



BWI *Journal*

SEPTEMBER 2007

FOUNDED IN 1970

Money, Money, Everywhere

We have a handful of exciting projects that are moving forward following an August meeting of BWI's Board of Directors. All of these new initiatives, I am happy to say, jibe with my personal goals of helping marine journalists make more money and better connections.



BWI SCHOLARSHIP

First, I'm thrilled to announce the creation of the BWI Dave Kelley Memorial Scholarship, which will be open to undergraduate students interested in marine journalism.

The scholarship is the result of an offer from *Boating World's* Steve Rosenberg, who wanted to establish an award in Kelley's name after his death last year at age 43. The BWI Board decided that Kelley's legacy would best be honored through an annual scholarship program that encourages new journalists to enter our field.

The award will be \$1,000, with finalists selected by a newly formed BWI Scholarship Committee. If you are interested in sitting on this committee, please contact 1st Vice President Betsy Frawley Haggerty, who will serve as chairwoman.

ONLINE DIRECTORY

Second, the Communications Committee also got the nod to move forward with creating a searchable, online directory of BWI members.

The idea is to create a place on the Web where editors worldwide can find and connect with our members. As chair of the Communications Committee, I am working with a database expert to outline the project's parameters.

I hope to put a full proposal before the Board for a vote in October, and to have the database online in 2008.

MEGAYACHT WRITING

Third, I'm happy to report that the Board accepted the Contest Committee's recommendation to keep the Megayachts

Category for the 2007 writing contest.

You may remember that this category was new for 2006 but failed to get the required number of entries. For 2007, we are not only keeping the category but also are making direct contact with editors and writers to promote it.

If you write about megayachts or know of writers who do, please help us to spread the word. And if you have suggestions for further promotions, contact Contest Committee chair Lindsey Johnson.

LOGO CONTEST

Last but not least, the Board gave the green light to the Communications Committee to develop a contest for re-designing the BWI logo.

With the updated look of the *Journal*, more than a few of our members suggested that our logo, too, needs a fresh design.

The Communications Committee, with help from Board member Mike Walker, is creating the contest format and hopes to announce details, prizes, and deadlines soon. Stay tuned.

—Kim Kavin, BWI President

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Boating Issues and the 2008 Elections

Do you feel it is time for America's national leaders to address how outdoor recreation—and, especially, boating—can contribute to a better America?

If so, you'll want to partici-



Derrick Crandall will be BWI's speaker at the boat show.

pate in BWI's Ft. Lauderdale Newsmaker session from 8 to 10 a.m.

October 26 at the Bahia Mar Hotel. With the 2008 campaigns moving into full swing by late October, BWI has the opportunity to hear from a Capitol

Hill insider on the importance of these elections to the recreational boating community.

"All of us have a pretty good idea of why it is that politicians go out of their way to court gun owners" notes BWI Director Michael Sciulla, who is chairman

of the Speaker Committee. "It's also no secret why politicians love to go to NASCAR or BASS-sponsored events. So why is that

that elected officials (those who make the rules under which our recreation is governed) are almost never seen cruising on a recreational boat or sailing a yacht? Why do they shy away from the 10 million Americans who own a boat and the 70 million who go boating every year?"

Derrick Crandall, a 30-year veteran of "in the trenches" Washington politics and president of the American Recreation Coalition, will answer these questions during BWI's meeting.

In addition, based on the outcome of a late September Washington, D.C. symposium



titled "Recreation and 2008: Making Our Issues Count," Crandall will lead a group discussion about what can be done to raise boat-

ing's profile and how journalists can spread the word to boaters during the upcoming 2008 election cycle.

Also on tap in Lauderdale is the awarding of the West Marine Writer's Award and its \$5,000 prize, plus early details about the Annual Writing Contest—which this year will feature 15 categories and trios of cash awards for work published in 2007.

For questions about BWI's upcoming meeting at the Lauderdale show, contact BWI executive director Greg Proteau.

Register for FLIBS, Get Free IBEX Credentials

Registration for news media credentials for the 2007 Fort Lauderdale International Boat Show can be completed online. Go to www.showmanagement.com. Click on "News Media Credentials."

Credentials will give editorial staff members access to all locations for the duration of the show, which is October 25 to 29. For questions, call Geri Haber at



(954) 764-6011 or e-mail Barbara Goode at bg@haberandquinn.com.

