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Check Out the New BWI.org

Progress! Yes, we have made progress with the soft launch of the new BWI website, a portal that will allow marine professionals access to all the resources that BWI offers, from news and information to job listings.



Images from the new www.bwi.org ... job bank (above), LinkedIn forum (below).

Board member and second vice president, Glen Justice, has toiled tirelessly with the help of Red Bull and nicotine gum to bring this site up and now encourages you to check it out and help feed our new site with lots of timely content, job postings and even advertising.

Among the many resources, you will find information on the [BWI Writing Contest](#), including categories and sponsors and entry forms; [Product Judging](#), and whom to contact if you are interested in being a judge; and the [Ethics Policy](#).

Catch up on [Member News](#), [Industry News](#) and

[BWI News](#), and check back regularly as pages are updated continuously. Also, take a look at the new [Calendar](#) page that shows upcoming BWI events and welcomes information on other events related to boating or media.

Editors and publishers can post jobs on the newly-enhanced Job Board and writers can connect using the [Writer's Directory](#) or access BWI's popular [LinkedIn Group](#).

The site is still in Beta so it's a work in progress. For now, you will not need to login to use it, but that also means you can't edit your information in the Writer's Directory. That will change as we add the login information along with an update for the Speaker's Bureau section in the next revision.

Because the new site is designed to be interactive, it will be more useful and relevant if BWI members help guide it. Directors are estab-

lishing an editorial schedule where they will weigh in on subjects of current interest to journalists. If you have thoughts about areas to cover, please send them in. If you'd care to write an article about a topic in boating, the industry or media, we want to consider it.

If you have news about your work or your company, or if you are interested in adding timely and informative content to the website, please contact Glen Justice at glenjustice@madmariner.com or Greg Proteau at info@bwi.org.

Also, stay tuned as we make more progress with the first webinar in the BWI



Educational Series which is now on the drawing board – details coming soon.

Zuzana Prochazka
BWI President

Writing Contest History Addendum

BWI member Alex Zidock, who served as BWI executive director from 1993 to 1999, sent updated information after the last issue of *The Journal* provided a brief history of the Annual Writing Contest. Zidock was president of BWI until the inaugural 1993 awards were handed out, then Joe Skorupa became president as Zidock assumed the role of executive director from Bob Black who was stepping down (for the first time).

All above were involved in the launch of the Awards as were the following who remain active members today: Forest Johnson, David Brown and Louisa Rudeen.

When the first awards (for articles published in 1992) were handed out at the Mi-

ami Show in 1993, only three categories existed: Lifestyles, Fishing and Ethics. Among the winners back then are current Active members Chris Kelly, Louisa Rudeen, Bill Sisson, Michael Verdon and John Wooldrige.

Last month's history also overlooked the involvement of long-time Supporting member Interlux. The marine coatings manufacturer, now a part of Akzo Nobel, was the inaugural sponsor

of the Profiles category in '04, continued as such through '07 and took over Maintenance in '08 and '09.



Viking's new 70 Convertible launching this summer will feature the Interlux Micron Technology antifouling system.

All of the winning stories for '09 and a number of story links, as well as the current 17 sponsors, can be found at www.bwi.org.

Final Reminder for Boat-Fish-Live

Industry organizations have offered support for "Boat. Fish. Live. At National Marina Day" and are encouraging promotion of this new event taking place at 10 marinas across the country on Saturday, June 12. BoatUS, the Green Gallon Project, the National Safe Boating Council (NSBC), the Recreational Powerboating Association (RPBA), Thetford Corporation and West Marine are contributing time and materials. The American Recreation Coalition (ARC), BWI and Bonnier Marine Group are promoting the events in their various media channels.



The event is being hosted and promoted by the Association of Marina Industries (AMI), the National Marine Manufacturers Association

(NMMA) and the Recreational Boating & Fishing Foundation (RBFF). The events will allow consumers the opportunity to participate in boating and fishing demonstrations and educational activities, test drive boats and more.

