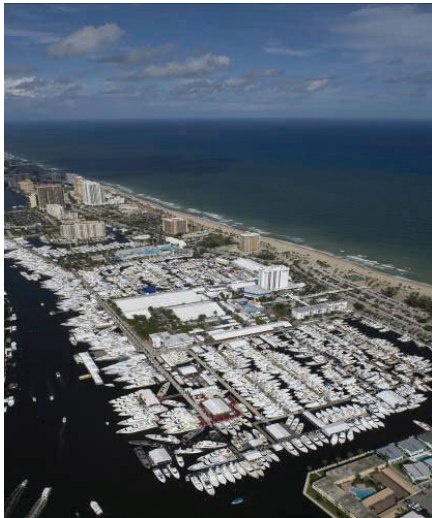
Media Center

The Fort Lauderdale Show Media Center is located on the third floor of the Bahia Mar Hotel. It's managed by Geri Haber and the team from Haber and Quinn Public Relations, who can be reached at (954) 764-6011 until the show; during the show call (954) 459-8083 (beginning Tuesday, October 27).

To commemorate the opening of the 50th Anniversary of the show, there will be a ribbon cutting at the main entrance at the Bahia Mar site at 10 a.m. on Thursday, October 29. Mayor Seilers, city VIPs and representatives from Show Management (Skip Zimbalist, Dane Graziano and others) will be on hand.

The show is open from 10 a.m. to 7 p.m. October 29 ("Prime Time Preview" day) through November 1, and from 10 a.m. to 5 p.m. on November 2.

For additional details visit <http://showmanagement.presskit247.com/index.asp>.



Additional Media Events at FLIBS

For a "Media Events List" maintained by the show, go to <http://showmanagement-presskit247.com/content/content-article.asp?ArticleID=5729>

Wednesday, Oct. 28

8:00 - 10:00 a.m. International Superyacht Society, Bahia Mar – Harbour Lights, Membership Meeting and Breakfast. Open to media and interested parties. RSVP: Amy Halsted, 540/204.0252, seagourmet@toad.net.

6:00 p.m. Premiere of Sea Ray 450 Sundancer, Cummins MerCruiser display located on Sea Breeze Ave. (Rt. A1A) one block south of main entrance; RSVP to Rob Noyes, (865) 971-6677, rnoyes@searay.com.

Thursday, Oct. 29

8:00 - 10:00 a.m. Boat Show Press Breakfast, Invitation Only. Details: Haber & Quinn Public Relations & Marketing, (954) 764-6011, hqpr@haberandquinn.com. **Ongoing** KVH new satellite TV product introduction at Booth #1310; contact Chris Watson, (401) 845-8138,

cwatson@kvh.com or visit www.kvh.com/3-2-1.

10:00 a.m. Ribbon Cutting of the 50th Anniversary of the show, main entrance at the Bahia Mar site; contact Emily Taffel-Schaper, (754) 367-2722, et@haberandquinn.com.

Ongoing Marlink announces new products, expanded Ku-band coverage and environmental projects, Electronics tent #1318; contact Knut Natvig, +47 48 030 911, knut.natvig@marlink.com.

11:00 a.m. Introduction of ZF Marine's ZF POD Drive 4000, Bahia Mar exhibit area, Engine tent booth #1210; Contact Martin Meissner, (954) 441-4042, martin.meissner@zf.com.

12:00 - 2:00 p.m. Marine Marketers Association, Bahia Mar Hotel - Harbor Lights Room, Social Marketing Presentation & Awards Luncheon. Details below. **1:00 - 2:00 p.m.** Westrec Press Reception: projects of note to the marine industry, owners, captains and crew, Yacht Builders Tent #797; RSVP to Norma Trease, (954) 478-7448, Norma-trease@cs.com.

Ongoing Denison Yacht Sales Selene 60 Debut, Bahia Mar, B-Dock 224, 226; contact John Quinn, (954) 764-6011, jq@haberandquinn.com

Ongoing Cigarette 39 Top Fish Open & 49 Grand Sport II Debut, Cigarette Racing Team, Floating Docks H-I behind Bahia Mar; contact Marilyn DeMartini (954) 649-4904, md@prpower.biz.



Queen of the show, the 214-foot Trident

Friday, October 30

8:00 - 10:00 a.m. BWI, Bahia Mar Hotel - Stateroom D Newsmakers Panel, Presentation of Grand Prize Writer's Award, Open to all media, industry.

9:00 a.m. - 7:00 p.m. Yacht Info: Crew Seminars, Captains Briefing and Cocktail Reception, Bahia Mar, Ballroom; details at www.usyachtinfo.com; media RSVP to Amy Halsted, (540) 204.0252, seagourmet@toad.net.