The IBEX show will be held October 10 through 12 at the Miami Beach Convention Center. Advance registration normally costs \$250, but BWI members can get in for free by going to www.ibexshow.com before September 28. Click on the "register tab" and insert the code you were e-mailed already, or e-mail info@bwi.org to receive the code again.

Products Named For Innovation at MAATS

Members of Boating Writers International served as judges once again for the NMMA's Innovation Awards program at the Marine Aftermarket Accessories Trade Show in Las Vegas.

Six marine aftermarket products took home awards. There also was an Environmental Award honoring the most environmentally friendly product. A total of 50 products were entered in eight categories.

"When the judges consider entries, we sometimes see products that feature incremental additions or improvements," says Jan Mundy, who serves as BWI's Innovation Awards chair for MAATS and is editor of *DIY Boat Owner*.

"According to the definition of 'innovation,' a new product must be substantially different, not just an incremental change to an existing product. The key challenge for judges this year was to select products that met this criterion."

Additional BWI members on the MAATS judging panel included Jim Barron, technical editor of *Trailer Boats*; Mark Corke, senior editor of *Boat-Works* and *SAIL* magazines; Scott Croft, assistant editor of *BoatU.S. Magazine*; Alan Jones, executive editor of *Boating World*; Zuzana Prochazka, staff writer of *Latitudes & Attitudes*; and Alan Wendt, editor of *Marine CEO*.

If you're interested in serving as an Innovation Awards judge for upcoming events, please get in touch with Zuzana Prochazka.

Here's a look at this year's winning products:

AFTERMARKET ELECTRONICS

Judges selected the McMurdo Smartfind Plus 406 GPS EPIRB from Revere Survival Products.

Small and light-weight with a carry-safe mounting bracket to eliminate false activation, it is said to be the only all-digital GPIRB available and allows use of a non-hazardous battery.

BOAT CARE/COATING/CHEMICALS/ MAINTENANCE TOOLS

This Innovations Award went to Engine Check Up, a fast, easy and economical method of diagnosing problems within any four-cycle gasoline or diesel engine. The user places a few drops of oil on a test pad to reveal the condition of the oil and amount of contaminants.

An Honorable Mention went to Performance Metals for its marine water heater corrosion alert monitor.

DECK EQUIPMENT

The Dock Ladder from Float-step won this category.

Designed by two former dock builders, it rises and falls with water levels, allowing water access at all times, regardless of tidal or water level conditions.

SAFETY PRODUCTS

Mustang Survival's Survival Rescue Stick took this category's



BWI's Jan Mundy announces the winners.

award. For sport boaters who don't have space onboard for a traditional life ring, this device incorporates a handle with a horseshoe buoy that inflates in the water on contact.

TRAILER PARTS AND ACCESSORIES

Judges selected two products in this category.

The F2 trailer jack from Cequent Performance delivers improvements in form and function, including nine patented advancements.

It tied for first place with Rope-A-Boat, an automatic boat loader that simplifies launching and loading.

ENVIRONMENTAL AWARD

Blue Water Marine Paint was honored in this category for its Enviro-Pads. A synthetic fiber pad placed under a boat before pressure washing filters wash water and traps contaminants that results in zero impact on water quality.

For more information about the awards, visit nmma.org/maats.

Legal Q&A: Who Owns Your Stories?

By Leslie Lott

My last column discussed contract concerns for writers. In response, several BWI members asked me to outline the meaning of First North American Serial Rights.



With FNASR, an author gives a publication the right to reproduce material in a "serial" (e.g., a magazine or newspaper) within North America for the first time. What is just as important to know, though, is what is *not* granted with FNASR.

For example, licensing a publisher to reprint the work in another format, such as an anthology. The publisher may not distribute the work outside North America. Nor does an FNASR agreement transfer "electronic rights."

It is also important to note that a

grant of FNASR does *not* transfer copyright ownership. The author can transfer any other rights, including the right to re-license the work as a reprint, to publish it in foreign markets, to license a movie, and so on. Subsequent to the initial publication, the author has the right to do with the work as he or she pleases.

As recently as the mid-1980s, most periodical publishers sought only FNASR. Recently, however, publishers have begun asking for more, generally without an increase in compensation. Major writers' organizations, as a rule, do not support "all rights" or "work for hire" contracts because they are considered unfair to writers. If you are faced with such a request, you can offer FNASR instead, negotiate additional payments

for additional uses, impose a time limit on the rights, or demand increased compensation.

