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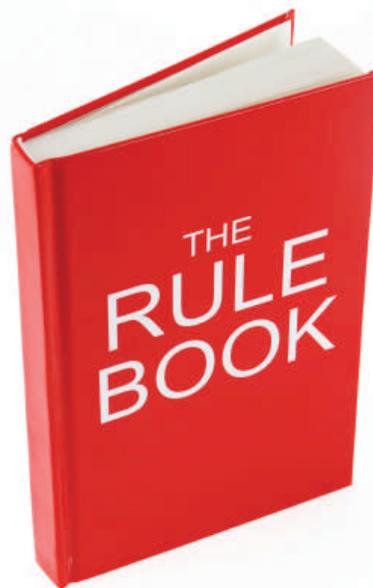
Pay & Contract Disputes Redux

Last month, I addressed the problem that cropped up on recent discussions on the BWI section of LinkedIn, to wit, the problem of freelancers not being paid by some publications. I had a substantive, and revealing, email response from Kim Kavin, a BWI past president, and she has allowed me to share it with you as follows:

“My opinion on this, as a former exec editor and now full-time freelance since 2003, is that it is sometime helpful and necessary to have a third-party involved when there is a pay or contract dispute.

“Twice now I have had to take publishers to court to get paid. One was a luxury magazine in NYC that tried to stiff me about \$4,500, and another was a luxury travel magazine in Dallas that tried to stiff me about \$2,400. In both cases, I tried for literally more than a year to be patient and reasonable. Only after I filed the court papers did they pay up, and in the case of the NYC magazine, I had to send a city marshal to collect following the court ruling.

“One thing that helped me greatly was the existence of the Grievance Committee run by the American Society of Journalists and Authors,



where I'm a member (www.asja.org). They gave me a place to report this prior to going to court, which sometimes is enough to scare deadbeats into paying. Plus once the committee decides that the publisher is a deadbeat, they list the magazine's name in our newsletter for a year. That way other writers don't also get screwed, and the rest of us can see the names of magazines to stay away from if they call with 'work.'

“Most marine publishers pay regularly, but the time period varies wildly, anywhere from a few weeks after the invoice is filed to as many as

six months later. Six months can be a long time, especially if the freelancer has had to pay his or her own travel expenses. I've never had to sue a marine publisher, but my understanding is that some people have had serious problems with one website having left them high and dry, so lawsuits may be coming there and people may be looking to BWI for help.

“Hope this perspective is useful to you.”

I am hoping that Kim's experiences and insights will be of help to the BWI membership who have had problems with not being paid. If I'm lucky, I'll hear from more of you, which will not only help measure the extent of the problem, but will further shine the light on publications, paper or digital, that we may all wind up writing for. Greg Proteau, our Executive Director, the Board of Directors, and I will hold your responses in confidence and discuss them privately. Moving forward, we hope to understand the problems more completely, and find a mechanism to deal with them.

You can reach me at jwooldridge@aimmedia.com.

John Wooldridge
BWI President

Video Basics Focus of BWI Webinar

The video webinar is slated for the last half of June, exact date TBD.

Everybody's clients seem to have an insatiable appetite for videos and many writers are responding. Yet many of the home-schooled video creators recognize they could be doing a better production job. BWI is taking the first steps to help members get their arms around the video process with an upcoming webinar focused on Video Basics. It is scheduled for the latter half of June, exact date to be determined. Members will receive sign-up details in time to plan participation.

Providing guidance will be BWI member Ed Kukla, who will cover cameras, audio, shooting techniques and editing. "I'll spend the most time on shooting techniques," he says, "since the latest greatest camera gear is worthless without good technique. And, of course, we'll offer plenty of time for Q & A."

Kukla recently combined his experience and love for cinematography and boating into a new venture, Star-



Videographer Ed Kukla

board Films. He's worked as a professional cinematographer for over 20 years and been involved in a variety of projects including documentaries for the Discovery Channel, the History Channel, A & E, HGTV, as well as

marketing and promotional videos for Fortune 500 companies. Kukla has been shooting sailing and boating videos since 1986.

To see examples of Kukla's work, there are about a dozen short entertainment videos on his blog (<http://freedom-sailing.blogspot.com>), which is recording his current quasi-Great Loop cruise. More detail on his business is at www.starboardfilms.com.

This will be the sixth BWI educational webinar made available through the continued support of Dometic Marine. To view the earlier webinars, "How to Start a Blog for About \$10," "Drive Traffic with Social Media," "Conducting Successful News Events & Product Introductions," "Sins of Freelance Contracts," and "Repurposing & Syndicating Your Work" all are accessible at www.bwi.org under the "webinar" tab.

Reminder: Dues Deadline Nears

BWI members who are not current with dues have received two emails on the subject explaining that the day of the paper invoice delivered by snail mail has gone away. Just like the Annual Writing Contest, dues invoices have gone digital and have been sent electronically.

