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Lauderdale, Real TV & Contest

With the improving, though slow, economic recovery and the can having been kicked by Congress into 2014 to deal with U.S. federal debt issues, prospects seem brighter for the Fort Lauderdale Show and others for the balance of this year and early next. Let's hope it spurs some fall boat buying and the gains ultimately trickle down to our publications and websites and their desire for more good content.

Given our search for more sources for writing jobs, Director Michael Sciulla became intrigued with the growth occurring in cable TV land and the growing audience for the hit show *Below Deck*. He reckoned the phenomena would be of interest to our members – and to members who are also marketing communicators – and put together a presentation for FLIBS. Some members thought that was a cool idea while others reacted less enthusiastically.

Explains Sciulla, "I confess that as someone who has been intimately involved with the image of boating for my entire career, I was not positively disposed to a 'reality' show about the yachting industry when I first heard about *Below Deck*. As I



watched the first few episodes, however, I became intrigued by the interplay of the cast and the tension between those who were professionals and those who were party animals.

"Is *Below Deck* an accurate portrayal of what goes on in the charter industry? Perhaps not. That said, let's not lose sight that it's entertainment, it reached nearly two million viewers per episode and will be back for a second season. We can make the most of it or stick our heads in the sand. This industry hasn't been as creative as it could be and it's time to embrace reality."

You can read more about the issue and how to sign up for the lunch inside.

There's no controversy over a free breakfast social that's repeating courtesy of ZF Marine and its marketing guru Martin Meissner. That takes place Friday morning at

the ZF booth just inside the South Gate at Bahia Mar. ZF is based in Germany, so come prepared for what they enjoy there in the morning as a traditional Frühstück mit aufschnitt and käse.

Dozens of media events will be staged in concert with the Lauderdale Show. We will send a list of those received at BWI HQ by October 25 to members early in the week the show opens. If you are holding an event, send details (date, time, location and contact person) to info@bwi.org.

We've received a super response from sponsors of the Annual Writing Contest, including funding of the several refined or new categories. The goal is to maintain the category count at 17 and have a place for everyone that has entered in the past. Some fine tuning by the BWI Contest Committee has clarified a few category definitions to simplify where entries should go and sharpen judging by those volunteering. Look for the Contest materials in your email in box in the first couple weeks of November.

See you in Lauderdale. Reach me at jwooldr715@gmail.com.

John Wooldridge
BWI President

Media Need to Knows for FLIBS



The 54th annual Fort Lauderdale International Boat Show runs from October 31 to November 4 attracting an international audience of hundreds of thousands of boating enthusiasts to the largest in-water boat show in the world. Covering six locations with more than 3 million square feet of space, the show's network of water taxis, riverboats and shuttles transport visitors to see the amazing array of boats ranging from astonishing super-yachts to dinghies.

It encompasses six locations connected by a convenient land and water transportation network. Boat show headquarters are at the Bahia Mar Fort Lauderdale Beach Hotel & Yachting Center, with additional exhibits at the Hall of Fame Marina, Las Olas Municipal Marina, Hilton Fort Lauderdale Marina, Sails Marina, and the Greater Fort Lauderdale/Broward County Convention Center.

The FLIBS onsite media center will be operational Wednesday, October 30 from 9 a.m. to 5 p.m. and Thursday, October 31

through November 4 during show hours. It will be located in the Mariner-Clipper room on the third floor of the Bahia Mar Beach Hotel on Seabreeze Boulevard.

Those headed to the FLIBS News Conference & Media Breakfast should make a note of its new location: Super-yacht Lounge, located on F Dock of the Bahia Mar Yachting Center. For a map of the new location, visit: <http://media.showmanagement.com/map>. Buses will start

running at 7 a.m. from the Sails Marina parking lot to Bahia Mar.

To register for media credentials, visit: <http://media.showmanagement.com/fort-lauderdale-international-boat-show-2013-media-credentials>.

Media questions can be directed to Danny Grant, 954/776-1999 ext. 235, dgrant@piersongrant.com, or Marielle Sologuren, 954/776-1999 ext. 226, mso-loguren@piersongrant.com.

BWI Lauderdale '13 Events

Join colleagues for some networking, learning, and nourishment during lunch and breakfast events at the Ft. Lauderdale Show.