For more information, you may want to see:

- "Rights: What they Mean and Why They're Important," www.writing-world.com/rights/rights.shtml
- "Rights 101," www.asja.org/pubtips/wmfh01.php

Until then, feel free to e-mail your questions to me at ljlott@lott-friedland.com. I'll focus on one question per issue of the *BWI Journal*.

Leslie J. Lott is the founding partner of Lott & Friedland, an intellectual property boutique firm with offices in Florida.

Winner's Circle: Write What You Know

By Tom Neale

Tom Neale is a perennial winner in BWI's writing contest. In 2007, he took first place in the Electronics and Technical Writing categories.

When I started writing for boating publications back in the late '80s, I asked my wife for advice. "Just write about what you know about," she said.

I immediately encountered an impenetrable writer's block. It began as soon as I tried to make a list of things that I knew about. During the past 54 years I've owned more than two dozen boats. I've lived aboard since 1979. I've averaged three to five thousand miles a year. You'd think that I wouldn't have any trouble with her advice. But I still am.

And they want me to give *you* 500 words of

advice about writing boating articles? I've been trying to make a list and I haven't gotten past 1.

That "1" is to know and care about your readers. Those of us who go out on the water are a breed who don't like to be preached to. But, paradoxically, we all need to keep learning. We're not indigenous to the terrain. We don't have gills.

Going out on the water isn't something that you can understand in the abstract. People get hurt, dreams get crushed, and bank accounts go south instead of the retirees who saved them.

So that's number 2. Know and respect your subject and its unique characteristics.

And here's number 3: Ask my wife. Guess I didn't know enough for the 500 words.

Active & Associate Member News

SCIACCA LAUNCHES FISHING WEB-ZINE

Tournament Angler, located online at *TournamentAngler.org*, is an online community and Web-zine dedicated to competitive big-game angling. The new site is hosted by BWI member Patrick Sciacca.

TournamentAngler.org features detailed, interactive angler forums as well as interviews and tips from top circuit pros, a mas-

sive and ever-growing photo gallery, video, listings for 150-plus tournament events and contacts in our events calendar, big-game resources, and more.

For more information, contact Sciacca at *Power & Motor-yacht* magazine, where he's a senior editor: Patrick.sciacca@powerandmotoryacht.com.

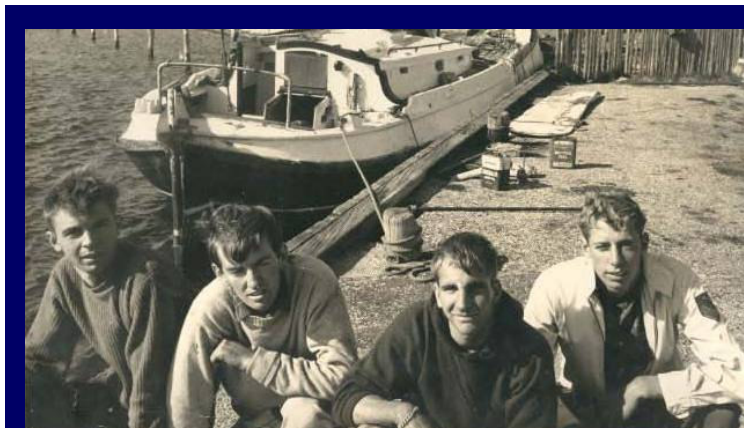


METS AWARD TO BENEFIT CHARITY

BWI Past President Roger Marshall reports that the registration fees for this year's DAME Award will be earmarked for charity.

The DAME Award has been presented each year since 1991 to honor the best-designed product at METS Amsterdam, a marine accessories exhibition that takes place in Holland. Marshall is one of the judges.

This year's recipient is the Batavia Yard in Lelystad, Holland, where a full-size replica of *The 7 Provinces*—one of the big-



BWI member Bill Husted (second from right), who now handles publicity for the U.S. Power Squadrons, sent this photo of a boating adventure with friends some 40 years ago. The boat in the background is a resurrected 50-foot Dutch botter, one of only three in the United States. Having been abandoned to lie at the bottom of a Long Island canal, the derelict vessel, built in 1890, was raised and spruced up for a new- maiden voyage. After several months, though, *Wooden Shoe* sank about 100 miles off Savannah, Georgia, with only two of the original crew aboard.

