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## 1% Elbow Rubbing Time

To hear the political candidates debate spin, that greedy, self-made billionaires club is about to have a meeting. I'm talking about the One-Percenters who can afford the floating conspicuous consumption about to take place in Ft. Lauderdale. We know it as FLIBS, and I'm proud to say I'm going to the meeting.

Of course it will take a lottery win for me to become a full-fledged member but I know just enough math to understand that all of this epoxy, paint, electronics, fiberglass and steel in the hands of talented sculptors creates 110,000 middle class jobs in Broward County and 136,000 jobs regionally in marine businesses. Economic output each year is more than \$11.5 billion regionally, according to show owner Marine Industries Association of South Florida.

That's just in South Florida. There are major boat building plants in Georgia, North and South Carolina, New Jersey, Michigan, Indiana, Tennessee and related suppliers across the U.S. Are the one percenters really that bad? And if I buy a \$25,000 pontoon boat at the show does guilt by as-



**What "1%" looks like from the trade perspective. Image: Nielsen Beaumont Marine.**

sociation make me a social outcast?

Enough tongue-in-cheek. I really am excited about this year's show, November 5<sup>th</sup> – 9<sup>th</sup>. One of the perks about being BWI President is most marine magazines put you on the comp list. This is a wonderful window of introduction to writers I've yet to meet. As a business owner, it's also a financial barometer. When the November *Power & Motor-yacht* issue arrived, 28 of the first 38 pages showcased new yachts that will debut at FLIBS. Congrats to George Sass Jr. and company for editorial that made life easier for your sales team.

Having spent much of October at various OEM dealer

introductions writing boat tests as a free-lancer, the mood among writers is that all of the winter shows will have the best round of new product introductions since before the Great Recession. There is a tremendous

focus on design change to match how new-to-boating customers go cruising and fishing. The 355 Offshore Pursuit I tested had more than 80 new features and improvements.

This innovation is driving sales. The folks at Statistical Surveys report through September, boat sales totaled 204,160 industry-wide, a gain of 6.6 percent over a year ago. Every category is showing strength except for inboards and sterndrives, with sales shifting to outboard power.

Hope to see you in Ft. Lauderdale – maybe we'll rub elbows in the cue for lottery tickets.

You can reach me at [Alan@wendtproductions.com](mailto:Alan@wendtproductions.com).

*Alan Wendt*  
*BWI President*

# Fort Lauderdale Events Preview

Join colleagues for some networking, learning, and nourishment during media and marketing events at the Ft. Lauderdale Boat Show.

## Miami Show Venue Update Reception

An update will be given on the 2016 Miami International Boat Show dubbed, "Celebrating 75 Years: A Legendary Site, an Iconic Event Revitalized." Join NMMA President Thom Dammrich and Cathy Rick-Joule, VP of NMMA Boat Shows, for a reception and to hear about details on the move to Miami Marine Stadium Park – from construction and transportation plans to food and beverage. Thursday November 5, 4 to 6 p.m., Bahia Mar Hotel, Mariner/Clipper Room, 3rd Floor.

RSVP to [Christine@vinecommunicationsinc.com](mailto:Christine@vinecommunicationsinc.com).

## BWI Breakfast Social

Now in its fourth year, ZF Marine is a proud sponsor and host of the BWI media breakfast on Friday morning at FLIBS. Everyone who's attended in the past says it's the best kept secret of the show. Arrive early while getting to the show is easy, enjoy a European style breakfast and some quality time with fellow scribes.

BWI members are welcome to stop by Friday November 6 from 8:30 to 9:30 a.m. at the ZF Marine booth – 1042, right beside the Engine Tent and just inside the South Gate entrance to the show at Bahia Mar. RSVP to [mar-tin.meissner@zf.com](mailto:mar-tin.meissner@zf.com).

## Collaborating to Grow Boating Effort

Marine Marketers of America is presenting a free seminar on Friday November 6 from 8:30 - 10 a.m. at the Bahia Mar Hotel Grandview Room. Titled, "Collaborative Consumption Strategies for Growing Boating," the seminar will be facilitated by NMMA Marketing Chief Carl Blackwell with panelists from the boating club and peer-to-peer niche: John Giglio of Freedom Boat Club; Andy Sturner of Boat Bound; Chris Oetting of Boat Setter; and Ryan Remsing of SailTime Group. RSVP to [wanda@kentonsmithmarketing.com](mailto:wanda@kentonsmithmarketing.com).