"We're delighted that industry organizations are taking advantage of this opportunity to motivate people to get involved in the boating lifestyle and educate them about all of its many activities," said AMI Legislative Coordinator Wendy Larimer.

For last minute details visit www.boatfishlive.com.

Networking Tips on LinkedIn, Facebook

By Kim Gavin

As the founder of three interactive Web sites, [Charter-Wave.com](#), [Brokerage-Boss.com](#), and [Boater-Mouth.com](#), I receive a lot of friend requests via Facebook and LinkedIn. Many of these requests arrive at my in-box looking professional, with the sender telling me how we know each other (if we do) or why she/he would like to connect with me.

Occasionally, though, I receive a request like this one, which came to me from the owner of a Midwest marine company:

"Hi Kim, I'd b honored & truly grateful if u would join my LinkedIn network! Anything i or my company can do 4 u or anyone else, plz feel free 2 contact me anytime! Thanx 4 your time, consideration & best wishes on a prosperous, enjoyable & overall wonderful 2010!"

I deleted this ridiculous-looking request. What an awful first impression this company owner made on me, virtually fusing his business name in my mind with the word unprofessional.

My suggestion to anyone sending online invitations for

business purposes is to make sure you present yourself in a professional manner at all times. Here are three tips that might help.

1 - Add a personal note
Always add a personal note to your request for a Facebook friend or a LinkedIn connection. Yes, these websites generate a generic "I'd like to connect with you" type of message, but there is an option to add a personal note. You can say something like, "We met at the BWI meeting in Miami, and I'd like to stay in touch." It can truly be that simple, and it reminds the recipient who the heck you are so she is more likely to press the "accept" button.

2 - Watch spelling and punctuation
Take spelling and punctuation seriously. It's easy, in the Blackberry age, to fall into the habit of shortcuts such as, "will u link 2 me?" That syntax may be fine if you're having an online conversation with your niece, but it looks amateurish in a professional context.

3 - Keep personal and professional separate
Keep your personal and professional online worlds sepa-

rate. I have a personal Facebook account that I keep private and where I welcome friends, plus separate Facebook accounts that are open to the public for my websites. Nothing personal appears on my business Facebook pages, and on my personal Facebook page, I refuse friend requests from any business colleagues whom I don't want to see my drunken cousin's outbursts or my crazy aunt's political diatribes.

New technology offers terrific opportunities to build networks and communicate, but when dealing with business colleagues, it's best to communicate in these online spaces with the same professionalism that you would employ in person.

Kim Gavin is the immediate past president of BWI. In addition to writing three blogs, she maintains three Facebook accounts, three Twitter accounts, and one LinkedIn account. You're welcome to comment on any of her blogs or to "friend" her for business purposes in six of her seven social networks.

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Writer's Marketplace

Writers looking for assignments or others seeking writers can use BWI's Writer's Marketplace. Go to www.bwi.org and click on the Jobs board.

Continuing need for DIY stories ... DIY Boat Owner magazine is always looking

for stories about do-it-yourself projects for both power and sail. Submissions also welcome for standing columns, such as Tools & Gear (product tests), Tech Tips and Success Stories. To apply, contact Leef Smith Barnes, leefsmithbarnes@madmariner.com.

Writer Available ... Eric Colby, based in Maine, is available for boat tests, technical features, personality profiles. More than 20 years writing and editing experience. Award-winning journalist. Contact him at ecolby@maine.rr.com, 207/655-9116.

BWI Loses Attaway & Leigh in May

Two widely-known and respected BWI members passed away in early May. Roy Attaway, who edited several boating magazines during his career and was also known for his strong writing and memorable photos, died suddenly on May 9 of a stroke. Scott Leigh, publisher of the West Coast boating magazine *Dockside*, passed away May 1 at his home in Gig Harbor, WA.