Social Media Keynote for MMA

Marine Marketers of America will feature a keynote by NMMA Chief Marketing Officer Carl Blackwell on how social media is maximizing the NMMA's Discover Boat-ting marketing investment.

The event runs 12 to 2 p.m. October 29 at Bahia

Mar and includes lunch buffet, keynote and awards program. Cost is \$35 per person; pay online by following: https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=8909592

Said Sally Helme, awards chair: "Packaging our awards

program in combination with this relevant keynote topic will make this 'the event not to miss' for marine marketers."

Sponsors are Info-Link Technologies, Inc., Show Management and Home Port Marine Marketing.

BWI Judges New NMEA Tech Award

A panel of BWI judges named Simrad's BR24 Broadband Radar the first recipient from a field of 14 nominated products for a new National Marine Electronics Association Technology Award.

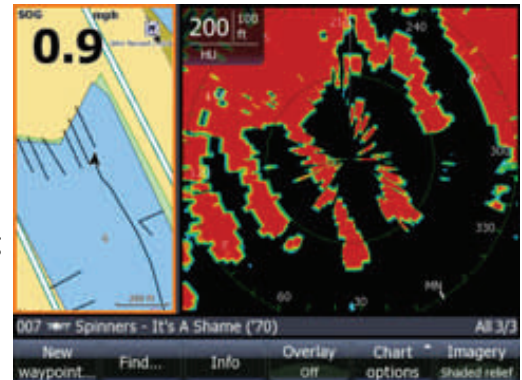
Presented at the 2009 NMEA Convention & Expo in early October, the new award recognizes recently introduced products and singles out the "best" based on a combination of innovative design, benefits to boaters, practicality and value.

"We had expectations that innovation may have taken a back seat in the difficult economy of 2009," said judge Ben Ellison, senior electronics editor for Bonnier Marine Group and editor of *Panbo.com* Marine Electronics blog. "Actually, we found the opposite to be true. Manufacturers have kept the pedal down on innovation and new products."

Ellison was joined on the judges' panel by Dean Travis Clarke, executive editor of *Sport Fishing*, *Marlin*, and *Fly Fishing* magazines and host of Sport Fishing TV; Chuck Husick, author, marine and aviation consultant, technical editor for *BoatUS* magazine and contributor to other publications; and Zuzana Prochazka, technical editor for *Latitudes & Attitudes* magazine, contributing editor to *Mad Mariner* and editor of the marine gear blog Talk of the Dock.

Husick said he felt the Simrad BR24 Broadband Radar was a "game-changing product" with superior target definition, a lower power

draw, rapid cold start, a small radome and extremely low radiation emissions that will bring superior, solid state-radar technology to more boaters at a manageable price.



Simrad's BR24 Broadband Radar Display

dealers and end users.

Award Recipients in product categories included:

- **Autopilot** – Navico for the Simrad AP24 AP28 Series

- **Fish Finding** – Furuno USA for the FCV585 Digital Fish Finder

- **Radar** – Furuno USA for the NavNet 3D DRS Ultra Hi-Def Radar Series

- **Communication** – ICOM American for the Icom M604 VHF

- **Entertainment** – KVH Industries for the KVH Trac Vision M1

- **Navigation** – Furuno USA for the NavNet 3D MFD12 Multi-Function Display

- **Marine Specialty** – First place to FLIR Systems for the Navigator II – Second place to Furuno USA for the SC30 Satellite Compass

For more information, visit www.NMEA.org.



Two Honorable Mentions Named

Two honorable mentions were granted: N2K Builder by Maretron, and Navionics Mobile iPhone application.

Maretron's N2K Builder is a free, flexible, downloadable software for installers. The network editor is basically a CAD system for NMEA 2000 to create better-designed networks for new and used-boats.

Navionics Mobile iPhone apps are expected to have wide-ranging impact in that users can now have a back-up to their onboard systems, Clark said.

Dealers Recognize Additional Suppliers

In a recognition program, additional NMEA Product Awards were voted on by member dealers and technicians who repair and service marine electronics.

- **Manufacturer of the Year – Support** is Furuno USA, recognizing exceptional support for marine products

Innovative Products at 2009 IBEX

Nine products were recognized for innovative achievement by NMMA and BWI on October 14 at the International BoatBuilders' Exhibition & Conference in Miami Beach, Florida.

A total of 43 new products were entered in this year's Innovation Awards program organized by NMMA and judged by BWI.

"Given the state of the marine economy, it is remarkable that we have more than 40 quality entrants in the Innovation Awards this year," said Roger Marshall, IBEX Innovation Awards chair and past president of BWI.

