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Busy Fall for BWI Members

It's time to grab that scheduling device (I almost said Daytimer or PDA) and get ready for Fall boat shows – it's about to get busy. BWI has been busy too with a number of programs you might want to check out.

Our breakfast for members and others from the industry at the Ft. Lauderdale show is Friday, October 29, 8:00-10:00 a.m. Board member Mike Sciulla has arranged two speakers for our presentation topic named, "Confused About Health Care Reform: We've Got Answers." Since 65% of us marine journalists were considered freelancers in 2009, this is a timely and relevant topic. So come join us and learn about options.

In Lauderdale, we will also announce the writing contest Grand Prize winner from the 2009 program. Speaking of which – start thinking about your entries and remember the slightly earlier deadline that was introduced last year – December 15 – to submit all your materials. Board members have been working hard to finalize sponsors for our regular 17 contest cate-



Seen at last year's BWI Lauderdale meeting were (from l.) Bill Sisson, George Sass and Sally Helme.

gories but if you're a Supporting member and want to get involved, contact Greg Proteau at info@bwi.org.

Watch your email as we'll be sending out updates on a couple of items: First, we will be doing a quick online survey to determine your level of interest and opinions on the cost of BWI logo'd apparel. With the continued growth of our membership as freelancers it may be helpful to have clothing that displays your status as press and affiliation with BWI. Please complete it when it comes your way.

Also, look for email reminders on our webinar series sponsored by Dometic Marine. Our first webinar, "How to start a blog for about \$10," is now available via a clickthrough on the homepage at www.bwi.org.

We'll also let you know in advance when we plan to schedule the next live webinar on "Maximizing Your Web Traffic Using Social Media Tools" with Diane Byrne.

Finally, I'd like to congratulate

all the judges selected to participate in the New Products program. For NMMA's Innovation Awards at IBEX/MAATS we have Alan Wendt, Frank Lanier, Dave Mull, Alan Jones, Tom Tripp, Chris Caswell and myself. For NMEA's Technology Award at the International Marine Electronics Expo our judges are Ben Ellison, Dean Travis Clarke, and Tim Queeney.

Let me know what you'd like to see covered in future issues of this newsletter or how BWI can better serve and represent you. Contact me at totemgroup@msn.com and enjoy the show season!

Zuzana Prochazka
BWI President

Lauderdale BWI Meeting - Oct. 29

Fort Lauderdale's Boat Show media credentials request form is now open and available at showmanagement.presskit247.com/

[Media Credentials.](#)

The deadline for registration is Thursday, September 30.

BWI is planning its general membership meeting during the Ft. Lauderdale Boat Show to focus on an issue of growing concern to journalists – health care reform – plus present its Grand Prize Writing Award to the top writer of 2009 selected by an independent trio of judges from Northwestern's Medill School of Journalism. The program takes place Friday, October 29 from 8 to 10 a.m. at the Bahia Mar Hotel. All from the marine community are welcome to attend.

With the percentage of BWI members now calling themselves "freelance" mushrooming from 42% in 2005 to 65% in 2009, how to get health care – and how to pay for it even if you can get it – is a hot topic. It is especially relevant as 65% of those responding to the latest BWI member survey indicate that they are age 51 or older.

To meet this growing concern, BWI will present "Confused About Health Care Reform: We've Got Answers." Featured speakers include Joseph A. Epstein, a Director at RSM McGladrey, a benefits management firm, and David



Bruno, Communications Manager for AARP Florida.

"This is an issue that not only affects those who are currently employed, but those who may lose their jobs in the years to come," said BWI Director Michael Sciulla, chairman of the committee producing the

forum, pointing out that the Bureau of Labor Statistics projects a 21.6% decline in the number of reporters and a 16.9% decrease in the number of editors by 2018. He noted that interest in health care reform extends well beyond journalists to the entire recreational boating industry where many are employed in relatively small businesses on a less-than-full-time basis.

The Fort Lauderdale International Boat Show® is owned and sponsored by the Marine Industries Association of South Florida and managed and produced by Show Management. It runs October 28 (Prime Time Preview) through November 1. For more information visit

www.ShowManagement.com. Media relations are being provided by Pierson Grant Public Relations; contact Danny Grant at dgrant@piersongrant.com.