Roy Attaway

Attaway worked as a reporter and editor for newspapers in South Carolina before moving to New York City where he was editor-in-chief of *Boating and Yachting* magazines and executive editor of *Motorboating & Sailing*, and a producer, writer and director for ABC

Television's *The American Sportsman*. He contributed articles to many national



journals and penned a memoir of his childhood in the South Carolina Low Country titled, "A Home in the Tall Marsh Grass." In 2001, he and his wife, Robyn, moved to Kansas City, where he continued to write, adding a monthly blog of travel essays and photos.

He was an avid fisherman, a boater, an explorer of out-of-the-way places and a relentless Tar Heel fan. In addition to his wife, he is survived by former wife, Jane Conklin, and children from that marriage. Memorial gifts may be made to the Sports Communication Program, UNC School of Journalism, Campus Box 3365, Chapel Hill, NC 27599.

Scott Leigh

Leigh was raised in North Dakota and a star hockey player at the University of North Dakota. He had many interests including skiing, cooking, gardening and golf. Since the early

90's, his focus turned to boating and *Dockside*. It started out as a 32 page newsprint throwaway magazine called *Boating Digest*, published in a corner of a warehouse in Costa Mesa, CA, and grew into a well-respected full color magazine, covering the entire West Coast.

He was always the engine behind the magazine, a visionary and a dreamer, according to colleagues. His passion for his creation continued through good times and bad. There were times when he almost singlehandedly managed to get the magazine to print, but enjoyed being in the field to promote it, the thing he did best. He had dreams of expanding into Florida. Leigh is survived by two daughters and life partner, Linda Petersen of Gig Harbor.



Calendar & Events

Sail Conference Speakers, Events

Sail America has confirmed speakers and events for its 2010 Sailing Industry Conference, June 14 – 16, in the program entitled, "Adjusting to the New Economy." It will be held in Annapolis, MD at St. John's College and features speakers, breakout sessions and interactive peer discussions, plus social activities including a Sailing

Industry Regatta. Headline speaker is chairman of the U.S. Olympic sailing program and president of the Latimer Group, Dean Brenner who will deliver, "Leadership Communication for the 21st Century." Title sponsor is Yanmar Marine; Presenting sponsors include *Blue Water Sailing*, *SAIL Magazine*, The Sailing Company, and Yacht-World.com. For information and to register visit www.sailamerica.com/conference.

"Signal" Author to Sign Book in NJ

Bob E. Sherman, columnist for South Florida's *Waterfront News*, will be at Book Towne, 175 Main St Manasquan, NJ on June 4, from 5 to 7 p.m. to sign copies of his book: "Am I the Only One That Signals?" For more information contact Sherman at signals@bobesherman.com.

Supporting Member News



Yacht Haven Boston, latest addition to IGY properties

Yacht Haven Boston Newest IGY Marina
Island Global Yachting, owner, developer and manager of luxury marinas and yachting lifestyle destinations, has announced the addition of Boston Yacht Haven to their global collection of marinas. The new addition is situated at Boston's historic North End on Commercial Wharf offering 100 newly-renovated berths - accommodating vessels up to 300 feet - along with an 10-room boutique hotel. The marina has been upgraded to include the addition of 480 volt power supplied at both 200 and 100 amps to service larger vessels. Visit www.thebostonyachthaven.com, or contact Chuck Smith, Chuck@KingstonSmithCom.com.

Xantrex Supports Outreach Programs

Xantrex Technology Inc. is supporting two outreach programs including the Floating Doctors and the Planetary Coral Reef Foundation, both using its recently-launched Freedom SW products to power their missions. The Floating

Doctors uses the refitted expedition sailboat Southern Wind to deliver medical relief to thousands in the most remote coastal areas of the world. The Reef Foundation (PCRF) champions a global effort to preserve and protect coral reefs aboard Mir, a restored and specially equipped 113' ketch which is working in South Asia. PCRF provides an online education/out-reach program at www.pcrf.org that includes coral reef data from 49 sites worldwide. Contact Wanda Kenton Smith, wanda@kentonsmithmarketing.com.