Additional BWI members serving on the judging panel included: Jim Barron, senior technical editor, *Trailer Boats*; Glen Justice, editor, *MadMariner.com*; Frank Kehr, technical writer, *Soundings*; Marilyn Mower, editor, *Southern Boating and Marine Business Journal*; Bill Pike, senior editor, *Power & Motoryacht*; and, Alan Wendt, editor, *Marine CEO*.

Awards were presented in these categories:

Boatbuilding Methods and Materials

Winner: Structural Composites/Compsys, Inc. - Prisma "TA" System - structural building blocks for boat repair, restoration and new construction with a wide footprint for easy installation, hull stress reduction, and fiberglass cap for easy infusion.

Honorable Mention: Mare-

tron, LLP - N2K Builder.

Electrical Systems

Winner: Mastervolt, Inc. - Lithium Ion Battery - first high-capacity battery designed for marine applications with three times the lifespan of a conventional battery.

Honorable Mention: Blue Sea Systems - Safety Hub250.

Hardware Fittings

Winner: Taco Metals - The Intelli-Hinge - offers manufacturers unprecedented design flexibility with an integrated ball-and-socket pivot point permitting pivoting on concave, convex and multiple plane surfaces, allowing it to hinge from any two sides.

Honorable Mention: Armstrong Nautical Products - RIB Ladder.

Inboard Engines

Winner: Volvo Penta - OceanX - a new sterndrive with a revolutionary titanium-ceramic coating that greatly improves corrosion resistance and sensor technology, never before incorporated on a sterndrive package.

Mechanical Systems

Winner: Groco (Gross Mechanical Labs, Inc.) - SSA Series Raw Water Systems Monitor - provides visual and audible alarms within seven seconds of a dangerous raw water flow reduction to as many as seven engines, generators, air conditioners or pumps (before damage occurs) faster than gauges and traditional sensors.

BWI IBEX judges chairman Roger Marshall (7th from left) with Innovation Award winners in Miami.



Environmental Award

Winner: Morbern, Inc. - Boreal - free of heavy metals and utilizes Repreve recycled polyester yarn, agri-based plasticizers, and a water based topcoat system for a proven vinyl performance for marine environments while reducing environmental impact.

For additional information, contact Kelly Kaylor, kkaylor@nmma.org, (312) 946-6262.

Active & Associate Member News

Launer Cooks Up His Fifth Book

Donald Launer announces his fifth book, *The Galley - How Things Work*. He says it's not the usually galley book, as food is barely mentioned and there are no recipes. Instead, it delves in depth into the infrastructure of a boat's galley – the equipment that is available and how these devices work, along with installation requirements and suggestions.

The new work explains each of the components of a galley, the advantages and disadvantages of each type and construction, as well as upgrading suggestions. Contact LaunerDM@aol.com.



THE GALLEY
HOW THINGS WORK

DONALD LAUNER

Trawler Fest Draws 1,600 in Maryland

PassageMaker Magazine's Trawler Fest drew crowds during the first weekend in October in Solomons, Maryland. More than 1,600 people attended the three-day boat show, with more than 80 in-water and land exhibitors.

Buyers looking to join the cruising-under-power lifestyle – or to upgrade their existing boats – were reported to be making purchases, while land exhibitors reported steady activity.

PassageMaker University, a two-day educational event with courses taught by industry experts, preceded the Fest. A silent and live auction raised \$8,500 for the Navy-Marine Corps Relief Society, said John Wooldridge, the magazine's editor-in-chief.



MadMariner Acquires DIY Boat Owner

MadMariner.com, an independent family of online publications and resources for boaters, has acquired *DIY Boat Owner Magazine* from BoatU.S., which was the publisher since 2006.

DIY was founded by the husband-and-wife team of Jan Mundy and Steve Kalman in 1995 and is sold directly to subscribers and at West Marine stores. Said Glen Justice, the company's founder: "DIY readers are hardcore do-it-yourself boaters who demand high-quality journalism, and we plan to continue that."

Home Port to Market Naval Architects

Home Port Marine Marketing has been selected by the Society of Naval Architects and Marine Engineers to provide publicity and promotion services for membership programs, publications and events.

SNAME is an international nonprofit technical

society of individuals serving the maritime industry dedicated to advancing the art, science, and practice of naval architecture, shipbuilding, ocean engineering, and marine engineering. Visit www.homeportmarine.com.

Ted Lund Launches Charter Fish Business

Capt. Ted Lund, former editor of *Salt Water Sportsman*, is launching a charter fishing destination for Over Under Sportfishing in Key West, Florida.

An experienced light-tackle and charter captain whose clients have set numerous world records, Lund is also handling public relations and marketing for the brand.

An outdoor writer, photographer and broadcaster for 20 years, he served as managing editor of *Sport Fishing* and editor-in-chief of *Fly Fishing in Salt Waters*.

