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Breakfast, Hats, Contest, Drones

A tip of the BWI hat to ZF Marine for sponsoring this year's member breakfast at the Ft. Lauderdale Boat Show. Instead of the stale biscuit burrito and faux egg routine we are normally subjected to at the hotel breakfast counter, BWI members dined on German sausage, cheeses, and pastries. A German breakfast is more like going to a deli than Denny's. ZF's PR team had Alpine Bavarian Hats as part of the branding effort, and Director Alan Jones (see above) and a few others should check the family tree, as they looked very convincing in their new head attire (see other photos inside).

In the past decade, a changing business environment forced us all to wear many hats in pursuit of a career and livelihood. Wordsmith, Social Media, Business Development, Accounting, Photography and TV host are a few of the hats we juggle, while our editor members have even more to wear.

Borrowing the cliché of "a picture is worth a thousand words," downsizing has made even that phrase more like 500 words. One of the most exciting areas of our business is the world of digital photography and video. Got a great



Alan "Hans" Jones with ZF Marine's Sabrina Muench at breakfast in Lauderdale.

picture? You have a better chance at selling the story.

This year we've added photography as a standalone category in the annual Writing Awards recognizing excellence in the pursuit of our craft. Details on the contest and this category follow. The BWI board has spent many hours seeking advice and best practices from a number of organizations to help us frame the guidelines.

In the news almost daily is an offshoot - using drones - quadcopters - to capture digital images. Even though the FAA regulates drones and is trying to define rules for commercial application, YouTube is loaded with videos from many businesses who have found new ways at telling sto-

ries from the air with a drone.

Recently I coordinated a photo shoot for a boat review on a fishing boat and we went offshore to use a drone. I'm no Forest Johnson, never will come close to the master of aerial photography, but we did okay on a tight budget. Do you know how hard it is to catch a drone from a moving boat? Add aerial wrangler to my credentials and don't believe anyone that says the quadcopter blades won't hurt you!

Drones and digital photography will be highlighted after the BWI Awards program at the Miami Boat Show. Look for more details in the next issue.

BWI is alive with fresh ideas to help our members in their ever changing roles as the boat industry continues to recover. New sponsors are coming on board, we are seeing a renewed interest in individual memberships. Two board of director's seats will be open this year. Interested in making a difference? Nominations are open. See details inside.

Have a Happy Thanksgiving!

You can reach me at Alan@wendtproductions.com.

*Alan Wendt
BWI President*

Contest Adds Pix, Videos, Updates

Boating Photography and Videos have been added to the BWI Writing Contest this year. Photography is a stand-

alone category, while videos may be entered into the updated Online Expressions category. Electronics has been merged into a revised "Gear, Electronics & Product Tests" category.

The Contest, which takes place through the end of the year and has a December 31 deadline for entries, will continue to have a total of 17 categories funded by BWI Supporting members.

Last year's contest attracted 131 participants submitting 337 entries. In addition to 51 cash awards totaling \$17,000 -- \$500 for first place, \$300 for second and \$200 for third -- Certificates of Merit are presented to writers who score within 95% of the third place awardees.

Details, category definitions and entering information for the contest are contained in a digital brochure which can be accessed through www.bwi.org/downloads/BWI-Contest-14.pdf. The brochure and results of previous years' contests, including links to the winning articles, posts, etc.,

can be found at www.bwi.org under the "Contest" tab.

BWI members receive their first two entries for free; non-members may enter for \$50 per entry. Entries are judged by BWI member journalists in the first weeks of the New Year.

Contest announcement results and awards are presented during the BWI Annual Meeting at the Miami International Boat Show, February 13, 2015.

Contest Judges Needed

68 judges will be needed. Last year's judges will be contacted, yet more will be needed, plus a handful of alternates. Judging is a great way to keep up on all the subjects, ideas and great writing that have taken place during the year. With the Contest in "the cloud," judging has been streamlined and simplified. Interested? Contact Contest chair Lindsey Johnson at ljohnson@lake-landboating.com or Greg Proteau info@bwi.org.

2014 Contest Sponsors

Boating Columns – sponsored by KVH Industries, Inc.

Boating Lifestyles – sponsored by Discover Boating

Boating Profiles – sponsored by ZF Marine

Boating Travel or Destinations – sponsored by Martin Flory Group

Boating Adventures – sponsored by Yamaha Marine

Boat/Engine Care and Maintenance – sponsored by Interlux Yacht Finishes

Boating Photography – sponsored by Freedom Boat Club

Ethics and Environment – sponsorship open

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 Marine

Boat Tests & Reviews – sponsored by Volvo Penta

Gear, Electronics & Product Tests – sponsored by Xantrex/Schneider Electric

Boat Projects, Renovations & Retrofits – sponsored by Awlgrip North America

Online Expressions – sponsorship open

Director Elections Held in January



Elections for BWI Directors will be held in January. Two seats (that carry three-year terms) are coming open. Active and associate members may run for Directors spots, and active and associate members will be asked to vote in the election.