With the new routine, members are asked to check their listing in the Annual Directory (go to www.bwi.org/

[downloads/BWI-Directory-2011.pdf](#)) and advance updates, if needed, to BWI HQ. Then they may pay dues by check or via PayPal (with any credit card) by scrolling down to the link on the "Join" page at www.bwi.org. Active dues are now \$50 per year, Associate dues are \$60, Supporting member dues are \$175.

Dues payment keeps access available to the member

LinkedIn networking site, the On-Line Opt-In Member Directory, and newsletter notification system.

If you do not find your listing in the online directory, you may not have set it up. Those unsure about their status, who wish to receive another email invoice, or need more "online directory" details can send a request to info@bwi.org.

Active Member News

Campaign to Save Tahoe's "Thunderbird"
Dudley Dawson is encouraging fellow BWI writers to join the campaign to save the famed Lake Tahoe commuter craft, "Thunderbird," in danger of being lost if the Thunderbird Lodge Preservation Society's current fundraising program is not successful. The goal, says Dawson, "Is to allow the boat's continued operation on its home lake and be available for charter to the public, rather than ending up dried out and sitting somewhere as a static



museum display, or worse yet, in a private barn rotting away. Just hearing the two 12V Allison aircraft engines start up is a thrill."

For details on the fundraising efforts, contact Dawson at USYachting@aol.com.

Lauder Book Count Grows to 6 Titles

Captain Don Launer of Forked River, N.J. reports the availability of his sixth boating book, *Sailboats-101*, available as a digital download from *Good Old Boat Magazine* (www.goodoldboat.com) where he is contributing editor. The newest offering presents a compilation of 51 different boating topics, many of which are also applicable

to power boats. His previous books, published in the conventional paper format, are: *A Cruising Guide to New Jersey Waters* (Rutgers University Press); and titles from Sheridan House, *Lessons from my Good Old Boat*, *Dictionary of Nautical Acronyms and Abbreviations*, *The Galley – How Things Work*, and *Navigation Through the Ages*. Launer has written over 300 magazine articles, given presentations on boating for many organizations throughout the northeast, and has lectured on the history of navigation at the United States Naval Academy in Annapolis, MD. Reach him at Launer DM@aol.com.

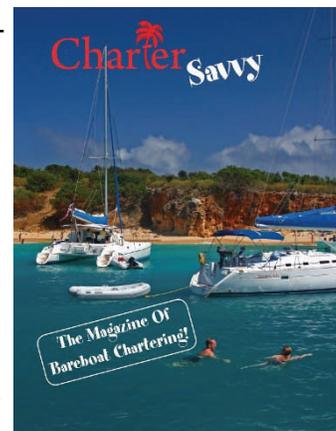
Caswell Leads New Charter Magazine

A new digital magazine, *CharterSavvy* (www.bluetoad.com/publication?i=108869), has been introduced by F&F Publishing with Chris Caswell heading up the editorial team. Caswell, who counts more than three dozen writing awards to his credit, is former Senior Editor and Charter Editor of *Yachting Magazine*, was also the Editor of *Sea Magazine* and is the author of nine books on boating, including two on bareboat chartering.

"Bareboat chartering is a fast-growing niche in boating that isn't being addressed by the mainstream media," says Caswell. "Because of the economy, some people have given up their boats -- at least temporarily-- but still savor the boating lifestyle on bareboat charters. Bareboat

charters are also an enjoyable way to sample the boating delights of foreign countries without investing months or years in a long cruise."

The first issue, distributed to a reported audience of more than 35,000 boating enthusiasts, has features on bareboat adventures in the British Virgin Islands, Greece, the San Juan Islands of the Pacific Northwest, and canal barging in France.



Fishing Ladies Grow Numbers by 50

Nearly fifty women came from many walks of life to learn fishing secrets from the pros at Betty Bauman's "Ladies, Let's Go Fishing!" South Florida Fishing University in April in Dania Beach, FL. Participants learned in classrooms, practiced fishing skills, networked and went fishing offshore to test their new fishing knowledge on the water. Known as the "No-Yelling School of Fishing," the award-winning fishing university series for women, with support from Florida's Fish and Wildlife Conservation Commission kicked off with a networking reception where sponsor Starbrite's Bill Lindsey made a presentation on boat care. Other BWI member sponsors include Mercury Marine and West Marine. More details at www.ladiesletsfishing.com.