Walker Expands Work for CTI

CTI Industries Corp., developer of the ZipVac resealable vacuum food-storage system, has given the Walker Agency additional responsibilities to handle its advertising and marketing programs as well as its public relations program to address the fishing, hunting and camping markets.

BWI member Mike Walker continues as account contact at (602) 569-0340.

Supporting Member News

Dometic Adds “Green” AC at IBEX

Dometic Marine introduced a new line of all-green, split-system air conditioning units at the International Boat-builders Exhibition.

The Emerald Series is reportedly the first marine air conditioning system designed specifically to run on environmentally friendly R410A refrigerant, which meets EPA and international requirements for ozone-depleting substances under the Montreal Protocols.

The company says the units are also smaller, lighter, quieter, more efficient, less power hungry, more reliable and easier to install and service. Contact Doug Curtis, (954) 633-3110, doug.curtis@dometicus.com.

KVH Expands Atlantic Service

In a move designed to expand access to broadband services for commercial and leisure mariners alike, KVH Industries, Inc. announced expansion of mini-VSAT Broadband coverage in the Atlantic Ocean.

Where service was previously available only in the North Atlantic shipping lanes between Europe and North America, the new coverage area brings broadband Internet and voice service as far north as Greenland and Northern Europe and extends south to support vessels traveling to the Mediterranean, northwestern Africa, and

approaching the northern coast of Brazil. For details contact Chris Watson, cwatson@kvh.com.

RBFF’s Peterson Gets NASBLA Award

The National Association of State Boating Law Administrators announced Frank Peterson, president and CEO of the Recreational Boating and Fishing Foundation, as the recipient of its NASBLA Award.

The award is given to a person who has contributed to NASBLA as well as boating safety in general. Peterson was cited for fully integrating boating safety in his organization’s outreach messages. For additional details, visit www.nasbla.org or www.rbff.org.

IGY Founder Plans Keynote Address

Andrew Farkas, founder and chair of Island Global Yachting, will deliver the keynote address at the 2010 International Marina & Boatyard Conference at the Tampa Convention Center in Florida from January 27–29.

The session, titled “The Changing Face of the Marina

Industry,” is scheduled for January 28 at 8:30 a.m. Farkas will discuss how the marina industry is changing due to the economic downturn, technological developments, and changing needs of boat owners. He will also discuss the future of the industry and his thoughts on how to take marinas into the future.

For information, visit www.marinaassociation.org/imbc.



Jeppesen Marine Supports Expedition

The sailing vessel *Ocean Watch*, which just left New York City and is making its way to Charleston, South Carolina, as part of its mission to raise awareness of the effects of climate change, is relying on C-Map Max Pro cartography from Jeppesen Marine for navigation.

The Around the Americas expedition has already completed the first leg of its historic voyage in the Northwest Passage. Daily updates from the boat are at www.aroundtheamericas.org. Or contact Mike Pound, (303) 328-4777, michael.pound@jeppesen.com.



Bloggers May Face FTC Fines

Blogging on *Mashable.com* in early October, social media watchdog Adam Ostrow addressed the U.S. Federal Trade Commission's updating of its Guides Concerning the Use of Endorsements and Testimonials in Advertising for the first time since 1980. Ostrow points out that, among the changes, is a requirement that "bloggers who make an endorsement must disclose the material connections they share with the seller of the product or service." Fines for violating the new rule will run up to \$11,000 per blog post.

Some details from the FTC's announcement (<http://ftc.gov/opa/2009/10/endorstest.shtm>): "The revised Guides also add new examples to illustrate the long-standing principle that 'material connections' (sometimes payments or free



products) between advertisers and endorsers – connections that consumers would not expect – must be disclosed. These examples address what constitutes an endorsement when the message is conveyed by bloggers or other "word-of-mouth" marketers. The revised Guides specify that while decisions will be reached on a case-by-case basis, the post of a blogger who receives cash or in-kind payment to review a product is considered an

endorsement."

Notes Ostrow: "Beyond straight up pay-per-post systems, the new rules would seemingly apply to any situation where something of value changes hands between advertiser and blogger. For example, General Mills and Ford Fiesta bloggers would have to disclose the relationship they have with the advertiser.

"Certainly, it seems like this is an update that's time has come. While most well-run social media programs already include appropriate disclosure, there's still no shortage of unscrupulous marketers using deceptive practices to sell products. Now, with the threat of serious fines, those who look to push the boundaries of ethical blogging will be doing so at their own risk."

For more, go to <http://mashable.com/2009/10/05/ftc-blogger-endorsements/#>.

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BWI Welcomes New Members

Apply at the "Join" tab at www.bwi.org or email info@bwi.org. Membership lasts one year and can be renewed continuously.

Supporting member

WFN: World Fishing Network, Doug Drotman, Public Relations, Commack, New York



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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.