TakeMeFishing.org Gains Webby Award

The Recreational Boating & Fishing Foundation's TakeMeFishing.org has been selected as an honoree in the



Education category in The 14th Annual Webby Awards. Awards recognize excellence on the Internet,

including websites, interactive advertising, online film and video and mobile sites. TakeMeFishing.org is a destination for boaters and anglers to learn, plan and equip for a day on the water, attracted nearly three million unique visitors in the last year, and was among the top 15 percent of all work entered. Contact Stephanie West, swest@rbff.org.

SeaKeepers Name Klevan President

International SeaKeepers Society has welcomed Dean C. Klevan as its new President and CEO. He joins the society following a career in the financial services industry, most recently as president of the



Klevan

Coral Gables Trust Company. SeaKeeper chairman Michael Moore, a BWI Supporting member, noted, "Sea Keepers has reached a critical stage in its development and is poised to play a vital role in the understanding of global climate change." The society's has developed a compact, automated and cost-effective ocean and atmospheric monitoring system to install aboard their yachts to provide data to scientists on the world's changing oceans." Visit www.seakeepers.org.

Boating Sales \$30 Billion+ in '09

Data shows the boating industry remains vital to U.S. economy, generating \$30.8 billion in sales/services in 2009.

NMMA's recently released "2009 Recreational Boating Statistical Abstract" provides a comprehensive review of the industry and its sectors with these key findings:

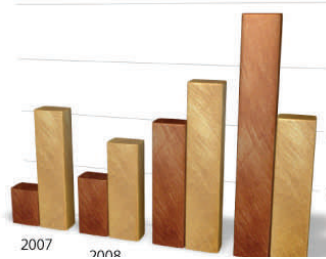
- An estimated \$30.8 billion was generated in boating sales and services in 2009, a decrease of nine percent from 2008.

- In response to a weakened economy throughout 2009, the number of new boats sold decreased 19 percent to 572,500 units.

- New boat and motor sales totaled \$8.5 billion in 2009, a 24 percent decrease from 2008.

- The traditional powerboat segment declined 24 percent in units to 153,550; retail sales were down 25 percent to \$5.7 billion.

- Adult participation in boating decreased six percent to an estimated 65.9 million in 2009 from 70 million in 2008.



- Total boat and engine exports of \$1.8 billion and imports of \$1.2 billion resulted in a trade surplus of \$574 million, down 34 percent from the previous year (which had the largest trade surplus since NMMA began collecting data in 1996).

"There's no question the declines in the U.S. and world economy in 2009 had a significant impact on new boat sales, however, our industry continues to find ways to position ourselves for future growth by adapting to the ever-changing economic landscape to help position our industry for growth in the coming years," says Thom Dammrich, NMMA president.

"Despite the new boat sales decreases we saw in 2009, there was strong participation, increases in sales at businesses that serve existing boaters and solid ac-

cessory sales - all indicators that boating is alive and well and boaters will continue to take to the water to enjoy the lifestyle even in trying economic times."

"The 2009 Recreational Boating Statistical Abstract is a comprehensive summary of statistics on the U.S. recreational boating industry, providing an unparalleled resource for industry stakeholders into boating's impact on the national economy," says James Petru, director of industry statistics and research. "We expanded this year's Abstract to include a more detailed import/export section to better serve our members with enhanced product category data and trading partner profiles."

The 2009 Recreational Boating Statistical Abstract is again being offered on DVD, in lieu of printed versions. NMMA members in good standing can download one free copy from the NMMA member website. DVD copies can also be purchased for \$225 for members and \$950 for non-members.

Copies of the 2009 Abstract can be ordered online at www.nmma.org.

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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.