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## Member Focus for Summer Plan

Hello and hope all of you are enjoying a summer of good boating. Personally so far, I've enjoyed a summer of boat work but that's not all bad either. I've got several bits of news this month so here we go.

First, I'm happy to announce the first of our educational webinars is scheduled for mid-July on the topic of what it takes to start your own blog so you can highlight your work and potentially get more freelance assignments. Past president, Kim Kavin, has volunteered and created content for a presentation entitled "How to start a blog for about \$10" in which she discussed all the steps to getting started online from acquiring a URL to managing your Google Analytics.

We're now evaluating vendors to get this content posted with Kim doing the presentation on a specific date and potentially even have it posted for future reference on [bwi.org](http://bwi.org). We'll be sending out an email reminder to give you all the details as we get closer. More webinars are planned for October and December. The next idea is to present tips on promoting yourself and your new site using social media tools. If you have suggestion on future topics or would like to volun-



teer your services in creating one, please contact me or any board member.

Next, we are considering offering BWI logo'd apparel for sale to our members. The first question is whether or not this is something that would be of interest to you, and the second is what kind of merchandise would you like to see? This idea comes from board member Alan Jones who has pointed out that many of us are freelancing these days and approaching a potential interviewee wearing BWI gear might help establish credibility for those who are not tied to an existing magazine. Logistics and pricing would need to be worked out but the idea is to offer shirts and hats to start. We'd love to hear your feedback before setting

about creating this kind of program so please contact me or Alan Jones at [boatscribe@comcast.net](mailto:boatscribe@comcast.net).

BWI's Grand Prize Writing Award (presented in Ft. Lauderdale in October) is in process. Judges from Northwestern's Medill journalism school will be reading this summer and making their selection. Director Lisa Knapp advises that she has found funding for the cash-side of the award. Good luck to everyone in this phase of the Contest.

Finally, have you had a chance to check out the new [www.bwi.org](http://www.bwi.org)? As I described in our last newsletter, the soft launch of our new Web site was last month so please take a look and if you have comments or questions, contact me or Greg Proteau at [info@bwi.org](mailto:info@bwi.org).

Now, since I've invited you to contact me on any of the topics above, here's where you can do that: [to-temgroup@msn.com](mailto:to-temgroup@msn.com). You can send me any ideas, suggestions, requests or even pictures of you boating this summer.

**Zuzana Prochazka**  
BWI President

## Advertising Offered In BWI Annual

BWI will be accepting advertising in the BWI Annual Directory and reference guide published this summer. The Directory is distributed to all current Active, Associate and Supporting members, numbering approximately 400, with another 50 to 70 copies distributed during the year as new members sign on.

In addition to complete details provided for all members, including writing specialty areas for Active journalists, in both alphabetical and geographical listings, additional material covers BWI's Code of Ethics, Writ-



ing Contest Winners, members joining in the past year

and more.

The Directory has moved to a PDF format to save production and distribution costs. As such, pricing has also been reduced to \$250 per full page (7w- x 10h-inches) or \$150 per horizontal half-page 7w- x 5h-inches), available in those units only. These prices are only available to Supporting Members. Materials will be needed in early August.

To reserve space or for more information, contact Executive Director Greg Proteau at [info@bwi.org](mailto:info@bwi.org), 847/736-4142.

## New Boat Sales to Rebound 9%

Demand for new boats and related equipment in the U.S. is expected to rebound to over \$10 billion in 2014 or 9.3 percent annually from depressed 2009 levels (\$6.5 billion) forecasts The Freedonia Group, Inc., a Cleveland-based industry market research firm. The short-term outlook for the boating industry remains clouded; however, longer term demand will be driven by gains in consumer spending and disposable income, while the recovery in financial markets will enable more consumers to buy boats on credit.

Growth in the 55-64 age bracket will also support demand, since boat purchases become more likely just prior to retirement (although they tend to decline thereafter) and consumers in that age group have

the disposable income to purchase larger, more expensive vessels. In addition, the industry's effort to market the "boating lifestyle" to women and minorities should expand the market. Even with the rapid sales growth, the market is not expected to recover to pre-downturn levels until the end of the decade.

Researchers suggest boats purchased on credit or by borrowing against the value of a home drove a deeper decline during the economic downturn in 2008 and 2009. Boat dealers also had trouble obtaining financing to purchase boats for their stock and boatbuilders could not borrow to pay for materials or long-term debt.