Luncheon, Thursday October 31

BWI and Marine Marketers are once again co-producing a Thursday luncheon event at noon on October 31. Author and digital-media marketing expert, Julie Perry, will explore the prospect of using "reality" TV as a cost-effective advertising and marketing platform as well as using it to grow boating.

Julie's presentation will also take a look at Bravo TV's new hit series, "Below Deck" -- a takeoff of the British television series Downton Abbey and Upstairs, Downstairs -- which chronicles the adventures of the crew of the 164-ft. M/Y Honor and their guests. Her yachting-career guidebook, was a must-read resource for members of the Below Deck crew during filming. Below Deck star Adrienne Gang will be on hand to add celebrity to the event.

This gathering will be held in the Grandview Room of the Bahia Mar Resort and is co-sponsored by Info-Link and FLIBS. Advance register at www.marinemarketersofamerica.org, where current BWI and MMA members can sign up for \$30; cost is \$35 for those paying at the door and for non-members. Members who wish to attend but do not want to eat may do so for \$5.

Breakfast Social, Friday November 1

BWI members and guests can get a good start to the busy second day of the Lauderdale Show with breakfast courtesy of ZF Marine from 8:30 - 9:30 a.m. Compare notes with other BWI members, share the buzz of the first day, and have a one on one discussion about the industry from a supplier's perspective with the ZF Marine's executive team. Enjoy a European breakfast with all the trimmings in advance of appointments when the show opens at 10 a.m. ZF Marine's booth is #1042, beside the Engine Tent and just inside the South Gate entrance at Bahia Mar. No sign-up required.

Boating "Reality TV:" Pros & Cons

Is "reality TV" a realistic and cost-effective way to reach a national audience and help grow boating? Should a production be highlighted by the boating industry and media? And can there be a specific role to benefit boating writers? Two BWI Directors offer different views.

Pro: Heather Steinberger

There's no question that "reality TV" can bring boating lifestyles (professional and recreational) onto the mainstream radar. Just look at the success of "The Deadliest Catch" over nine seasons. Of course it's edited, of course story lines are manipulated, and of course certain characters are cast as villains. But it's engaging television, it's got a devoted following, and it's resulted in DVD boxed sets, memoirs, documentaries, talk-show appearances and a slew of merchandising initiatives. Who knew that a little Discovery Channel program about the Bering Sea crab fisheries could go so far? And now we're starting to see the same potential for "Below Deck."

Programs like this do provide valuable advertising opportunities for our industry — from the major brands right down to local dealerships. I recently discovered a "Duck Dynasty" aluminum boat promotion at Lake Oahe, South Dakota, and from what I understand, it garnered significant interest.

Believe it or not, these programs can even help marine journalists. They've actually brought more business into my freelance-writing office; I have four assignments in house that simply wouldn't be there without boating-related reality TV. I've always written profile pieces, but the popularity of these shows is bringing a whole new cast of characters to my story pitches.

And we all know that reality TV is, in fact, wildly popular. It seems clear to me that this is a surefire way to reach a mainstream audience that already is professing at least a degree of interest in boating professions and lifestyles. If we all agree that we need to introduce more people to boating so our industry can grow and thrive, let's be creative and at least discuss how we can benefit from programs like "Below Deck."

Con: Roger McAfee

I had occasion to have a couple of lengthy meetings with a producer of these types of shows when they sought my advice on a Canadian/international tax matter. What he said was that producers of all these types of shows know that their stuff is not very good. They try their best to get favorable interviews etc., in what he called "the legitimate press" to bring credibility to their not so credible shows.

It is my view that BWI would be categorized as the "legitimate press" in these circumstances, and it sounds like making members of the cast available for interviews is doing exactly what my former client was talking about. Why should BWI facilitate that? As far as I know the show does not employ any BWI members, or any other writers.

I don't understand why BWI should lend its credibility to this product. Below Deck is not a reality show -- it's really a non-reality show, as are most "reality" shows on TV. One should not confuse "unscripted" TV shows with the type that Below Deck is. Having had some experience with these types of shows, the producers make it clear that conflict and tension between individuals on the show is required if an individual wants to have a recurring role. They emphasize that this is entertainment not reality, but it "sells" better if the term "reality" is used. They often go on to say that if a viewer wants real TV they should watch documentaries!