Supporting Member News

Sabre, Collins Subjects of Soundings Interview

Bentley Collins, vice president of sales and marketing for Sabre Yachts and Back Cove Yachts and long-time BWI Supporting member, offered perspective of the overall boating market and his firm's place in it in an interview in *Soundings* in the May issue. A



TALKIN' BOATS

WITH BENTLEY COLLINS
VICE PRESIDENT OF SALES AND
MARKETING, SABRE YACHTS
AND BACK COVE YACHTS

By Chris Landry

Bentley Collins is vice president of sales and marketing for Sabre Yachts and Back Cove Yachts, and he has been with the Maine boat-builder for nearly 20 years. He started his career as a sailboat dealer and later worked for Beneteau. Collins grew up in Montreal and enjoyed sailing during the summers with his brothers on his Flying Dutchman, a 20-foot one-design.

Collins, 63, has owned several sailboats and powerboats, including a Back Cove 29 with a single diesel engine (backcoveyachts.com). Today, he runs a 1998 Sabre 36 express (www.sabreyachts.com). He has three growing children, all boaters who are raising children who love boats. Collins has

been a vocal proponent of pod and joystick propulsion systems. All but two of the 46 Sabre power yachts sold in the last two years have had pods.

Collins is vice commodore of his local yacht club and lives in Portland, Maine, with his wife, Brenda. In this interview, he points out the strong points of Zeus and Volvo Penta IPS pod systems, notes how boaters have changed through the years and explains why he likes the ultra-modern Anima Magellano 30.

Q: You really believe in pod propulsion and joystick helm control. Why?

A: Because they are innovative, and innovation sells. That has held true during the period of 2008 to 2011. Traditional powerboats have had a pretty tough time of it. The builders who did not adopt pod tech-

propulsion and joystick controls, he offers thoughts on systems available and suggests they bring ease of operation and a certain fuel efficiency to boats

that include them. Collins feels the "Down East" style has been a booster for the mid-range market and that focus on traditional design is important to keep the segment healthy. He feels boats will continue to gain sophistication through builders growing use of new propulsion systems, composite materials and design evolution.

Shakespeare Offers Promotional Rebate

Take Me Fishing, the boating and fishing community's national advertising campaign, has partnered with Shakespeare® to offer anglers a rebate when they purchase fishing equipment and their 2012 fishing license. By buying any two Shakespeare products that total \$40 and a 2012 fishing license through August 31, purchasers get \$10 back by mail (see details at www.shakespeare-fishing.com/

rbff-license.html). Fishing license sales are on the rise nationwide, according to new data recently released by the U.S. Fish & Wildlife Service, up 3.27 percent in 2010 to 29.31 million, an increase of nearly one million new license purchases.

Whale Outfitting New Charter Craft

Whale Water Systems announce that they have been chosen as the approved water systems supplier for Sino Eagle, providing fresh, grey and bilge waste management systems, pipework, faucets and showers on their Aquila 46' Power Catamarans. Sino Eagle has developed a power catamaran range commissioned as charter boats for the MarineMax Vacations group. Whale exports internationally from its UK design and manufacturing facility and has a wholly owned U.S. sales distributor based in Vermont as well as worldwide distribution to retail networks. For more information contact Sheila Roberts, sheilar@whalepumps.com.

Boat-Ed Courses Now on Smartphones

Those seeking a boating license can get certified by taking an online boater safety course on any device at the newly revamped www.boat-ed.com. "With half of all adults in the U.S. now owning a smartphone, and tablets and e-readers gaining in popularity, it makes sense for boat-ed.com to be mobile ready," said Edward Cos-

sette, user experience manager for Kalkomey, parent company of boat-ed.com. "The pages at boat-ed.com are automatically resized according to the device used, from a smartphone to Internet TV and everything in between, no app required." Training at boat-ed.com is state-approved and covers the same material that's taught in the classroom. The new mobile-ready site features detailed illustrations, interactive animations and videos. Contact Tammy Sapp, tsapp@kalkomey.com.

Mercury Adds Oils For More Rec Engines

Mercury Quicksilver unveiled a new line of powersports oils designed especially for motorcycles, ATVs, snowmobiles and personal watercraft. The new lubricants are said to provide better protection when compared to standard automotive oils. Powersports engines are run in extreme conditions that require a higher level of protection that automotive oils do not provide. When compared to automobile engines, powersports engines generally have a higher horsepower per displacement, run at higher rpms, operate in extreme ambient temperatures and run in adverse conditions including snow, dust, dirt, mud and fresh and salt water. Contact Lucas Lauderback, lucas.lauderback@mercmarine.com.



Calendar & Events

National Marina Day

The Association of Marina Industries (AMI) is partnering with Discover Boating to co-brand the upcoming National Marina Day to be held June 9 at marinas around the country. The annual event, in its eleventh year, provides marinas to showcase their facilities to local boaters and non-boaters alike, introducing their communities to the boating lifestyle. This year's



events will leverage Discover Boating's Welcome to the Water campaign. Details at www.nationalmarinaday.org.