Marine Marketers Lauderdale Plan

Marine Marketers of America presents "Boat Shows 3.0: Beyond the Booths and Berths," at the Bahia Mar Hotel, beginning at noon, October 28. The program will focus on ways to both attract the public to boat shows, as well as target what can be done once exhibitors, manufacturers and dealers have these consumers in their databases. Speakers

include database industry veterans Michael Peterman, CEO of VeraData and Cara Cohan, National Accounts Director for Advantage Mailing. The event is co-sponsored by Info-Link, Home Port Marine Marketing and the Fort Lauderdale International Boat Show.

The program will also feature the third annual MMA Neptune Awards for

Marketing Excellence. These awards are designed to recognize outstanding performance in marine marketing.

The competition is open to any company or organization producing marine industry marketing work from September 2009 - September 2010. Deadline for submission is October 2, 2010.

Visit www.marinemarketersofamerica.org.

Members Judging Two Tech Awards

Two major technology recognition and award programs are being judged by members of BWI. BWI has had a long partnership with the National Marine Manufacturers Association (NMMA) to spotlight innovations across a wide spectrum of products and processes at both trade and consumer shows. Beginning last year, BWI provided judges for The National Marine Electronics Association (NMEA) whose Technology Award singles out the best new marine electronics at its Electronics Conference.

First up are 2010 IBEX Innovation Awards, being presented during the International Boatbuilders' Exhibition & Conference, September 28-30 in Louisville. Award winners will be recognized during the annual Industry Breakfast on September 28 from 7:30-9:30 a.m. Celebrating its 20th year, this is the eighth year since the NMMA and *Professional BoatBuilder* magazine have jointly produced what has become the marine industry's largest trade show.

The judging committee at



IBEX will be chaired by Alan Wendt, editor of *Marine CEO* magazine. Judges will recognize up to 13 new products, plus one Environmental Award. Rounding out the panel of judges at IBEX are:

- Zuzana Prochazka, editor, *TalkoftheDock.com*; technical editor, *Latitudes & Attitudes*; and blogger for *Boatermouth.com*
- Frank Lanier, marine surveyor and contributor to *Practical Sailor* and *Southern Boating*
- Dave Mull, editor, *Great Lakes Angler*
- Alan Jones, executive editor, *Boating World* magazine
- Tom Tripp, freelancer, publisher and editor, *OceanLines*.
- Chris Caswell, author and senior editor, *Yachting*.

NMEA will present its Technology Award from what is expected to be a very competitive field of nominations on October 2 during the International Marine Electronics Conference & Expo, held this year at the Sheraton Seattle Hotel. The panel of journalists and editors will be comprised of:

- Ben Ellison, electronics editor and editor of *Panbo Marine Electronics* blog.
- Dean Travis Clarke, Executive Editor of *Sport Fishing*, *Marlin*, and *Fly Fishing in Salt Waters* magazines.
- Tim Queeney, Editor of *Ocean Navigator*.

For more information about the respective awards, contact Melissa Gurniewicz at mgurniewicz@nmma.org regarding IBEX; contact David Hayden at dhayden@nmea.org about the NMEA Technology Award and how to nominate a product.



2010 TECHNOLOGY AWARD

Supporters Achieve "Satisfaction"

A number of BWI Supporting members are being recognized by NMMA as recipients of the 2010 Marine Industry CSI Awards. A total of 44 boat and engine manufacturers were recognized for excellence in customer satisfaction as part of the Customer Satisfaction Index (CSI) program. Award recipients will be acknowledged during the

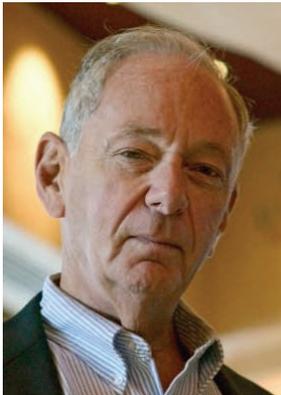
annual Industry Breakfast at the IBEX, September 28.