For more tales, contact Husted at NGPRCom@att.net.

gest and most famous Dutch warships, is under construction.

The charity chosen to receive this year's registration fees is Batavia Werf, a Netherlands center for traditional shipbuilding that is open to the public.

METS is scheduled to be held in Amsterdam from November 13 through 15. For details, visit www.metstrade.com.

WEBSITE POKES FUN AT BOAT NAMES

BWI President Kim Kavin's company, Imagine Media, has a new website that she says takes a brutally humorous look at what boat names say about their owners.

At *BoatNameGame.com*, boaters can search through an alphabetical listing of boat names, com-

plete with a no-holds-barred opinion of what the boat name says about the owner's personality.

An example that a few readers have enjoyed:

Prime Rate: You're a snake. We know you charged your clients more than that if you have your own boat.

Readers also can submit their own names via e-mail to add to the site. So far, Kavin reports readers e-mailing an average of three names apiece (one reader sent a dozen) and staying on the site close to five minutes at a time—nearly twice the number of minutes that people reportedly spend on most websites.

Calendar & Events

FISHING HALL OF FAME INDUCTIONS

A weekend-long celebration scheduled for October 19 through 21 will honor all 65 members and the newest five inductees of the IGFA Fishing Hall of Fame in Dania Beach, Florida.



The 2007 class includes Homer Circle, Ruben Jaen C., Gary Loomis, Peter B. Wright, and Joan Salvato Wulff.

Inductees are selected for contributions made to the sport of fishing.

For reservations or additional information, contact Lesley Arico at (954) 924-4222, LArico@igfa.org.

MARINE MARKETERS TO MEET AT FLIBS

The new Marine Marketers of America Association will meet at the Fort Lauderdale International Boat Show on Wednesday, October 24, from 3-5 pm at the Bahia Mar Conference Center.



Marine Marketers of America

In addition to enjoying a networking mixer, attendees will hear plans and updates of association initiatives. The keynote speaker will be Bob Burg, author of several business books and an expert in referral build-

ing and persuasive negotiations.

Seating is limited and on an RSVP first-come basis. There is no cost for the event. E-mail rsvp@marinemarketersofamerica.org.

SAFETY & TRAINING WORKSHOP AT IBEX

A panel of marine industry experts will discuss carbon monoxide emissions and awareness, as well as other safety topics at a free workshop at IBEX.

The panel includes Phil Cappel, chief of the U.S. Coast Guard's Rec Boating Product Assurance Division; Brunswick's Dave Marlow, chair of the Industry Risk Management Council; attorney Chuck Seyboldt; and John Jost of Ken Cook.

The workshop is planned for 1:30 to 2:30 p.m. on Wednesday, October 10.

Pre-register at www.ibexshow.com or send an e-mail directly to tomm@kencook.com.

IBEX MARTIN FLORY CLIENT SUITE

The Martin Flory Group Client Cooperative Press Suite for IBEX will be set up at the Marseilles Hotel on Wednesday, October 10, in the Ballroom and Pool Deck Area.

The Client Cooperative Press Suite opens at 6 p.m. and will stay up for "one night only."

For additional information, call (847) 662-9070 or e-mail info@martinflory.com.

LADIES SALTWATER FISHING SEMINAR

A "Ladies, Let's Go Fishing!" saltwater fishing seminar for women is scheduled October 12 through 14 at the Holiday Inn Harbourside in Indian Rocks Beach, Florida.

The \$135 registration fee includes a welcome party, classes at beginner and advanced levels, lunch, hands-on skill stations, a fish fillet class, a T-shirt, a goody bag and more.

Call 888-321-LLGF (5543) or e-mail billfishbetty@hotmail.com.

ZF PRESS BREAKFAST IN GENOA

ZF Marine Group Chief Executive Officer Roland Heil will reveal new pod drive, controls, and steering system products to the marine industry at a press breakfast during the Genoa Boat Show in Italy, Hall C (ground floor), Booth No. U4. The date and time for the press event are October 6, 10:30 a.m.

Call Martin Meissner at (954) 581-4052.

GOT LAUDERALE EVENTS/NEWS?

Send them on for the next issue of the *BWI Journal*. We'll publish what we receive before the show, run the whole list on the web, and plug in latecomers until we head out. Send to info@bwi.org.

Supporting Member News

BECKSON CEO RECEIVES AWARD

Bob Beckerer, CEO of Beckson Marine, Inc., recently received the 2007 Jeffrey Butland Family-Owned Business of the Year Award.