Demand for recreational boats will benefit from the economic and credit market

recoveries as well as dealer restocking and pent-up demand from consumers who delayed purchases during the downturn. Powerboats are expected to see the fastest gains in the boat category, after recording especially sharp declines in 2008 and 2009. Demand for powerboats will be supported by technological advances including newer propulsion systems and more advanced electronics. The aging of the population will also support gains, since powerboats are less strenuous to handle and maneuver than sailing vessels.

The study, titled "Recreational Boating" was published in May. Contact Corinne Gangloff, 440/684.9600, [pr@freedoniagroup.com](mailto:pr@freedoniagroup.com) or visit [www.freedonia.com](http://www.freedonia.com).

# Words Are Your Currency

From An Editor's Desk  
By Marilyn Mower

If sales is your business; sales-people are your currency. If communication is your business; words are your currency. Why then are so many in the communications business treating words like loose change tossed in the center console?

Personally, I think the disregard for words—well-chosen, correct words—is due to the 24/7 news cycle and the fact that so many young talking heads in today's electronic media were not trained in print journalism. They go on sound bites, drama and looks. The catastrophe in the Gulf of Mexico is the perfect case in point for looking at how sloppy the mainstream media has gotten with words. Do not follow them down this path.

Media outlets are still referring to the Deepwater Horizon event as an oil spill. Exxon Valdez was a spill. This is not a spill: A liquid has to be contained in something to spill, does it not? In the broadest terms, the oil gushing unabated into the Gulf of Mexico is contained within the mantle of planet Earth, but obviously, that is not what is being discussed here.

Consider the use of phrases such as, "as early as." For example: "The relief wells may begin curtailing the oil spill as early as August." How can anyone use the phrase as early as when dealing with the fourth

month of this event? If this were coming from BP, I would consider it spin. Consider rewriting the sentence to say, "The relief wells may begin curtailing the oil spill as late as August." Reporters are supposed to stick to facts. The factual sentence would be: The relief wells may begin curtailing the oil flow in August, according to ..."

A close cousin of "as early as" and "as late as" is "at least." "The death toll in the bridge collapse is at least 30.," or my favorite, the somber announcement by a reporter on scene, "at least 30 families are mourning the loss of loved ones tonight, Chuck, in the wake of what may be the biggest bridge collapse of the decade."

What does the use of "at least" imply? I think it means the producer is rubbing his/her hands in hopes of a bigger, gorier number. If it bleeds, it leads. What would be wrong with saying, simply, "The death toll in the bridge collapse currently stands at 30." The use of

"what may be" implies we haven't had time to check and we are just making this up.

My point is, editors do not want freelancers to pad sentences with sloppy phrases. Be specific. Check. Words are your currency, your road to riches. Don't pave it with potholes.

## Mower Moving Back to Books, Megayachts

Boat International Media has announced that Marilyn Mower will be joining the group's senior editorial team in August. She will assume the editorship of the 2012 editions of Boat International Media's luxury hardback annuals – *The Superyachts*, *The Megayachts USA* and *Refit*, a role she will be combining with being the group's international megayacht editor.

Based in Fort Lauderdale, Mower will initially return to *ShowBoats International* as the acting editor while she covers Rebecca Cahilly's forthcoming maternity leave. Since 2007, she has been editor of the monthly title *Southern Boating* and the quarterly *Marine Business Journal*.

Mower has edited, written or contributed to a number of books, the latest of which are *The Encyclopedia of Yacht Designers* (2005), *Superyacht* (2006), and *Embassy Cruising Guide to Florida* (2007).

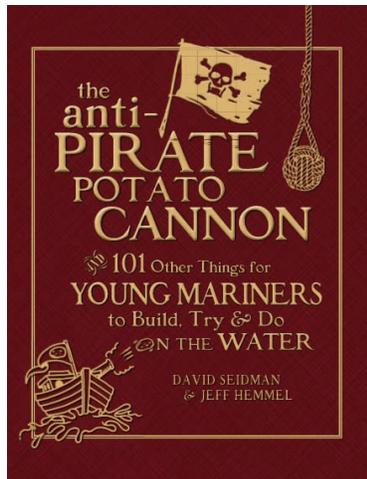
**Why are so many in the communications business treating words like loose change?**



# Active & Associate Member News

## Book Offers Boat Adventures for Kids

Authors David Seidman and Jeff Hemmel are calling their new collaboration a book for



parents who want to introduce their kids to the world of boats, boating and the sea. "The Anti-Pirate Potato Cannon...And 101 Other Things For Young Mariners To Build, Try, And Do On The Water" (International Marine; June 2010) provides dozens of adventures and activities for kids, and projects parents and kids can do together.