Those who think they'd like to serve are encouraged to run. Duties include participation in two in-person director

meetings a year (no expenses paid), usually held in conjunction with Miami and Ft.

Lauderdale boat shows, availability for as-needed conference calls, and volunteering for assignments such as Committee chairperson, new product or writing contest category chair, etc. For more information, contact Greg Proteau, info@bwi.org.

Candidates need to provide

a brief summary, by December 12, of their experience, qualifications and ideas to help BWI grow. Summaries are reviewed by the nominating committee which consists of the President, Immediate Past President and Executive Director. These are provided to the members along with the ballot when voting commences in January.

Lauderdale Events Draw Members



At BWI's Breakfast Social hosted by ZF Marine, Michael Sciulla (above from l.) Lenny Rudow, Kevin Falvey, John Wooldridge, Steven Jylkka, Xenon Bilas, Christine Carpenter, Bill Sisson, Neil Rabinowits and Peter Janssen enjoy the best Wurst and special fedoras.

BWI Directors on the docks after their meeting (below from l.) included Zuzana Prochazka, Roger McAfee, Lenny Rudow, Alan Jones, Greg Proteau, Michael Sciulla and Alan Wendt.

Breakfast hosts for ZF Marine: Ruth Lane (below from l.), Andre Koerner, Martin Meissner and Sabrina Muench.

During the Marine Marketers meeting ACR recognized the U.S. Coast Guard for efforts saving Len and Lisa Rorke (bottom left, from l.), with USCG Lt. Hernandez, and ACR's Mikele D'Arcangelo and Nichole Kalil. (For details, see www.acrartex.com/survivors/).

Bottom right, more breakfasters Zuzana Prochazka (from l.), Alan Wendt, Ken Kreisler, Christine Carpenter.



Electronics Awarded at NMEA Expo

At the National Marine Electronics Association (NMEA) International Marine Electronics Conference & Expo, held in early October, the industry recognized emerging technology and product and manufacturer leadership. Nearly 400 marine electronics manufacturers, dealers, and distributors, as well as media and global tradespeople, gathered in Fort Myers, FL to attend.

FLIR Systems was recognized by the 2014 BWI-NMEA Technology Award for its MV-604CL thermal imaging camera. Honorable Mention was awarded to Simrad's NSS12 evo2 chartplotter/multi-function display (MFD). The Technology award recognizes new marine electronic products that score highly based on innovation, benefit to boaters, practicality, and value. A three-person panel of BWI members made the selections.

"The FLIR thermal imaging camera is sure to be a great asset in the superyacht and commercial market, where its ability to lock on and track even small targets like a person in the water is going to save lives," said judge Lawrence Husick.

"Simrad's evo2 is packed with features, and the fast refresh rate and super-clear graphic display make navigating a breeze. This is something that I would be glad to have on my own boat," said judging chair Mark Corke.



Jay Robinson (right), FLIR's director of product management, maritime camera systems, accepts the 2014 NMEA - BWI Technology Award from judge Mark Corke.

"Picking a winner is tough," said judge Zuzanna Prochazka. "Each of the products at this year's show has unique features which raise the bar in the world of marine electronics."

Corke produces the blog *On Board with Mark Corke*, he is a Royal Yachting Association Yachtmaster, writer for *Sail* and *Boatworks*, and marine surveyor. Prochazka maintains *Talk of the Dock.com* blog, is past president of BWI and writes for *Boats.com*, *YachtWorld.com*, and 12 magazines. Husick is an attorney who writes for *Southern Boating*, *Ocean Navigator*, and *BoatUS Magazine*.

Members of the marine electronics association also selected 11 products in nine categories as winners of the 2014 NMEA Product Awards. Furuno USA was named Manufacturer of the Year – Support category. Category winners are chosen by regional panels of NMEA members known for their exten-

sive knowledge of marine electronics to create a level playing field for all product and manufacturer support nominations.

The NMEA Product Award winners:

Multi-Function Display
Furuno NavNet TZtouch TZT14

Autopilot - TIE
Garmin GHP™ 20 and GHC™ 20 with SmartPump; and
Raymarine Evolution System

Fish Finder
Furuno FCV587 Color LCD

Radar
Furuno NavNet TZtouch TZTBB with DRS6A UHD™

Satellite Communications Antenna
KVH TracPhone® V3IP

Marine VHF Radio
Icom IC-M506 Marine Transceiver

Satellite TV Antenna
KVH TracVision TVI

Computer-Based Software
Nobeltec TimeZero Catch

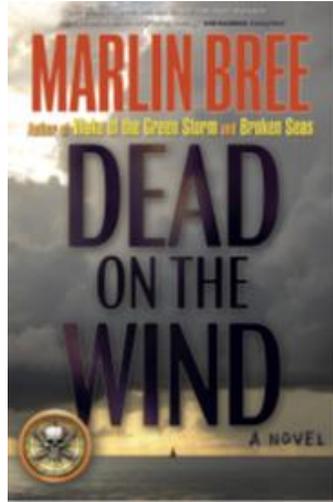
Marine Specialty - 2 Winners
FLIR MD-625 Thermal Camera System; and
GOST™ Watch HD App