Given by the U.S. Small Business Administration, the award honors Beckerer "for maintaining a successful company dedicated to providing superior thermoplastic products and services." It also recognizes his commitment to education and mentoring within the company and community.

Many employees receive their GED and college degrees thanks to Beckson's funding. Beckerer also founded a local charter school, the Bridge Academy for grades 7-12, and is active in local business organizations.

To learn more about the company, visit www.beckson.com.



KVH INDUSTRIES WINS PATENT TRIAL

A jury recently found that KVH Industries, Inc., is not liable for infringing a King Controls' patent.

"This decision reaffirms our right to continue offering our award-winning mobile satellite TV technology, and we are eager to continue competing successfully in the marketplace," said Martin Kits van Heyningen, KVH's president & CEO.

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

DOMETIC ADDS WAECO COOLERS

Dometic Environmental is adding Waeco refrigerators, portables and cooling units to its line of refrigerators for the marine market.



"The acquisition of the Waeco line adds significantly to our growing line of refrigerators for boats," said Ken Taranto, vice president of galley products and aftermarket sales.

For more information, call Taranto at (954) 973-2477.

ARCHIVED ABYC STANDARDS ONLINE

The American Boat & Yacht Council (ABYC) is now offering an online, searchable database of archived standards in its website's Ship's Store at www.abycinc.org.

Copies of the ABYC standards from 1972 through 2001, and soon to be through 2006, are obtainable. Access to the archived standards allows a purchaser to search by keyword, standards number and/or volume, or to view a full listing and then download the related documents.

This service is available to anyone visiting the ABYC website. Standards are in Adobe



PDF format and can be purchased individually.

To learn more about this new service, contact Caroline Chetelat at (410) 990-4460, cchetelat@abycinc.org.

SEA TOW SURVEY CITES EDUCATION

Sea Tow Services International Inc. recently released the results of an online membership survey that focused on questions about mandatory recreational boater education.

The online survey was conducted in August and received about 3,000 responses. The results indicated that 76.8 percent of those polled believe that boater education should be mandatory. Some 93.3 percent indicated it was important for them to have had some form of education prior to entering the sport. In addition, some 96.3 percent cited "Rules of the Road" as the number one topic boaters should know.

More than 60 percent of the respondents to the online survey wrote in a need for "basic boating etiquette" and "common courtesy," particularly at boat ramps.

For more information about Sea Tow or the survey's results, you can e-mail Ann Medford at ann@seatow.com.



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Welcome New Members

BWI welcomes new members who are involved in marine journalism and the marine trades. Apply online at www.bwi.org, or e-mail info@bwi.org.

Active/Associate

- Chris Knauss, Freelance Writer, Goldsboro, Maryland
- Capt. Tom Serio, Freelance Writer, Lake Worth, Florida

- Diane Selkirk, Freelance Writer, Vancouver, British Columbia

- Jihan Hill, Public Relations Counselor, Boston, Massachusetts

Supporting

- Todd Marine Products, Joseph Tyson, West Babylon, New York

Have a Correction for the Directory?

If you notice mistakes in your new Membership Directory, please contact Executive Director Greg Proteau at info@bwi.org.

As always, we'll post all the submitted corrections that we receive online at www.bwi.org.

BWI Writer's Marketplace Classified Ads

DIY BOAT OWNER SEEKS TECH WRITERS

DIY Boat Owner, the Marine Maintenance Magazine, is seeking freelance technical writers who specialize in electrical systems, electronics and navigation systems, general boat maintenance, and product installations.

Send background and work samples to Jan Mundy at tech@diy-boat.com.

Posting a free classified ad is quick and easy. Go to www.bwi.org and click on the Writer's Marketplace page, then paste a description of the job and contact information.

THEBOATERS.TV SEEKS PODCAST WRITERS

TheBoaters.TV is looking for writers who can put together segments of about 250 words. These will be read by our hosts and be complemented by our

post production folks (who handle images and effects).

We estimate that these take about two hours to write, and we are looking for a broad spectrum of themes.

We consume more than 30 of these segments every month, so we are looking for a small group of contributors to provide us with content on a regular basis.

For information, contact Leonard Boord at (305) 776-8659, or via e-mail at lboord@theboaters.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.

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 public relations or communications firms. Supporting members are usually manufacturers or advertising agencies.