I can understand why marketers and brand developers might lend their name to a program like this, but surely BWI should not. Maybe it's time BWI and the marketing crowd stopped having joint programs.



The Below Deck cast with Adrienne Gang (fourth from left).

NMEA Tech & Product Awards Made

Recognition of new technology and advancements in product development was the focus at the National Marine Electronics Association (NMEA) International Marine Electronics Conference & Expo. The event, held at the San Diego Sheraton Hotel & Marina September 25-28, was attended by marine electronics manufacturers, dealers, distributors, media, and others from the U.S. and abroad.

Raymarine gained the NMEA - BWI Technology Award for its Evolution Autopilot. Named runners-up in the competition were Nobeltec's TimeZero app (first) and Garmin's Quatix marine watch (second). Three members of BWI selected the winners from a dozen entries of recently introduced marine electronics products, based on innovation, benefit to boaters, practicality, and value.

In presenting the award, head judge Bill Bishop, who writes The Marine Installer's Rant blog, said, "The new Raymarine autopilot, after a simple dockside set-up, automatically teaches itself how to steer the boat, and linearizes the compass. This artificial intelligence feeling system eliminates the traditional sea trial autopilot calibration, and when coupled with a mount-almost-anywhere heading sensor made it a technology stand out." Bishop is also a contributor to *Practical Sailor* and owns Parmain Boatworks.

The other BWI judges were Zuzana Prochazka, who writes the Talk of the Dock

blog and is a contributor to several other blogs and publications, and Mark Corke, who writes the blog On Board with Mark Corke and is a SAMS surveyor and *Sail* magazine writer. Introduced in 2009, the NMEA-BWI Technology Award recognizes the important and valued role performed by the independent BWI panel in selecting the annual technology award.

Also presented were the Product and Manufacturer of the Year-Support Awards where two BWI Supporting members were recognized: - **Furuno** received the Manufacturer of the Year - Support award, for the eighth year in a row, and its NavNet TZT14 with DRS4D Radar received the Best Radar award for the 38th year in a row. Furuno's NavNet TZtouch also won the Best Navigation Category. Details at www.FurunoUSA.com - **KVH Industries, Inc.** was recognized in two categories, with its TracPhone V3 winning the Communications Product Award, and TracVision HD11 the Entertainment Product Award. Contact Jill Connors, jconnors@kvh.com.

NMEA members from around the country selected

KVH's TracPhone V3



Furuno's three awards from NMEA's Expo.

winners in several other categories:

- **Autopilot**, Garmin GHP 20 Autopilot with Smart Pump
- **Fish Finder**, Humminbird 360 Imaging
- **Computer-Based Software**, Nobeltec TimeZero app
- **Marine Specialty**, FLIR MD-625 Thermal Imager

NMEA Executive Director Bruce Angus said, "The product awards ceremony is a highlight of the NMEA Conference and Expo, and we are fortunate to be in an industry with so many innovative, cutting-edge products that are recognized every year. All of the category awards are well deserved, and it is a challenging task for the judges to choose among the many excellent and award-worthy products submitted." For more on the awards, go to www.nmea.org/Assets/nmea2013-technology-and-product-awards.pdf.

NMEA standards and programs have a goal to insure that the boating consumer is provided with reliable products and professional service. For more information, visit the NMEA website at www.NMEA.org.



Raymarine's Larry Rencken (left) accepts the 2013 NMEA-BWI Technology Award from NMEA President and Executive Director Bruce Angus.

Supporting Member News

Mercury & ACR Join Sea Tow Project Firms
Sea Tow Services International has announced that two BWI Supporting firms have joined the list of marine industry companies sponsoring the Sea Tow 30th Anniversary Boat Building Project. The project

the industry, according to the firms involved. Said Kevin Hutchinson, founder of My-Villages, bringing these technology products together accelerates the ability to deliver an integrated end-to-end service, similar to what is available in industries like banking, retail and healthcare. Contact Tammy Lewis, tammy.lewis@my-villages.com.

Volvo Penta Offers Extended Coverage

Volvo Penta of the Americas is now offering an Extended Coverage program for its leisure marine diesel engines and transmissions. It supplements the expanded and strengthened limited warranty for diesel engines, which now includes three extra years of major component coverage for engines and IPS drives. Coverage is backed and administered by Volvo Penta. No deductibles apply during the coverage period, and time remaining in a plan is transferable. For details contact Lindsay Shrewsberry, lindsay.shrewsberry@volvo.com.