Topics range from how-to to fanciful, in random order so that each excursion in to the book turns up unrelated gems on facing pages. The book has instructions for activities such as building paper boats, constructing a waterfront-swing, cooking lunch on a hot engine, or water-skiing barefoot.

Seidman ([dseidman305@gmail.com](mailto:dseidman305@gmail.com)) is the former executive editor of *Boating*, and author of "The Complete Sailor" with more than 85,000 copies sold. Hemmel ([jeffh@tampabay.rr.com](mailto:jeffh@tampabay.rr.com)) is a longtime contributor to *Boating* and member of the Jet Sports Boating Association Hall of Fame. Contact either for information.

## Welcome New Members

- Andy Adams, Managing Editor, Keswick, Ontario
- Bill Bishop, Freelancer/Blogger, Sarasota, FL
- Donald Brewster, Writer/PR Counselor, Natick, MA
- Kurt Hoehne, Writer/PR Counselor, Seattle, WA

## Haber & Quinn Moving to rbb PR

rbb Public Relations of Miami is acquiring Haber & Quinn Public Relations & Marketing of Fort Lauderdale, it was announced by Christine Barney, CEO of rbb. Geri Haber will be senior counselor and VP of the soon-to-be-named rbb/HQ event division. John Quinn will take on the mantle of VP of healthcare for rbb. H&Q staff will work out of both rbb's Miami and Fort Lauderdale offices.

The event division's clients include the Fort Lauderdale International Boat Show, Ringling Bros. and Barnum & Bailey Circus, Disney on Ice, the Florida Marlins, and others. Visit [www.rbbpr.com](http://www.rbbpr.com).

## Home Port Marketing Launches New Site

Home Port Marine Marketing, the international marine products marketing, publicity and promotion consultancy, has launched a new web site at [www.homeportmarine.com](http://www.homeportmarine.com). The new site features an expanded product news section, including links to product videos, catalogs and blogs. "The new homeportmarine.com is designed to provide the marine media, boat builders, buyers, distributors, dealers and other industry professionals with quick and easy access to information about the unique and innovative

products supplied by our clients," said COO David Pilvelait.

## PassageMaker Offers iPhone Apps

*PassageMaker* Magazine, a division of Dominion Enterprises, announces the launch of its iPhone application. The May/June issue is currently available in the iTunes Store and can be downloaded there: <http://www.apple.com/iphone/apps-for-iphone/>. The July/August Bluewater issue will be available for download in early July and sell for \$2.99. The iPad application in development will sell for \$3.99 and make its debut in mid July. Applications for AnDroid and Blackberry devices are also in the developmental stages. For details contact Anne Murphy, [amurphy@passagemaker.com](mailto:amurphy@passagemaker.com).

## Martini Helps Photo Pro Get Shots

BWI member Marilyn DeMartini reports working with Swedish photographer Claes Axstal on a story about his home, Gothenburg, Sweden as a yachting destination for the June 2010 issue of *Yachts International* Magazine. She also helped him navigate last year's Fort Lauderdale Boat Show and the Key West World Championships. His work can be viewed at [www.axstalphoto.com](http://www.axstalphoto.com).

# Supporting Member News

## Sea Tow Operators Serve 20+ Years

The non-emergency marine assistance industry was still in its infancy when Capt. Dave DuVall became a part of the Sea Tow network. DuVall signed up to form Sea Tow Maryland Central Chesapeake upon meeting Sea Tow's founder, Capt. Joe Frohnhoefer, at the 1985 Annapolis Boat Show.

DuVall is one of four franchisees being recognized for reaching 20 or more years of operation. Others are Sea Tow Palm Beach, owned by Capt. Will Beck, celebrating its 25th anniversary; Sea Tow Southern Connecticut, (1988) owned by Capt. Neal Mc-Quone, and Sea Tow Central Connecticut, owned by Capt. Tom Kehlenbach (1990). Contact Emily Corman, [ecorman@seatow.com](mailto:ecorman@seatow.com).

## Jeppesen, USPS Create Partnership

Navigation firm Jeppesen and nationwide boating organization United States

Power Squadrons (USPS) have announced a partnership designed to further marine education and promote safe boating practices by signing a Memorandum of Understanding. With the assistance of Jeppesen, USPS will further its education of the boating public and its members in proper use of vector digital charts and related tools in navigating their boats.