A final list of events goes out to BWI members early in the week of the show.



## Best Electronics Saluted by NMEA

The marine electronics industry celebrated its best and brightest products at the annual NMEA International Marine Electronics Conference & Expo, held recently.

Simrad's Halo radar received the 2015 NMEA Technology Award recognizing innovation, benefit to boaters, practicality and value. Judges, members of BWI, selected the winner: Panbo blog Editor Ben Ellison served as head judge joined by Bill Bishop who writes The Marine Installer's Rant blog, and *Marine Electronics Journal* Editor Jim Fullilove. "This first use of pulse compression technology in a recreational marine radar

uses a rare earth Gallium Nitride amplifier instead of a traditional magnetron, which makes it safe for nearby humans and promises an extended service life," the judges said. "The technology also lends itself to an easy interface with remarkable dual-range performance."

The Manufacturer of the Year for best field support was awarded to Garmin.

Winners of Product of Excellence Awards selected by the NMEA membership were:

- Autopilot, Garmin GHP Reactor
- Multi-Function Display, Garmin GPSMAP 7616xsv
- Radar, Furuno FR8065

- Fish Finder, Furuno DFF1-UHD
- Marine VHF Radio, ICOM IC-M506
- Satellite Comms Antenna, KVH TracPhone V3IP
- Underwater Lights, Lumishore EOS Series
- Satellite TV Antenna, KVH TracVision TV3
- AIS, Furuno FA150
- NMEA 2000® Sensor, Actisense EMU-I
- Marine App Aid to Navigation, Garmin BlueChart App
- Marine App End User Utility, Garmin Helm App
- Marine App Technical Utility, KVH TracVision Series
- Marine Cameras, FLIR M265

For more information, visit [www.NMEA.org](http://www.NMEA.org).

# Supporting Member News



## NMMA Adds Sportfish Shows To Offerings

NMMA has acquired the rights to four American Sportfishing Association consumer shows: the Chicago-Land Fishing Travel & Outdoor Expo, the Greater Philadelphia Outdoor Sportshow, the World Fishing & Outdoor Exposition (New York) and the Saltwater Fishing Expo (New Jersey). "The ASA shows will make an outstanding addition to our lineup of consumer boat and sportshows," said Ben Wold, NMMA's Executive Vice President. In addition, the groups are partnering to help expand the fishing component at boat shows and NMMA will make annual donations to Keep America Fishing advancing fishing advocacy issues. For details, visit [www.sportshows.com](http://www.sportshows.com).

## Sea Tow's COO Joins Rescue Board

Joseph Frohnhoefer III, Sea Tow Services International's chief operating officer, has been named to the Board of Directors of the Association for Rescue At Sea, Inc. (AFRAS). Founded in 1976, AFRAS' mission is to support volunteer maritime rescue services worldwide, and honor extraordinary mari-

time rescues. Frohnhoefer follows his father, the late Capt. Joe Frohnhoefer, founder of Sea Tow, onto the AFRAS board. Contact Cindy McCaffery, [cindymccaffery@seatow.com](mailto:cindymccaffery@seatow.com).

## Xantrex Inverter Powers Aquatic Ed

Xantrex recently donated an inverter/charger system, Freedom SW 3024, to empower SPLASH's (Student Participation in Learning Aquatic Science & History) educational program on a steamboat operating on the Delaware River. SPLASH is a non-profit organization that provides two-hour educational tours for students of all ages for more than 10 years in the Lambertville, NY area. With the addition of the inverter/charger and control panel, the boat will be able to achieve a new level of outreach and more educational programs. Contact Clara Garcia, [Clara.Garcia@schneider-electric.com](mailto:Clara.Garcia@schneider-electric.com).

## Lapsed Boat Owners Drawn Back by RBFF

The Recreational Boating & Fishing Foundation (RBFF) recently reported that its Boat Registration Marketing Program in 2015 encouraged over 44,000 boat owners to re-register their boats, lead-

ing to \$1.6 million in revenue for state agencies. Twenty states participated in the fourth year of the program, with more than 522,000 direct mail pieces delivered to owners of lapsed boats. Throughout the four-year history of the nationwide program, over 168,600 boats have been re-registered. This leads to an estimated \$6.06 million in additional revenue for partnering states and more boaters enjoying the nation's waterways. Contact Stephanie Vatalaro, [svatalaro@rbff.org](mailto:svatalaro@rbff.org).