Edmonson Chairs Safe Boat Council

BoatUS Foundation for Boating Safety and Clean Water President Chris Edmonson has been elected Chairman of the National Safe Boating Council (NSBC). The Council is a coalition of over 330 U.S. and international members. Its mission is to promote a safer recreational boating experience through education, outreach and training. NSBC is responsible for National Safe



Edmonson

Boating Week (May 17-23, 2014) and the "Wear It" life jacket promotional program. It offers a series of

safe boating courses for instructors and the boating public, research publications, educational tools, an informative boating safety newsletter, and more. Go to www.safeboatingcouncil.org.

Beneteau and ASA Design Sail Trainer

Beneteau America and the American Sailing Association (ASA) are entering in a new strategic partnership, as disclosed at the Annapolis boat show. Laurent Fabre, president of Beneteau and Lenny Shabes, ASA's founder and chairman, announced their joint collaboration on the design of a new sail training vessel. The new sailboat, ASA First Trainer,

will be produced in Beneteau's factory of Marion, SC. "This project is particularly relevant and exciting to Beneteau; building small sailing vessels to invite more people to experience the thrill of sailing is exactly what our company's success is built upon," explained Fabre. Contact Maryline O'Shea, moshea@beneteau-group.com.



craft is a custom 24-foot marine assistance vessel that Capt. Ryan Pratt, co-owner of Sea Tow Jensen Beach, FL is building from a U.S. Navy surplus Willard 730 hull. Mercury Marine is providing twin 150-hp. four stroke outboards expected to give the boat speeds of up to 42 knots. ACR will contribute nearly \$3,000 worth of equipment including a searchlight and EPIRB. Visit www.boatbuild.seatow.com.

My-Villages Acquires DockMaster Software

My-Villages, provider of marine mobile technology, has acquired DockMaster, the information management solution for marine retailers, marinas and service centers. The integration of DockMaster software and My-Villages' consumer and professional appli-



cation, called The Boat Village, will create the largest and most integrated software solution for marine businesses in

Prevent Electric Shock Drowning

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Consumer and industry groups including BoatUS, the American Boat & Yacht Council and the United States Power Squadrons are working to spread the word on Electric Shock Drowning (ESD), where 120-volt AC (alternating current) leakage from boats or docks have electrocuted or incapacitated swimmers in freshwater.

Although ESD can occur virtually in any location where electricity is provided near water, the majority of deaths have occurred in public and private marinas and docks. The typical victim is a child swimming in or around a marina or dock where electricity is present. The electricity that enters the water and causes ESD originates from the wiring of the dock or marina, or from boats that are connected to the marina's or dock's power supply.

Preventing ESD requires distribution of the warnings of risk and should be the job of anyone who enjoys or works in boating waterfronts. The most common preventive measures include:

-- Never swimming in or near marinas, docks or boatyards.

-- Telling others about the danger of ESD. Most people have never heard of ESD and



are unaware of the danger.

-- Boat owners should have boats inspected by an electrician with current ABYC Electrical Certification or by an ABYC Certified Technician. Consider installing an ELCI or GFCI Device on the boat (refer to the ABYC E-11 Standard).

-- Talking to marina owners or operators about the danger of ESD. Ask them to install GFCI's on all shore power pedestals and on all marina wiring circuits. Ask if they are having their marinas regularly inspected by qualified electricians who are familiar with National Fire Protection Association Codes: NFPA 303 and NFPA 70.

"An effort to increase safety standards on marina docks has been underway for sev-

eral years now, but few resources have been available for the general public," notes BoatUS Director of Technical Services Beth Leonard. "ESD is a complicated subject, and what information has been available for boaters, private dock owners, and swimmers has, all too often, been inaccurate, incomplete, or misleading."

Resources on ESD can be found here:

- www.boatus.com/sea_worthy/ESD.asp,
- www.abycinc.org/whyabyc/esd_1.cfm,
- www.theensign.org/uspscompass/v7n8_esd.htm,
- www.electricschockdrowning.org.

Welcome New Members

Active Members

• Ed Donlin, Freelance Writer, Ft. Myers, FL

• Mario Vittone, Freelance Writer, Virginia Beach, VA

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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.

