



Journal

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Judging, Webinar, Fall Meeting

Seems summer has arrived with record temperatures across the country. But despite the heat, my thoughts this month turn to the Fall when the marine industry picks up steam and prepares for another season. We have much to look forward to and I'd like to share with you a couple of great member benefits that are coming up.

First, it's time to recruit judges for the IBEX/MAATS show that is coming up in September in Louisville, KY. Now that NMMA has merged the Marine Aftermarket Accessories Trade Show and the International BoatBuilders' Exhibition and moved the combined event to Kentucky, we're up for something new as we prepare to judge the Innovation Awards. Judges for these awards will have the challenge of sifting through two very different kinds of product groups and it should be a great learning event as both BWI and NMMA experiment with new procedures and approaches to the awards.

The timing of the awards presentation at the opening day breakfast poses special



healthcare reform and what that means to the growing body of freelancers in our group. Second are the long term effects of the Gulf oil disaster and what issues that cre-

ates for the recreational marine industry. If you have contacts with luminaries related to these topics, or wish to advance another idea for a future meeting, please send an email to Speaker Committee Chair Mike at misciulla@gmail.com.

Finally, turn the page to read about the first of our educational webinars, "How to Start a Blog for About \$10", sponsored by Dometic and presented by Kim Kavin. Please join us for this free webinar and please send me your feedback afterwards. I'd like to hear from you as we continue to build value added offerings for our membership.

Next, I know that board member Mike Sciulla has been working hard on potential topics for the upcoming general membership meetings at both Ft. Lauderdale and Miami. Two subjects seem to be top-of-mind to our writers and the boating community. First is

Remember there is no newsletter in August so have a great summer and enjoy the heat.

**Zuzana Prochazka
BWI President**

“Blogging” Webinar Set for July 29

BWI's first educational webinar, called "How to Start a Blog for About \$10," will take place Thursday July 29 and will be available free to all BWI members. It is scheduled for 1 p.m. Eastern time and details on how to participate will be emailed in advance of the session with reminders shortly before.

The webinar will be conducted by Kim Kavin, the former president of BWI and the owner of the [Charterwave](#) and [BoaterMouth](#) websites. It is sponsored by [Dometic Marine](#), a division of the Dometic Group, supplier



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with brands that include Condaria, Cruisair, Dometic, Marine Air, SeaLand and WAECO.

The webinar will cover domain name research and selection with Google tools; domain name registration and forwarding with GoDaddy; basic WordPress blog software setup; and introductory WordPress features, such as photo uploads, video uploads and widgets.

The webinar is expected to last about 45 minutes, with 15 additional minutes available for questions.

Superyacht Market Sees Green Shoots

A market overview in the June issue of Yacht International magazine suggests the superyacht sector appears to be slowly turning up and that the U.S. will likely lead the global return to the new normal, however that ends up being defined. Fraser Yachts reports increased brokerage activity in the piece, but points out prices are down 20 to 40 percent; the yacht charter market is estimated to be off 20 to 25 percent.

Recovery is expected to be slow going, though gains in the stock and commodities markets since 2009 are seen as supportive for spending by those wealthy enough to consider superyachts.

Brokerage activity is reported improving and orders for new yachts are trickling in for those wishing to head slightly up or down in length from their current craft.

Easy loan accessibility was

cited as inflating demand beyond sustainable production levels for smaller boats in the sector, especially among less affluent buyers. For the ultra high net worth buyers, financing to acquire the yachts is expected to be less of an issue than simply having an option to keep liquid assets available.

Worry about conspicuous consumption at this level is also believed to be a non-issue, particularly in the U.S., where the perception of material wealth is reportedly tied to hard work leading to success.

The link to the article is: <http://viewer.zmags.com/publication/b80684ab#/b80684ab/153>.



Better Readers = Better Writers

By Glen Justice

One of the best things we can do to improve as writers is to improve as readers. To learn something, it always helps to watch somebody else do it - especially if they are good at it. And the way to learn good writing is to read good writing.

Reading well-crafted work feeds those writing muscles we all have, even if we don't always realize it. Whether it be novels, nonfiction, magazine pieces or news stories, good reading exposes us to new styles, language, literary devices and turns of phrase. Just as musicians learn by listening, reading helps writers build their chops.

Some of us will read this and get guilty. Assignments, deadlines, bills, children and all the rest usually don't leave us much time to read. And so the trick here is to make the most of the time we do have. In short, we can choose our reading more carefully.

Here are some strategies:

- **Read What You Really Like.** If you set out to read long works of heavy literature, this may start to feel like homework - and you won't do it. Instead, find good writers within the genre you enjoy. If you like science fiction, for example, try William Gibson, who is arguably the best in that space (he coined the term "cyber space").
- **Choose Publications Carefully.** Some periodicals are known for their emphasis on good writing, publications like *The Wall Street Journal*,

The New Yorker, *Vanity Fair* and many others. When you pick up a paper or a magazine, favor those that will teach you something.