## Life Vest Designs Debut at IBEX

Three potential life jacket designers were rewarded with \$15,000 in prize money at the recent IBEX show by participating in the 2015 "Innovation in Life Jacket Design Competition" sponsored by the BoatUS Foundation for Boating Safety and Clean Water and the Personal Floatation Device Manufacturers Association. A team of five judges from the boating, paddling and life jacket manufacturing industry reviewed nearly 250 contest submissions from as far away as Mongolia and New Zealand, and also asked recreational boaters to vote for their favorite design entry. The goal of the competition seeks more versatile life jackets with judging based on innovation, wearability, value/affordability, reliability, versatility and practicality. To view new designs, visit [www.boatus.org/design/entries](http://www.boatus.org/design/entries).



**Custom, factory-fitted life jacket design won first place (\$10,000) in the 2015 Life Jacket Design Competition.**

# Calendar & Events

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## Merc Warranty Offer Runs Thru July '16

Mercury Marine has announced that, for the first time, 2016 model year boats powered by its gas sterndrive and inboard engines will come with a comprehensive Five Year Engine Package Limited Warranty during the "Power of Protection" sale event. The limited warranty covers engine, cooling system, transmission, drive, fuel system, steering, electrical, power trim and control components for the entire warranty period. To qualify, eligible boats must be retail sold by July 2, 2016, and registered by July 17, 2016.

Contact Steve Fleming, [Steve Fleming@mercmarine.com](mailto:Fleming@mercmarine.com).

## Maritime Tech Confab Includes SNAME Expo

Taking place November 3 to 7 in Providence RI, the Society of Naval Architects and Marine Engineers annual meeting and expo, the SNAME Maritime Convention (SMC), is incorporated with the triennial World Maritime Technology Congress. The Congress is a confederation of professional societies whose members are engaged in the fields of naval architecture, marine



and ocean engineering, or related marine science and technology. Its stated aim is to provide general benefit for the global marine community as a whole and mutually for individual organizations and their members by providing a forum for joint development and implementation of specific initiatives. For details go to [www.sname.org/2015/wmtc/home/](http://www.sname.org/2015/wmtc/home/).

## Fishing Ladies In Keys

"Ladies, Let's Go Fishing!"® saltwater fishing university takes place November 13 to 15 in Tavernier, FL. Registration includes networking reception and fundraisers, classes, lunch, hands-on skill stations and more. Men and teens welcome. Optional fishing charters are on Friday and Sunday. Visit [www.ladiesletsstofishing.com](http://www.ladiesletsstofishing.com).

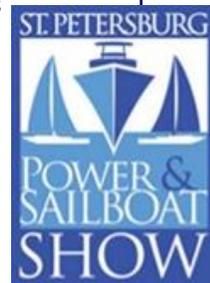
## Martin Flory at METS

Media attending METS, to be held November 17-19 in Amsterdam, Netherlands, are invited to the Martin Flory Group Press Suite on

Tuesday, November 17 starting at 6 p.m. New for 2015, the event will be held at Motel One Amsterdam, located at Europaboulevard 23 near the RAI. Meet the firm's clients, other media and enjoy refreshments. Email [news@martinflory.com](mailto:news@martinflory.com) or call 847/662-9070.

## St. Pete Show Dates

St. Petersburg's Power & Sailboat Show takes place from December 3 to 6 at the Duke Energy Center for the Arts - Mahaffey Theater Yacht Basin and Albert Whitted Park along the city's waterfront. Entering its 38th year, the boat show offers attractions for families and will feature displays of powerboats, sailboats marine electronics and accessories. The event is endorsed and sponsored by Sail America and sponsored by Hook the Future, Discover Sailing, Sail and Power & Motoryacht magazines. Contact Daniel Grant, [dgrant@piersongrant.com](mailto:dgrant@piersongrant.com) or Marielle Sologuren, [msologuren@piersongrant.com](mailto:msologuren@piersongrant.com).



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Send items to be considered for publication to Greg Proteau, [info@bwi.org](mailto: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 boating associations.