Jeppesen will provide demonstration and discounted products and services to USPS' instructors and members including digital charts, software, and membership in Club Jeppesen Marine, a club that promotes updated navigational charts and a range of consumer benefits. Jeppesen will also work to promote the value and benefits of USPS membership to its customers and the boating public. Contact Ron Ballanti, [strikezne@earthlink.net](mailto:strikezne@earthlink.net).

## BoatUS Offers Gulf Oil Spill Resource

BoatUS has launched a new online website for recreational boaters affected by the Gulf oil spill which can help them stay informed, safeguard their boats, and assist with recovery efforts. The new website, [www.BoatUS.com/oilspill](http://www.BoatUS.com/oilspill), brings together public and private resources and information for boaters, including how to protect boats and the environment as well as cleanup tips. A live "observation map" allows boaters to email updates of local conditions, which are then posted for public viewing. The map also includes reports from TowBoatUS towing ports and BoatUS Cooperating Marinas on the Gulf Coast.

A NOAA Trajectory Map shows daily forecasted movement and locations of the oil spill, and volunteer opportunities are also posted as well as fishing restrictions and claims infor-

mation. Included are links to current information from state and federal governments including the official Deepwater Horizon Response website, news updates, video footage, and other reports.



## RBFF Supports "Get Outdoors" Effort

In a new effort to empower young adults to reclaim, redefine and rediscover the outdoors, the Recreational Boating & Fishing Foundation, Outdoor Foundation, The North Face, National Park Service and other partners have launched "Outdoor Nation." The initiative kicked off in mid-June with a Festival and Summit in New York City's Central Park, where 500 youth leaders from across the country addressed issues from diversity in the outdoor industry careers, health and wellness and outdoor service.

According to research released by the Outdoor Foundation ([Outdoor Nation.org](http://OutdoorNation.org)), kids say cost, time, getting dirty and risk of danger are top reasons they don't spend time outdoors. Contact Heather Sieber, [hsieber@rbff.org](mailto:hsieber@rbff.org).



## Calendar & Events

Send details to [info@bwi.org](mailto:info@bwi.org).

### NMEA Electronics Expo Heads to Seattle

Building the marine electronics business as the market recovers is one of the themes for the upcoming National Marine Electronics Association's (NMEA) 2010 International Marine Electronics Conference & Expo, to be held September 29 – October 2 at the Sheraton Seattle Hotel.

The Expo will be the largest event held in the world this year specifically for marine electronics dealers, manufacturers, distributors, and other professionals. NMEA member companies supply most of the electronics



for the recreational boating and light commercial markets and they are increasingly important in deep-draft shipping, as well as international markets. To see details, and to register, visit [www.NMEA.org](http://www.NMEA.org).

### Outdoor Writing Workshop

Outdoor Writers Association of America (OWAA) has a few spots open for its first annual Goldenrod Writing Workshop at the University of Montana in Missoula August 1-7. Open to both novice communicators and published professionals, it's designed to improve skills in outdoor, nature and environmental writing. The workshop is in a casual setting with hands-on learning from peer groups and veteran in-

structors. The curriculum includes assignments, discussions, readings and shared critiques along with time for writing and socializing. Enrollment is limited to 30 students; \$995 fee includes tuition and room and board. Go to <http://owaa.org/goldenrod-writing-workshop>.

### Fly – Light Tackle Championships

July 13 – 15 are dates for the 10th annual Florida Keys Outfitters/IGFA Inshore World Championship, Islamorada, FL. Described as the "super bowl" of fly and light tackle fishing, invitations are sent to the winners of nearly 40 qualifying tournaments around the world to compete in this all-release championship. Visit [www.inshoreworldchampionships.com](http://www.inshoreworldchampionships.com).

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## Deadline Approaches for 2010 Dues

All BWI members must have paid 2010 dues to remain in good standing and to be listed in the upcoming annual directory being produced this summer.

Dues payment also keeps

access available to the member-only online writer's directory, LinkedIn networking site and newsletter notification system.

Members have been reminded about the deadline

both by regular mail and email; a final reminder will be emailed shortly.

Those unsure about their status can send an inquiry to [info@bwi.org](mailto:info@bwi.org).

The *BWI Journal* is produced by and for members of Boating Writers International, 108 Ninth Street, Wilmette, IL 60091. (847) 736-4142. [www.bwi.org](http://www.bwi.org).

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 ad agencies.