Manufacturers cited for CSI excellence included:

- Beneteau USA: Sailboats
- Formula Boats: Inboard Express Cruiser Boats, Sterndrive Bowrider Boats, Sterndrive Cuddy and Express Boats
- Honda Marine: Outboard Engines
- Indmar Products: Inboard Engines
- Suzuki Motor Corp., American: Outboard Engines
- Volvo Penta: Sterndrive Engines
- Yamaha Outboards: Outboard Engines

Active & Associate Member News

Husick, 77, Passes On
 BWI member Chuck Husick, of St. Petersburg, FL, an internationally-known expert on the aviation and marine industries, died September 13 after a 9 month illness. He was 77.



As a mariner, Husick, former chairman of Chris-Craft Yachts, held a Coast Guard Master's License, served on the Advisory Committee of BoatUS, the Radio-Technical Commission for Maritime Services, and was the editor of Chapman's Piloting and Seamanship, 66th Ed. He published technical articles in yachting magazines for over twenty years.

In addition to his wife Louisa, he is survived by a sister and two sons. Donations may be made to the BoatUS Foundation for Boating Safety and Clean Water .

Rudow Explains Changing Market

In an article written for the latest Marine Marketers of America newsletter, BWI member Lenny Rudow discusses how his income from writing has shifted since 2007 from almost 100 percent derived from print media to the current 80 percent in new media and 20 percent in print. His point to marketers: "You need to be careful about where and how you advertise on the web, make sure you have solid sources giving the public reliable information, back it up with a

print media presence, and focus not only on the established large-audience internet sites but also on the up-and-comers." To read more of Rudow's views on writing in the marketing mix, go to <http://www.marinemarketersofamerica.org/2010/07/21/new-wave-marine-marketing/>.

Home Port Extends Contact Reach

Marine product marketing consultancies Home Port Marine Marketing in the U.S. and Barrow International in the UK have linked their industry contact databases to launch a global product release service to send their product news directly to OEM and aftermarket purchasing, distribution, wholesale, retail and other professionals - worldwide - in established and emerging markets. For more information visit www.homeportmarine.com/globalpr.

In separate announcements, HPC said two firms have chosen it to provide promotion. Brown Industries (www.uwlights.com) manufactures self-contained, low-draw underwater LED lights, and Vanquish Boats (www.vanquishboats.com) is re-introducing its runabout and center console models.

Executive Changes at BoatUS Magazine

Award-winning features writer Ann Dermody has been appointed managing editor of *BoatUS Magazine*. She replaces Elaine Dickin-

son, who has retired.

Before joining BoatUS two years ago as a contributing editor and features writer, Dermody was a features writer, editor, and columnist for several major British and Irish newspapers and magazines.

After 26 years as a writer and managing editor and advocate for boat owners as a lobbyist, Dickinson is planning to spend more time cruising with her husband, naval architect Jack Hornor. She served as chair of the National Safe Boating Council, and managed outreach to get more women involved in boating.

Beckett Moves to Southern Boating

Southern Boating and trade magazine *Marine Business Journal* have named yachting journalist Louisa Rudeen Beckett editor of both publications. Beckett, who served as editor-in-chief of *Motor Boating* and editor of *ShowBoats International* magazines before co-founding Turnkey Communications & Public Relations, Inc. with her husband, Gary, assumed her role in late July. She replaces Marilyn Mower, who is moving to work in book publishing in the marine field.

"I am excited to be joining a publishing company with such a great reputation and strong position in the marine marketplace. Regional magazines represent a terrific opportunity as the boating industry continues its recovery," Beckett said.

Welcome New Members

•Dave Mull, Editor/
 Associate Publisher,
 Chicago, IL

•Bob Vincent, Writer/
 Author, Cardiff-by-the-
 Sea, CA

Supporting Member News

ZF Opens Tech Training Center

ZF Marine LLC recently announced the opening of a new Technical Training Center located at its new North American headquarters facility in Miramar, FL. Included is a classroom for theoretical training, and a fully equipped, dedicated shop area for practical training. Courses will include electronic control systems, product diagnostic and repair for transmissions, as well as ZF Marine's family of POD drives. Contact Martin Meissner, martin.meissner@zf.com.