- **Use Your Computer.** If you have a favorite writer, you can often follow him online and see the work when it appears. If you like tech writer Chris Anderson, for example, you might read his blog. Or set up a Google search for Susan Orlean by name that will let you know when something is out there.
- **Read What Wins Contests.** From the BWI Writing Contest to the Pulitzer Prize, you can get your hands on the winning work. Some contests even publish it. These stories win for a reason, and they are often worth an eye.
- **Get Recommendations.** If there's a writer you enjoy, see if you can figure out what they are reading. Check their websites, read interviews or just shoot them an email.

Of course, there are also books about writing -- entire shelves of them -- and they vary substantially in quality. Again, this is a place to get some recommendations from writers you admire, or from friends who write. Most writers have a list of favorites, and all are apt to be different. Here are a few recommendations from my shelf:

- **"The Art and Craft of Feature Writing," by William Blundell.** A Wall Street Journal guy explains how writing and reporting

mix to make great stories. It's a great read on how to develop feature pieces.

- **"Writing Tools," by Roy Peter Clark.** This is a well named book, because it serves as a tool chest full of writing strategies and tactics.
- **"Coaching Writers," by Roy Peter Clark and Don Fry.** This book shows how editors and writers can better collaborate. It's a great book for editors.

The original 1991 work was updated in 2003 to address multimedia.

- **"The Artist's Way," by Julia Cameron.**

The book is a bit on the new age side, and an entire product line grew up around it. But Cameron's own story is compelling and some of her concepts about creativity are well worth the time.

As a newspaper reporter for 18 years, and the editor of a boating magazine now, I have one ear in the world of mainstream journalism and the other in the marine space. One observation rings true in both: the best writers are usually ravenous readers, too.

Glen Justice is BWI's Second Vice President and the Editor of [Mad Mariner](#) and DIY Boat Owner magazines.



Active & Associate Member News

Yetman Follows Jet Boats Thru Ages

David Yetman has published his fourth book, *Without A Prop*, an illustrated history of the invention and development of water-jet-powered boats. He discovered that the inventor of the first working water-jet boat was actively encouraged by the nation's Founding Fathers.

The new book traces water-jets through two centuries of start-and-stop re-discovery and development in the U.S., England, Italy and finally, to New Zealand, where the design of the current state-of-the-art jets originated. The story ends – for now – with the January, 2010 commissioning of the U.S. Navy's swift and stealthy USS Independence, a 418-foot aluminum warship with six water-jets. The 132-page paperback is available on-line and at booksellers. Contact Yetman at dseyetman@hughes.net.

Bauman Forms Angels of Sea

Betty Bauman has launched the Angels of the Seas campaign to enable grass-roots organizations, individuals, conservation groups, tournaments, corporations and more to compete for honors for their conservation efforts.

In conjunction with the Save Our Seas Foundation

WITHOUT A PROP

DAVID S. YETMAN



...from George Washington and Ben Franklin to "Wild Bill" Hamilton, the amazing 200-year story of water-jet boats.

(www.saveourseas.com), Bauman, through her marketing and public relations company, MetroMedia Marketing, is soliciting submissions of conservation projects for awards at the Miami Boat Show in February. Request entry forms by emailing AngelsOfTheSeas@gmail.com.

New England Boaters Have New Website

BoatingLocal.com has launched as a source of news, information, and entertainment for New England boaters. Co-founder and editor Tom Richardson notes the site is geared toward sailors, fishermen, kayakers, cruisers and anyone who enjoys the water and features



Richardson

articles on destinations and fishing, great photos, news, videos and boat and gear reviews. Fresh content is being posted every day.

Richardson, the former editor, and Dave Dauer, former head of operations and creative director of *Northeast Boating*, assembled a team of boating writers and photographers including about a dozen BWI mem-

bers. "We're confident that once people visit BoatingLocal and see its many features, they'll recognize its value and keep coming back to see what's new," says Richardson. Contact tom@boatinglocal.com.

Boating Industry Promotes Three

Boating Industry magazine has made two promotions affecting BWI members plus an addition to its staff. Matt Gruhn, the magazine's long-time editor-in-chief and associate publisher, has been promoted to group publisher/editorial director of the Trade Group at parent, Affinity Media. The Trade Group encompasses BI and its sister publication, *Powersports Business*. He joined the publishing group in 1997, served as an editor for marine and powersports, then took charge of BI in 2004.

Taking over Gruhn's role as editor-in-chief is senior editor Liz Walz. She joined BI as executive editor in 2001 and has been instrumental in building the brand. Walz is currently on maternity leave this summer.

Mike Davin has joined the Trade Group as online editor. He has been covering the marine industry since 2008, when he served as managing editor of *Bass and Walleye Boats* magazine.

Supporting Member News

Show Management Hires New PR Firm

Pierson Grant Public Relations of Ft. Lauderdale has been named agency of record for Show Management, producer of the Fort Lauderdale International Boat Show® and others. The agency will be responsible for consumer and marine trade publicity including digital strategies. For more information, visit www.piersongrant.com.