Manufacturer of the Year -- Support
Furuno USA

Active & Associate Member News

McIntosh Adds to Boat Show Lineup

Boat show producer and marine magazine publisher Duncan McIntosh Co. has purchased the Fred Hall Shows, which cater to boating, fishing, and hunting enthusiasts in Long Beach and Del Mar, CA. The American Sportfishing Association sold the shows to the newly formed corporation, Fred Hall Shows Inc., which consists of McIntosh, Bart Hall and his son Travis Hall. McIntosh, who publishes *Sea*, *Boating World* and *The Log* magazines, among other titles, and produces the New-



port Boat Show and the Lido Yacht Expo, which take place in Newport Beach, CA, says the boating sections of the acquired shows are the fastest-growing segments. Said to be two of the largest consumer fishing shows in the U.S., 2015 dates are March 4-8 for Long Beach and March 25-29 for Del Mar. Contact duncan@goboating.com.

Bree's New Book Has BWI Protagonist
Freelance writer and BWI Grand Prize Writing Award winner Marlin Bree has penned a new thriller titled "Dead on the Wind." It's about a journalist who has won a prestigious BWI writing award, caught the attention of a rival West Coast magazine and is hired to boost its ratings and win awards. As the boating journalist, Kevlin Star reports on a new around-the-world non-stop sailing race and he uncovers mysterious accidents and deaths at sea. It's up to the writer to pull it all together and, at the book's climax, to stop a terrorist threat to a world harbor. Says Bree, "This is the first appearance of a marine journalist affiliated with BWI that has been the protagonist in a novel. Other fictional heroes have come from the sordid ranks of boat bum, private eye, or even Military Police, so I asked myself, why not a BWI journalist?" Publication date is April 2015. BWI members interested in review copies can contact Bree at Webmail marlin.marlor@minn.net.

Bauman Recognized As Expert Auctioneer
MetroMedia Marketing, Inc., parent company of "Ladies, Let's Go Fishing!" Universities for women, has received the Golden Mouse award for

its silent auction expertise. A marketing and public relations firm owned by freelance writer Betty Bauman, she has also conducted more than a hundred auctions. The Golden Mouse awards were presented by Women in Ecommerce to top e-commerce leaders of the South Florida business community. Says Bauman, "For LLGF the auction enables us to showcase equipment for the women to see and is essential to the cause, plus benefits other charities. Women in Ecommerce supports women's efforts to promote their online businesses. For more information visit www.wecai.org.

Reedenauer Chosen As NMEA Manager

NMEA announced the promotion of Mark Reedenauer to the position of managing director. In his new job, he will manage the day-to-day activities and programs of the association and serve as principal liaison with the membership and the marine industry. Reedenauer has 15 years of experience in the marine electronics industry. In 2011 he joined the association as documentation specialist, overseeing the Marine Electronics Installer training programs and all NMEA technical standards, including updates to NMEA 2000®, NMEA 0183, and NMEA 0400. He earlier worked for Airmar Technology Corp. as product marketing manager and prior to that was a technical sales and support specialist for Northstar.



Reedenauer

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Calendar & Events

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St. Petersburg Show December 4 to 7

St. Petersburg's Power & Sailboat is set to take place December 4 to 7 at the Duke Energy Center for the Arts Mahaffey Theater Yacht Basin and Albert Whitted Park along the St. Pete waterfront. Entering its 37th year, it's described as the largest in-water boat show on Florida's Gulf Coast. Presented will be a schedule of educational marine seminars from Sail America and kids fishing clinics by non-profit Hook The Future. Contact Daniel Grant, dgrant@pier songrant.com or Marielle Sologuren, mso-loguren@piersongrant.com.

Miami Show Moves to Marine Stadium in 2016

At a press event in mid-November representatives from the Miami International Boat Show announced that they have committed to holding it in 2016 – the Show's 75th Anniversary – and 2017 at the Miami Marine Stadium and its grounds while considering the venue as a long-term home. The announcement comes in response to the planned renovation of the Miami Beach Convention Cen-



Artist's rendition of the Marine Stadium with Miami skyline in background.

Convention center are February 12 to 16.

ter to begin in 2016. The Stadium is part of the National Trust's portfolio of National Treasures – a collection of threatened historic buildings, neighborhoods, communities, and landscapes across the country where the Trust is committed to finding a long-term preservation solution. The first confirmed reuse of and its grounds since their closure in 1992, the agreement with the Show allows the restoration of the stadium to begin in earnest. For more detail visit www.nmma.org/press/pressreleaselibrary/pressrelease.aspx?id=19457.

Dates for Miami's 2015 Show at the Miami Beach



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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.