Sail Industry Meets at June Conference

The Sailing Industry Conference, June 25 – 27, will feature nearly a dozen educational seminars and numerous networking events. Sessions are designed to cover



the latest industry trends and best business practices, networking with sailing industry professionals including manufacturers, dealers, retailers, charter companies, sailing schools, publications, and marine services. A Sail America Regatta

is planned for June 25, while a finale includes viewing the America's Cup races on June 27. Details and registration info at www.sailamerica.com/conference/index.asp.

IBEX Moves Up To Earlier October Dates

The 22nd annual International BoatBuilders' Exhibition and Conference (IBEX) is scheduled to take place Oct. 2-4, 2012, at the Kentucky Exposition Center in Louisville. The trade show and industry gathering is owned and co-produced by the National Marine Manufacturers Association (NMMA) and *Professional BoatBuilder* magazine. With a new time slot, two weeks earlier than 2011, the event will gradually move over the next two years into a mid-September timeframe, thought most desirable for exhibitors and attendees.

With more than 100,000 sq. ft. of exhibit space, 500+ exhibitors, 90+ technical/business seminars, 12+ free exhibitor workshops and three days of meetings with business partners and trade customers, IBEX is billing itself as the premier trade event for the industry. It is moving beyond its traditional core market of production and custom boatbuilders, and becoming an industry-wide event with an outdoor demo area, Connect Fest sponsored by NMEA, and dedicated Aftermarket Pavilion sponsored by *Soundings Trade Only*. For information, visit: www.ibexshow.com.

Entries Open for Waterfront Awards

Applications are open for The 2012 Interlux® Waterfront Challenge which awards of \$50,000 to recognize projects that create sustainable waterfront environmental improvements in communities. The deadline for completion of projects is September 2.

Judges - with the help of boaters voting on Facebook for their favorite projects among the finalists - will select 7 regional winners to receive \$4,500 each and a grand prize winner to be awarded \$20,000. Awards will be made at the Ft. Lauderdale Boat Show in October, 2012. For information and to apply visit www.waterfrontchallenge.com.



Nominees Sought for Superyacht Awards

The International Superyacht Society (ISS) has opened nominations for its annual *Awards of Distinction* which celebrate personal triumph from crew to the corporate office for ocean stewardship. Awards are presented on the opening night of the Fort Lauderdale Boat Show, and include those for Excellence in Innovation, Ecosystem Stewardship, Leadership, Distinguished Crews and Businessperson of the Year. Nominations are due August 31; form available at www.superyachtsociety.org.

Fishboats, Pontoons Led 2011

A welcome, if modest, increase in new boat retail sales – the first since 2006 – and increased participation in

boating in 2011 is the encouraging news delivered in NMMA's Recreational Boating Statistical Abstract released in mid-May. U.S. retail sales for recreational boats, accessories and marine services increased six percent to \$32.3 billion, new power and sail boat retail sales increased 0.8 percent to 214,405, and boating participation increased ten percent to 83 million, 34.8 percent, the largest proportion of adults who went boating since 1997, when 35.8 percent participated.

Boating has an overall estimated annual economic impact of \$72 billion.

Leading sales were aluminum power boats (primarily fishing and pontoon boats), up four percent in 2011. There were 77,150 aluminum power boats sold in 2011. The top ten states for aluminum power boat retail sales were (in order of highest to lowest): Texas, Minnesota, Michigan, Louisiana, Wisconsin, Florida, Alabama, Missouri,



Arkansas and Illinois.

"Pent-up demand for boats following years of diminished willingness to spend by consumers, improved credit availability for buyers and boating businesses, positive shifts in consumer confidence and an overall interest in the benefits of the boating lifestyle are steering the industry toward recovery," notes Thom Dammrich, NMMA president.

Looking to 2012 NMMA predicts continued slow growth. A survey, in conjunction with Foresight Research, of 3,100 boaters and non-boaters from December 2011 shows an estimated 15.2 percent of the 237.7 million adults living in the U.S. are actively engaged in shopping/planning to purchase a boat in 2012. This is an increase from 10 percent in 2010.

Data from the Ab-

stract shows the recreational boating industry continues to be predominantly comprised of

small boats, which includes the aluminum power boat segment: 95 percent of the 12.4 million registered boats in the U.S. in 2011 were 26 feet or less in size. The size of boats purchased is relative to income: 83 percent of boat owners in the U.S. had an annual household income less than \$100,000.

For additional details about the annual Abstract, visit www.nmma.org/news.aspx?id=18166 or contact Ellen Hopkins at ehopkins@nmma.org.

Great Loop Cruise Underway



A number of BWI members are involved with Beneteau Powerboats Great Loop cruise which launched in Annapolis, MD

May 15. To keep track of the journey, visit www.thegreatestloop.com and www.facebook.com/TheGreatestLoopByBeneteau.

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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.