Star brite Helps Restore FL Snook

Star brite has joined forces with Mote Marine Labs (www.mote.org) and Addictive Fishing (www.addictivefishing.com) to help restore Florida's snook fisheries. It's

AF ADDICTIVE FISHING
estimated that more than 1,000,000 snook died in state waters in the freeze of early 2010. Prior to the freeze, Mote captured a number of breeder snook from the wild now being used to continue the hatchery process and supplement the depleted population.

Sales proceeds from Addictive Fishing host Blair Wiggins' Boat Wash, made by Star brite, will go to the lab to help fund its work. Star brite will also provide a full line of products to be used by the lab's boats. Contact Bill Lindsey, blindssey@starbrite.com.

IGY Adds Property

Island Global Yachting (IGY) has announced the addition of Marina Santa Marta to its global collection of destinations. Located in Santa Marta, Colombia on the northern Caribbean coast, the new marina will offer 256 berths, accommodating vessels from 25-132 feet. Plans are to develop it into sportfisherman's haven. Visit www.igymarinas.com; contact Sarah Bensimon, sbensimon@igymarinas.com.

Home Port Adds ValvTect As Client

ValvTect Petroleum Products, supplier of marine fuels and additives, has chosen Home Port Marine Marketing for product publicity and promotion. Headquartered in Northbrook, IL, the firm supplies marine gasoline and diesel to certified fuel locations and manufactures marine fuel additives for gasoline and diesel. Visit www.homeportmarine.com.

Mercury Redesigns Consumer Website

Easier navigation and updated product information content can be found at www.mercurymarine.com, Mercury's recently redesigned consumer website.

The revamped site replaces a version that was named "Best in Category" at the 2008 Miami Boat Show.

Users will find a megadropdown menu that gives one-click access to virtually every product family and service. Engine tests, one of



the most-visited destinations, are linked on the homepage. Besides selecting an outboard or sterndrive, visitors will soon be able to view products – gauges and controls – that complement the engine. An Outboard Engine Selector is a new feature to find an engine based on boat type, technology and horsepower. The Prop Selector has also been rebuilt. Contact Lucas Lauderback, lucas.lauderback@mercmarine.com.

RBFF Boat Ramp App

To help boaters and anglers find boat ramps right in the palm of their hand, the Recreational Boating & Fishing Foundation (RBFF) has launched the Take Me Fishing 'Boat Ramps' application for iPhone and Droid phones. The free app, which is available in the Apple iTunes store and in the Droid Marketplace, features



RECREATIONAL
BOATING & FISHING
FOUNDATION

RBFF.org

more than 35,000 boat ramps across the country.

The new program provides a list of ramps by zip code or city and driving directions. Contact Heather Sieber, hsieber@rbff.org.

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Calendar & Events

Send details to info@bwi.org.

NMEA Expo Will Hear Dammrich Keynote

The National Marine Electronics Association announces that Thom Dammrich, president of the National Marine Manufacturers Association, will be the keynote speaker at the NMEA International Marine Electronics Conference & Expo banquet on Oct. 2 at the Sheraton Seattle Hotel. Said David Hayden, NMEA president, "Not only is [Dammrich] a very active and important leader in the marine industry, his participation at the NMEA event is a practical demonstration of the closer working relationship between NMMA and NMEA that will benefit both the industry and our customers."

The banquet highlights a

week of technical meetings, seminars and social events that begin on Sept. 26. Visit www.nmea.org and click on the 2010 Conference & Expo Information link.

Salt Water Sportfish Recognition Awards

Sport Fishing magazine announces its "Making a Difference" awards program. It will honor five individuals selected by a panel of judges from public nominations received through December 31, 2010. Valuable contributions made to the sport often get little recognition and the magazine wants to change that by spotlighting individuals who have made a positive difference.

Nominate those

whose contribution has significantly impacted: conservation, fisheries, access, education, habitat, innovation, activism, and more. Request a nomination form via e-mail at MakingADifference@sportfishingmag.com. Award recipients will be announced at the ICAST 2011 tackle trade show, in *Sport Fishing* magazine and in other media. Direct questions to Doug Olander, doug.olander@bonniercorp.com.

SPORT
FISHING

MAKING A DIFFERENCE AWARDS CALL FOR NOMINATIONS

Do you know someone who has made a positive difference to saltwater recreational fishing?



Writer's Marketplace

Send jobs available or work wanted to info@bwi.org.

Cruising Guide Editor

... Freelance writer needed. Responsibilities include researching, interviewing, copywriting and editing. Position

requires full-time hours for approximately three months, with serious potential for future projects.

Bachelor's degree in journalism, communications or English required. Boating experience a plus. Applicants

within commuting distance of downtown Chicago preferred.

Send cover letter and resume to Lindsey Johnson, Editor, *Lakeland Boating* magazine, ljohnson@lakeboating.com.

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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.