Interlux Adds "Forum" To Website

Yacht paint manufacturer Interlux has a new web site at www.yachtpaint.com designed for boat owners and professional paint applicators to choose the right

RBFF's Latest Fishing/Boating Report

The "2010 Special Report on Fishing and Boating," conducted by the Recreational Boating and Fishing Foundation and The Outdoor Foundation, reveals that of the 48 million anglers in the U.S., 41 million are participating in freshwater fishing, an increase of two percent from last year. Other key findings include: Nearly 10 million outdoor enthusiasts are considering boat ownership; "Next-gen" anglers, those under 18 years of age, make up more than 23 percent of all fishing participants. The report provides insights into boating and fishing participation patterns, as well as detailed information on participation by gender, age, ethnicity, income, education and region.

Mercury Wins Three Readers Awards

Mercury Marine earned a trio of honors in the inaugural *Powerboat* Magazine Readers Choice Awards. MerCruiser and Mercury Racing sterndrives won the "Favorite Sterndrive Manufacturer" category while Mercury Racing was named readers' "Favorite Engine Builder." Twenty categories were determined and 60 awards were presented in the first award program. Almost 900 performance boat enthusiasts voted for their favorite marine manufacturers, dealers and boating destinations. A list of

winners can be found at www.powerboatmag.com.

Xantrex Website Features Redesign

Xantrex Technology Inc., a subsidiary of Schneider Electric, has a redesigned website, www.xantrex.com. It offers product pages with relevant content and imagery, media library/newsroom, technical downloads, FAQs and educational documents featuring power electronics, and the recently launched Tech Doctor editorial series. The website serves the company's core markets including RV, Marine and Commercial/Industrial Vehicles.



KVH Pressroom Is Now "Online"

Tools at KVH's new online pressroom, www.kvh.com/Press-Room.aspx, are said to provide information on trends and options in broadband satellite communications products and services, mobile satellite TV solutions, and guidance and stabilization technology. Included are product updates, images, information on upcoming shows, white papers, case studies and more. Coming will be online press kits generated by selecting a product with relevant photos, news, white papers, etc. Contact Chris Watson, cwatson@kvh.com.

product, get technical information and support. "Paint Your Boat" allows boaters to see how different paint colors look on a hull. A new forum allows owners to ask questions and share information. An enhanced "Ask The Expert" provides access to the knowledge base and experience of Technical Service staff.

Ask the Experts

"Need more expert advice on working with our products?"

George Dunigan
Technical Sales Rep



Calendar & Events

Send details to info@bwi.org.

Weekend in Keys For Fishing Ladies

The award winning "Ladies, Let's Go Fishing!®" Keys weekend seminar is November 12-14 at Holiday Isle Resort & Marina, Islamorada, FL. Known as the "No-Yelling School of Fishing," skills such as releasing, conservation, knot tying, bait rigging, spin and net casting, gaffing grapefruits, trailer backing, boat handling, stand-up fish fighting techniques and more will be taught. For complete details visit the website at www.ladiesletsstofishing.com.

20th Anniversary for METS DAME Award

The DAME (Design Award METS) – design competition for new marine equipment and accessories – celebrates its 20th anniversary in 2010.



For the past three years, all product registration fees have been donated to a designated charity. Exhibitors wishing to submit products for the DAME 2010 should complete the online application by September 20. METS & SuperYacht Pavilion 2010 will be held 16-18 November 2010 in the Amsterdam RAI Convention Centre, the Netherlands. Visit www.metstrade.com.

Boat Access Award Nominations Sought

The fourth annual BoatU.S. Recreational Boating Access

Award is designed to help spread the word about successful waterway access projects initiatives. Nominations, open until October 1, recognize individuals or groups who have succeeded in preserving or improving public waterway access. Examples of solutions include creative public/private partnerships, changes in land-use planning or permitting processes, tax incentives, legislation or public ballots, publicity or public education. For information and look at previous winners, go to www.BoatUS.com/gov/AccessAward.

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Writer/Boat Tester ...

Award-winning marine journalist Eric Colby is seeking

freelance projects and/or long-term editorial positions. Experienced in evaluations of boats ranging from 18' bowriders to 40' performance boats to 80' yachts. Has also

authored technical features, personality profiles and adventure articles plus columns and blogs. Contact Eric Colby at 207-232-1962, ecolby@maine.rr.com.

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.

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.

